

Q4 2023

Q4 Rates

Opening Rates

+HRE	Oct	Nov	Dec	Q4	Jan
Peak	3.4%	2.4%	-7.0%	0.5%	-2.3%
Daytime	-2.6%	-5.2%	1.9%	-2.7%	0.1%
All Day	2.8%	1.6%	-4.8%	0.5%	-2.5%



	Oct	Nov	Dec	Q4	Jan
	\$900	\$900	\$900	\$900	\$460
	Flat	Flat	Flat	Flat	-8.0%



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Q4 Rates

30" CPTs. All CPTs are based on run of station. Exclusions or day strategies will incur a premium. Long durations above 60" are subject to approval and potential premiums based on requirements. Published CPTs are opening rates and subject to change.

bravo

Q4 70% Peak

Jan 70% Peak

All People 25-54

\$403

\$290

Females 25-54

\$340

\$270

HHS 25-54

\$330

\$270

HHS wk 0-14

\$365

\$270

Females 18-49

\$412

\$310

All People 18-49

\$480

\$337



Q4 Rates

Rush eden HGTV TLC DISCOVERY turbo living. Discovery

30" CPTs. All CPTs are based on all-time run of station group, no peak / off peak allocations apply. Exclusions or day strategies will incur a premium. Long durations above 60" are subject to approval and potential premiums based on requirements. Published CPTs are opening rates and subject to change.

GCPTs - WBD CPT Channels All Time

	Q4	Jan
All People 25-54	\$350	\$240
Females 25-54	\$340	\$233
HHS 25-54	\$320	\$226
HHS wk 0-14	\$320	\$240
Females 18-49	\$365	\$274
All People 18-49	\$410	\$270
All People 40-64	\$330	\$193
Females 40-64	\$320	\$233
Males 25-54	\$370	\$278