

South Zone- #9107
Dayton North & South & City of Dayton
2008 2nd Quarter Rate Card

1/10/2008



Sub Count -	Rev: April 24, 2008					
	M-Sun.	M-Sun.	Sat-Sun	M-Sun.	M-Sun.	M-Sun.
Network	5am-10am	10am-4pm	5am-4pm	4pm-8pm	8pm-Mid.	Mid-5am
A&E	\$6	\$6		\$30	\$48	\$1
ANPL	\$2	\$2		\$3	\$3	\$1
BET	\$2	\$2		\$3	\$3	\$1
BRAVO	\$2	\$2		\$3	\$6	\$1
CMT	\$2	\$2		\$3	\$5	\$1
CNBC	\$3	\$2		\$3	\$6	\$1
CNN	\$15	\$3		\$12	\$18	\$1
COMD	\$2	\$6	\$18	\$30	\$48	\$1
COURT	\$2	\$2		\$3	\$3	\$1
DISC	\$6	\$3		\$30	\$54	\$1
E!	\$2	\$2		\$12	\$15	\$1
ESPN	\$42	\$12	\$60	\$65	\$115	\$2
ESPN2	\$6	\$2	\$9	\$18	\$27	\$1
FAM	\$3	\$6		\$18	\$30	\$2
FOOD	\$4	\$3	\$15	\$18	\$30	\$2
FX	\$2	\$3		\$30	\$40	\$6
FXNC	\$33	\$6		\$30	\$40	\$1
FSO	\$2	\$2		\$12	\$15	\$1
GOLF	\$2	\$2		\$3	\$3	\$1
HGTV	\$18	\$15	\$24	\$30	\$48	\$1
HIS	\$3	\$3		\$18	\$27	\$1
HLN	\$6	\$2		\$12	\$15	\$1
LIFE	\$12	\$12	\$30	\$30	\$45	\$1
MSNBC	\$6	\$2		\$12	\$15	\$1
MTV	\$3	\$3		\$18	\$27	\$1
NICK	\$18	\$12	\$18	\$21	\$30	\$1
SCFI	\$2	\$2		\$18	\$27	\$1
SPIKE	\$3	\$3	\$6	\$18	\$33	\$1
TBS	\$12	\$10	\$35	\$65	\$100	\$3
TLC	\$4	\$3	\$6	\$18	\$35	\$1
TNT	\$9	\$12	\$40	\$60	\$95	\$1
TOON	\$2	\$2		\$12	\$15	\$3
TRVL	\$2	\$2		\$3	\$3	\$1
TVLND	\$2	\$3		\$12	\$15	\$1
TWC	\$25	\$6		\$12	\$15	\$1
USA	\$12	\$9	\$35	\$65	\$110	\$3
VH-1	\$2	\$2		\$3	\$3	\$1

Spot Load Maximums	Per Day	Per Week
6a-10a	1	5
10a-4p	2	8
4p-8p	1	5
8p-12a	1	5
Specific Programs	1 (Per Daypart)	1 (Count as Daypart Maximum)

:60 rate is 2x a :30 (check with management)
:15 rate is 75% of a :30
:10 rate is 50% of a :30
Narrow daypart 1 hour or less: 30% increase in rate
1 1/2-3 hours: 20% increase in rate
Any other narrowing of daypart: 10% increase in rate

Rates subject to change due to inventory demands