

30-Second Retail Spot Rate Card

Frankfort Plant Board Cable Advertising
Frankfort, Kentucky

Rate Card #19
Effective August 1st, 2007

NETWORK		CHANNEL	24-HOUR BLOCK	18-HOUR BLOCK	9-HOUR BLOCK	6-HOUR BLOCK	3-HOUR BLOCK	1-HOUR BLOCK
	ESPN	33	\$8.00	\$14.00	\$17.00	\$22.00	\$24.00	\$27.00
	CNN	29	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00
	LIFETIME	40	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00
	USA	52	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00
	FOOD	42	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00
	FOX NEWS	28	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00
	TBS	48	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00
	TNT	51	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00
	HALLMARK	39	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00
	A&E	45	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00
	TV LAND	59	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00
	HIST	46	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	ESPN 2	34	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	TLC	43	N/A*	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	HGTV	41	N/A*	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	DISCOVERY	44	N/A*	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	HNN	30	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	WEATHER	32	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	NAT. GEO.	49	\$3.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	TRAVEL CH.	47	\$3.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00
	NICK	57	N/A*	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	COMEDY	53	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	ANIMAL	38	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	BET	61	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	E!	66	N/A*	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	MTV	62	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	CNBC	31	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	FX. SPRTS. S.	37	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	SPIKE	54	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	AMC	65	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	TRU TV	50	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
	CARTOON	56	N/A*	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00
THE WEATHER CHANNEL		32	\$100 Net per month (broadcast calendar) one 48 second crawl every 2 hours.					
Weatherscan Local		19	\$100 Net per month (broadcast calendar) one 48 second crawl every 36 minutes.					

General Comment: The Account Executives have the discretion to limit the number of spots any one advertiser may buy less than three hour block. Available spots for less than the three hour block may be subject to special package arrangements.

Local Insertion NOT available:

Discovery 3 AM - 10 AM

TLC 3 AM - 9 AM

HGTV 3 AM - 6:30 AM

NICK 9 AM - 11 AM

E! 4 AM - 8 AM (Monday - Friday)

4 AM - 7 AM (Saturday - Sunday)

Glenn Goldstein, Account Executive
(502) 352-4476, ggoldstein@fewpb.com

John Williams, Account Executive
(502) 352-4475, jwilliams@fewpb.com



Frankfort Plant Board
Cable Advertising