



SMALLBIZ AMERICA TELEVISION RATE CARD

FIRST 13 WEEK RUN									
Total Markets	6			10			20		
	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>6 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>10 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>20 mkts</i>
Branded Show Sponsorship	\$250.00	\$16,250.00	\$97,500.00	\$225.00	\$14,625.00	\$146,250.00	\$200.00	\$13,000.00	\$260,000.00
Branded Segment Sponsorship	\$75.00	\$4,875.00	\$29,250.00	\$70.00	\$4,550.00	\$45,500.00	\$65.00	\$4,225.00	\$84,500.00
30 Second Spots	\$25.00	\$1,625.00	\$9,750.00	\$22.50	\$1,462.50	\$14,625.00	\$20.00	\$1,300.00	\$26,000.00
	30			40			50		
	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>30 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>40 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>50 mkts</i>
Branded Show Sponsorship	\$150.00	\$9,750.00	\$292,500.00	\$100.00	\$6,500.00	\$260,000.00	\$75.00	\$4,875.00	\$243,750.00
Branded Segment Sponsorship	\$55.00	\$3,575.00	\$107,250.00	\$45.00	\$2,925.00	\$117,000.00	\$37.50	\$2,437.50	\$121,875.00
30 Second Spots	\$18.50	\$1,202.50	\$36,075.00	\$14.00	\$910.00	\$36,400.00	\$12.50	\$812.50	\$40,625.00

SECOND 13 WEEK RUN									
Number of Markets	6			10			20		
	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>6 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>10 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>20 mkts</i>
Branded Show Sponsorship	\$ 125.00	\$8,125.00	\$48,750.00	\$112.50	\$7,312.50	\$73,125.00	\$100.00	\$6,500.00	\$130,000.00
Branded Segment Sponsorship	\$ 37.50	\$2,437.50	\$14,625.00	\$35.00	\$2,275.00	\$22,750.00	\$32.50	\$2,112.50	\$42,250.00
30 Second Spots	\$ 12.50	\$812.50	\$4,875.00	\$11.25	\$731.25	\$7,312.50	\$10.00	\$650.00	\$13,000.00
	30			40			50		
	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>30 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>40 mkts</i>	<i>per show</i>	<i>13 weeks(65 shows)</i>	<i>50 mkts</i>
Branded Show Sponsorship	\$75.00	\$4,875.00	\$146,250.00	\$50.00	\$3,250.00	\$130,000.00	\$37.50	\$2,437.50	\$121,875.00
Branded Segment Sponsorship	\$27.50	\$1,787.50	\$53,625.00	\$22.50	\$1,462.50	\$58,500.00	\$18.75	\$1,218.75	\$60,937.50
30 Second Spots	\$9.25	\$601.25	\$18,037.50	\$7.00	\$455.00	\$18,200.00	\$6.25	\$406.25	\$20,312.50