

# Q1 Rates

Opening Rates

<b>+HRE</b>	Jan	Feb	Mar	Q1
Peak	-2.3%	-1.1%	0.5%	<b>-6.0%</b>
Daytime	0.1%	-2.6%	-14.4%	<b>-12.8%</b>
All Day	-2.5%	-1.6%	-1.5%	<b>-7.0%</b>

**NEWSFIRST**  
● AT 5.30PM

Feb/ Mar

\$700

-22.2%

Q1  
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# Q1 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



Feb/March 2024

70% Peak

All People 25-54	\$420
Females 25-54	\$410
HHS 25-54	\$360
HHS wk 0-14	\$410

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# Q1 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

Feb/March 2024

All Time

60-65% Peak

All People 25-54	\$350	\$385
Females 25-54	\$350	\$385
Males 25-54	\$343	\$377
HHS 25-54	\$327	\$360
HHS wk 0-14	\$359	\$395
All People 40-64	\$295	\$325
Females 40-64	\$291	\$320

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