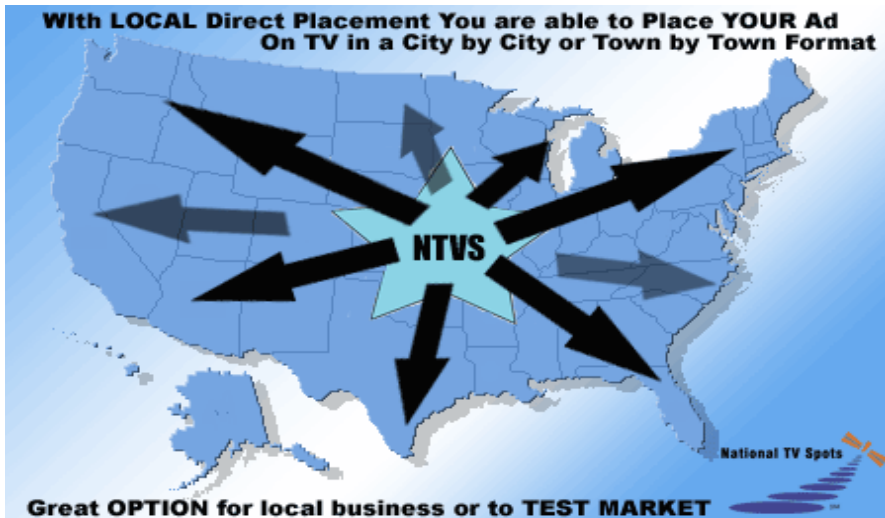


# Local Cable "DMA" Rate Card



Thank You for Choosing National TV Spots, Inc.

We Appreciate Your Business!

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[Network Demographics](#)

**TIER 1 Networks:**

**TIER 2**

**TIER 3**

A and E	HGTV	AMC	ESPN DEPORTES	NBA NETWORK	ALTITUDE	HISPANIC TV	REALITY TV
ABC FAMILY	HISTORY	ANIMAL PLANET	ESPN NEWS,	NBC Sports	AMERICAN LIFE TV	HUB TV	RETRO
Adult Swim	LIFETIME	AZTECA AMERICANA	ESPN UNIVERSITY	NFL NETWORK	CATHOLIC TV	I.D. CHANNEL	SCIENCE
BET	MSNBC	BBC AMERICA	Family Net	OPRAH WINFREY NETWORK	CINE	LIME TV	SUR MEX
BRAVO	MTV	BET JAZZ	FOX BUSINESS	OUTDOOR CHANNEL	CURRENT	MEX TV	TELEHIT
CNN	NBC	BIG 10	FOX SPORTS SOCCER	OXYGEN	DE PELICULA CLASSICO	MGM	TR3S
CNN-HLN	NICK JR.	BIOGRAPHY	FX	PAX	DISCOVERY ESPANOL	MTV C	TRIO
COMEDY	NICKELODEON	BLOOMBERG	G4TECHTV	Sky Angel	Discovery Health	MTV H	TV 1
DISCOVERY	NICKELODEON 2	CARTOON NETWORK	GAC	SOAP	DISCOVERY HOME	MTV J	TV COLUMBIA
DISNEY XD	SPIKE TV	CARTOON	GAME SHOW	SPEED	DISCOVERY TIMES	MTV2	TV GUIDE
ESPN	SYFY	CBS SPORTS	GOLF	STYLE	ECN	MUNI2	TVCHILI
ESPN2	TBS	CMT	GOLTV	TELEMUNDO	FIT TV	MY TV	US CHANNEL
FOOD	TNT	CNN ESPANOL	HALLMARK	TLC	FOX SPORTS ESP	NATIONAL GEOGRAPHIC	WILD TV
FOX NEWS	USA	COOKING	HI NETWORK	TOON DISNEY	FUSE	NFL RED ZONE	WISDOM
FOX SPORTS NET	VH1	Corner Stone	HISTORY INTERNATIONAL	TRAVEL	Gospel Channel	OUTDOOR LIFE	
GalaVision,		The Country Netwrork	Inspirational Networks	TRU TV	GREEN TV	OVATION	
		DISCOVERY KIDS	LIFETIME MOVIE	TVLAND	HALO	PELICULA	
		DIY NETWORK	LOGO	TWC			
		E!	MILITARY	WE			
		ESPN CLASSIC	MLB TV				

Relevant Media Markets

Rank	Location (DMA)	Tier1	Tier2	Tier3	Tier1	Tier2	Tier3
		6a-12m	6a-12m	6a-12m	12m-6a	12m-6a	12m-6a
8	Atlanta, GA	\$225	\$200	\$175	\$185	\$165	\$150
23	Charlotte, NC	\$97	\$83	\$75	\$90	\$67	\$61
29	Nashville, TN	\$97	\$83	\$75	\$90	\$67	\$61
36	Greenville-Spart-Asheville, NC	\$97	\$83	\$75	\$90	\$67	\$61
47	Greensboro-W.Salem, SC	\$50	\$40	\$30	\$40	\$30	\$20
59	Knoxville, TN	\$50	\$40	\$30	\$40	\$30	\$20
66	Roanoke-Lynchburg, VA	\$50	\$40	\$30	\$40	\$30	\$20
86	Chattanooga, TN	\$50	\$40	\$30	\$40	\$30	\$20
91	Tri-Cities, TN-VA	\$50	\$40	\$30	\$40	\$30	\$20

**NOTES**

1. To help insure success, minimum buy on this rate card is:

DMA's 1-10 = \$10,000

DMA's 11-42 = \$5,000

DMA's 43-210 = \$3,000

2. All rates include NTVS Infrastructure Review

3. Clients must approve all final schedules prior to placement.

4. All rates subject to change without prior notice.

5. Local Cable Systems or Platforms usually offer multiple Zones in each local DMA. NTVS Local Cable Rates are based on the local DMA's largest Platform or Cable System Operator and includes "ALL DMA ZONES" offered by that Cable System or Platform . Additional Cable Systems in any DMA may be available at an additional rate to be custom quoted.

6. Not all Networks Listed on the Local Cable DMA Rate Card are Available in All Local DMAs.

7. Local Cable DMA Networks are subject to availability at time of placement.

8. All time blocks listed above are "ROS" run of schedule. Client picks time blocks, network picks exact run time.

9. Rates listed above are for 30-sec Spots, 60-sec Spots are simply double.

Rate Card Effective Date: 3/8/12

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