



OKC Rate Card
Revised 8/4/11
Spot Delivery Available by DG/Fast Channel



Day	Time	Program Name	Rates	
			1 st / 3 rd	2 nd / 4 th
EARLY MORNING				
M-Su	5:00 – 6:00 am	Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)	\$30	\$40
M-F	6:00 – 9:00 am	Despierta America / Wake Up America (news/talk/variety)	\$75	\$100
M-F	6:24 am, 7:24 am, 8:24 am	Despierta Oklahoma / Wake Up Oklahoma (local news)	\$100	\$150
DAYTIME				
M-F	9:00 – 10:00 am	Quien Tiene la Razon? / Who Has Reason? (talk show)	\$35	\$45
M-F	10:00 – 11:00 am	Casos de Familia / Family Cases (talk show)	\$35	\$45
M-F	11:00 am – 12:00 pm	Como Dice El Dicho / How The Saying Goes (drama)	\$35	\$45
M-F	12:00 – 2:00 pm	Rafaela (soap)	\$40	\$50
M-F	2:00 – 3:00 pm	Zacatillo / A New Beginning (soap)	\$50	\$65
EARLY FRINGE / EARLY NEWS				
M-F	3:00 – 4:00 pm	El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)	\$75	\$100
M-F	4:00 – 5:00 pm	Primer Impacto / First Impact (news magazine)	\$75	\$100
M-F	5:00 – 5:30 pm	Alma de Hierro / Iron Soul (soap)	\$75	\$100
M-F	5:30 – 6:00 pm	Noticiero Univision / Univision News (news)	\$125	\$175
PRIME				
M-F	6:00 – 7:00 pm	Cuando me Enamoro / When I Fall In Love (soap)	\$150	\$200
M-F	7:00 – 8:00 pm	Teresa (soap)	\$175	\$225
M-F	8:00 – 9:00 pm	La Fuerza del Destino / The Power of Destiny (soap)	\$200	\$250
Mon	9:00 – 10:00 pm	Don Francisco Presenta (talk show)	\$225	\$275
Tue	9:00 – 10:00 pm	Aqui y Ahora / Here & Now (news magazine)	\$225	\$275
Wed	9:00 – 10:00 pm	La Rosa de Guadalupe / The Rose of Guadalupe (miracles)	\$225	\$275
Thu	9:00 – 10:00 pm	El Equipo / The Team (drama)	\$200	\$250
Fri	9:00 – 10:00 pm	La Rosa de Guadalupe / The Rose of Guadalupe (miracles)	\$175	\$225
Sat	6:00 – 7:00 pm	Como Dice El Dicho / Like The Saying Goes (drama)	\$175	\$225
Sat	7:00 – 10:00 pm	Sabado Gigante / Giant Saturday (game/variety)	\$225	\$275
Sun	6:00 – 7:00 pm	La Rosa de Guadalupe / The Rose of Guadalupe (miracles)	\$175	\$225
Sun	7:00 – 9:00 pm	Pequeños Gigantes / Little Giants (reality)	\$250	\$300
Sun	9:00 – 10:00 pm	Sal y Pimienta / Salt and Pepper (entertainment magazine)	\$225	\$275
LATE NEWS				
M-Su	10:00 – 10:30 pm	Primer Impacto Extra / First Impact - Extra (news magazine)	\$100	\$150
M-Su	10:30 – 11:00 pm	Noticiero Univision-Ultima Hora / Univision News-Last Hour (news)	\$125	\$175
LATE FRINGE				
M-W	11:00 pm – 12:00 mid	Para Volver a Amar / To Love Again (soap)	\$45	\$55
Thu	11:00 pm – 12:00 mid	La Noche Encima / The Night Is Upon Us (talk)	\$45	\$55
Fri	11:00 pm – 12:00 mid	Univision In Studio (interviews & music performances)	\$45	\$55
Tu-Sa	12 mid – 1:00 am	Destilando Amor / Fading Love (soap)	\$15	\$25
Tu-Sa	1:00 – 2:00 am	Mujer...Casos de la Vida Real / Women...Real Life Cases (drama)	\$2	\$5
Tu-Sa	2:00 – 3:00 am	Clasicos de Casos de Familia / The Best of Family Cases (talk show)	\$2	\$5
Tu-Sa	3:00 – 4:00 am	El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)	\$2	\$5
Sat	11:00 pm – 12:30 am	Desmadrugados / Late Nighters (comedy)	\$50	\$65
Sun	12:30 – 1:00 am	Una Familia de Diez / A Family of 10	\$15	\$25
Sun	1:00 – 2:00 am	Terminales (drama)	\$5	\$10
Sun	2:00 – 4:00 am	Sabado Gigante / The Best of Giant Saturday (game/variety)	\$2	\$5
Sun	11:00 pm – 12 mid	SOS: Sexo y Otros Secretos / SOS: Sex & Other Secrets (comedy)	\$40	\$50
Mon	12 mid – 1:00 am	Al Punto / To The Point (current affairs)	\$15	\$25
Mon	1:00 – 2:00 am	Aurora Valle Presenta Pandora (talk/variety)	\$2	\$5
Mon	2:00 – 3:00 am	Quien Tiene la Razon? / Who Has Reason? (talk show)	\$2	\$5
Mon	3:00 – 4:00 am	Muchachitas Como Tu / Little Girls Like You (soap)	\$2	\$5
WEEKEND				
Sat	11:00 am – 12:00 pm	Viva La Familia! (talk)	\$40	\$50
Sat	12:00 – 1:00 pm	Central de Abasto / The Farmers' Market (drama)	\$40	\$50
Sat	1:00 – 3:00 pm	Movie	\$40	\$50
Sat	3:00 – 4:00 pm	Arrasa con Todo / Take Everything (game)	\$40	\$50
Sa-Su	4:00 – 5:00 pm	Primer Impacto / First Impact (news magazine)	\$75	\$100
Sa-Su	5:00 – 5:30 pm	Cero en Conducta / No Conduct (comedy)	\$50	\$75
Sa-Su	5:30 – 6:00 pm	Noticiero Univision / Univision News (news)	\$100	\$150
Sun	7:00 – 8:00 am	Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)	\$50	\$65
Sun	8:00 – 9:00 am	Muchachitas Como Tu / Little Girls Like You (soap)	\$40	\$50
Sun	9:00 – 10:00 am	Al Punto / To The Point (current affairs)	\$75	\$125
Sun	10:00 – 11:00 am	Aurora Valle Presenta Pandora (talk/variety)	\$40	\$50
Sun	11:00 am – 12:00 pm	Vecinos / Neighbors (comedy)	\$40	\$50
Sun	12:00 – 2:00 pm	Republica Deportiva / Sports Republic (sports magazine)	\$50	\$65
Sun	2:00 – 4:00 pm	Soccer: Futbol Liga Mexicana	\$150	\$200

Rates for :15's are :65% of :30's rate rounded up to nearest \$5 Rotators available upon request