



# INFOMERCIALS

RATE SHEET

## MONDAY - FRIDAY

SEGMENT	TIME BAND	48 MIN	24 MIN	15 MIN	10 MIN	5 MIN	3 MIN	2 MIN	90 SECS
EARLY MORNING	5:00 AM - 6:00 AM	\$ 95,000	\$ 68,000	\$ 48,000	\$ 25,000	\$ 22,000	\$ 19,000	\$ 16,000	\$ 14,000
MORNING (1)	6:00 AM - 9:00 AM	\$ 100,000	\$ 71,000	\$ 57,000	\$ 44,000	\$ 40,000	\$ 35,000	\$ 23,000	\$ 19,000
MORNING (2)	9:00 AM - 12 NOON	\$ 95,000	\$ 68,000	\$ 48,000	\$ 25,000	\$ 22,000	\$ 19,000	\$ 16,000	\$ 14,000
DAY TIME DRAMA	12 NOON - 2:00PM	\$ 100,000	\$ 71,000	\$ 57,000	\$ 44,000	\$ 40,000	\$ 35,000	\$ 23,000	\$ 19,000
DAY TIME	2:00 PM - 6:30 PM	\$ 90,000	\$ 63,000	\$ 43,000	\$ 20,000	\$ 17,000	\$ 14,000	\$ 11,000	\$ 9,000
EARLY PRIME TIME	6:30 PM - 7:30 PM	\$ 302,000	\$ 220,000	\$ 182,000	\$ 124,000	\$ 78,000	\$ 53,000	\$ 66,000	\$ 35,000
PEAK PRIME TIME	7:30 PM - 9:00 PM	\$ 485,000	\$ 382,500	\$ 345,000	\$ 278,000	\$ 155,000	\$ 96,000	\$ 73,000	\$ 63,000
PRIME TIME	9:00 PM - 10:30 PM	\$ 443,000	\$ 348,000	\$ 316,000	\$ 254,000	\$ 128,000	\$ 88,000	\$ 50,000	\$ 58,000
LATE PRIME	10:30 PM - MIDNIGHT	\$ 302,000	\$ 220,000	\$ 181,000	\$ 124,000	\$ 78,000	\$ 53,000	\$ 38,000	\$ 25,000
WEE HOURS	MIDNIGHT - 5:00 AM	\$ 95,000	\$ 62,000	\$ 48,000	\$ 25,000	\$ 20,000	\$ 19,000	\$ 16,000	\$ 14,000

## SATURDAY - SUNDAY

SEGMENT	TIME BAND	48 MIN	24 MIN	15 MIN	10 MIN	5 MIN	3 MIN	2 MIN	90 SECS
MORNING	8:00 AM - 12 NOON	\$ 95,000	\$ 68,000	\$ 48,000	\$ 24,000	\$ 22,000	\$ 19,000	\$ 16,000	\$ 13,000
DAY TIME DRAMA	12 NOON - 2:00 PM	\$ 115,000	\$ 71,000	\$ 57,000	\$ 43,000	\$ 39,000	\$ 34,000	\$ 22,000	\$ 18,000
DAY TIME	2:00 PM - 6:30PM	\$ 95,000	\$ 68,000	\$ 48,000	\$ 24,000	\$ 22,000	\$ 19,000	\$ 16,000	\$ 13,000
EARLY PRIME TIME	6:30 PM - 7:30 PM	\$ 302,000	\$ 218,000	\$ 182,000	\$ 124,000	\$ 77,000	\$ 52,000	\$ 37,000	\$ 35,000
PEAK TIME	7:30 PM - 9:00 PM	\$ 485,000	\$ 381,000	\$ 346,000	\$ 277,000	\$ 154,000	\$ 96,000	\$ 73,000	\$ 62,000
PRIME TIME	9:00 PM - 10:30 PM	\$ 445,000	\$ 348,000	\$ 316,000	\$ 253,000	\$ 130,000	\$ 88,000	\$ 66,000	\$ 57,000
LATE PRIME	10:30 PM TO MIDNIGHT	\$ 302,000	\$ 218,000	\$ 182,000	\$ 124,000	\$ 77,000	\$ 52,000	\$ 37,000	\$ 35,000
WEE HOURS	MIDNIGHT - 5:00 AM	\$ 95,000	\$ 68,000	\$ 48,000	\$ 24,000	\$ 22,000	\$ 19,000	\$ 16,000	\$ 13,000

### CONDITIONS

1. In Prime Time bands, no more than five (5) minutes for features can be accommodated in any one hour
2. Infomercials and features are booked in advertising time, not programming time
3. Discounts have already been applied to infomercials/ features. Volume discounts are not applicable
4. Surcharge of 15% for late bookings
5. Surcharge of 15% for cancellation received under 3 business days
6. ALL political Broadcast MUST be paid in advance plus GCT
7. Script, tapes and electronic files of item being broadcast MUST be received by CVM Television 48 hours in advance of airing
8. If the broadcast is longer then the original quote then the matter MUST be referred to the CEO's office
9. Agencies will receive their agreed discount

Add GCT to all prices

**Effective Date: July 1, 2018**