



OKC Rate Card

Revised 1/14/10

Spot Delivery Available by DG/Fast Channel



Day	Time	Program Name	Rates	
EARLY MORNING			1 st / 3 rd	2 nd / 4 th
M-Su	4:00 – 4:30 am	Primer Impacto Extra / First Impact - Extra (news magazine)	\$10	\$15
M-Su	4:30 – 5:00 am	Noticiero Univision-Ultima Hora / Univision News-Last Hour (news)	\$15	\$25
M-Su	5:00 – 6:00 am	Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)	\$25	\$35
M-F	6:00 – 9:00 am	Despierta America / Wake Up America (news/talk/variety)	\$50	\$75
DAYTIME				
M-F	9:00 – 10:00 am	Quien Tiene la Razon? / Who Has Reason? (talk show)	\$30	\$45
M-F	10:00 – 11:00 am	Casos de Familia / Family Cases (talk show)	\$35	\$50
M-F	11:00 am – 12:00 pm	Necesito una Amiga / I Need A Friend (drama series)	\$35	\$50
M-F	12:00 – 1:00 pm	Alma Indomable / Wild Soul (soap)	\$40	\$55
M-F	1:00 – 2:00 pm	Tormenta en el Paraiso / Storm in Paradise (soap)	\$40	\$55
M-F	2:00 – 3:00 pm	Un Gancho al Corazon / A Punch to the Heart (soap)	\$45	\$60
EARLY FRINGE / EARLY NEWS				
M-F	3:00 – 4:00 pm	El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)	\$65	\$90
M-Sa	4:00 – 5:00 pm	Primer Impacto / First Impact (news magazine)	\$75	\$100
M-Sa	5:00 – 5:30 pm	Lo mas Loco de...Que Locura! / The Best of How Crazy! (comedy)	\$100	\$150
M-Sa	5:30 – 6:00 pm	Noticiero Univision / Univision News (news)	\$100	\$150
PRIME				
M-F	6:00 – 7:00 pm	En Nombre del Amor / The Name of Love (soap)	\$150	\$225
M-F	7:00 – 8:00 pm	Hasta que el Dinero nos Separe / Until the Money's Gone (soap)	\$175	\$250
M-F	8:00 – 9:00 pm	Sortilegio / Sortilege (soap)	\$200	\$275
Mon	9:00 – 10:00 pm	Cristina (talk)	\$225	\$300
Tue	9:00 – 10:00 pm	Aqui y Ahora / Here & Now (news magazine)	\$225	\$300
Wed	9:00 – 10:00 pm	Don Francisco Presenta (talk show)	\$225	\$300
Thu	9:00 – 10:00 pm	Women Assassins (drama)	\$225	\$300
Fri	9:00 – 10:00 pm	La Rosa de Guadalupe / The Rose of Guadalupe (miracles)	\$175	\$250
Sat	6:00 – 7:00 pm	La Familia P. Luche (comedy)	\$150	\$225
Sat	7:00 – 10:00 pm	Sabado Gigante / Giant Saturday (game/variety)	\$250	\$325
Sun	6:00 – 7:00 pm	The Poke Hour (comedy)	\$150	\$225
Sun	7:00 – 9:00 pm	Sunday Night Movies	\$175	\$250
Sun	9:00 – 10:00 pm	Quien Tiene la Razon / Who Has Reason? (talk show)	\$200	\$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)	\$150	\$200
LATE FRINGE				
M-Fr	11:00 pm – 12:00 mid	Un Gancho al Corazon / A Punch to the Heart (soap)	\$50	\$75
Tu-Fr	12 mid – 1:00 am	Torrente Un Torbellino de Pasiones / The Winds of Passion (soap)	\$20	\$30
Sat	12 mid – 1:00 am	What Do I Do Now? (comedy)	\$35	\$45
Tu-Sa	1:00 – 1:30 am	Mujer...Casos de la Vida Real / Women...Real Life Events (drama)	\$5	\$10
Tu-Sa	1:30 – 2:00 am	Cero en Conducta / No Conduct (comedy)	\$5	\$10
Tu-Sa	2:00 – 3:00 am	Clasicos de Casos de Familia / The Best of Family Cases (talk show)	\$5	\$10
Tu-Sa	3:00 – 4:00 am	El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)	\$5	\$10
Sat	11:00 pm – 12 mid	Fabrica de Risa / Laugh Factory (comedy)	\$40	\$55
Sun	12 mid – 2:00 am	Noche de Pelicula / Late Night Movies	\$15	\$20
Sun	2:00 – 4:00 am	Sabado Gigante / The Best of Giant Saturday (game/variety)	\$5	\$10
Sun	11:00 pm – 12 mid	Tras la Verdad / Through the Truth (investigative series)	\$40	\$55
Mon	12 mid – 1:00 am	The Best of Cristina (talk show)	\$15	\$20
Mon	1:00 – 2:00 am	Aqui y Ahora / Here & Now (news mag)	\$5	\$10
Mon	2:00 – 3:00 am	Al Punto / To the Point (current affairs)	\$5	\$10
Mon	3:00 – 4:00 am	Que Locura! / How Crazy! (comedy)	\$5	\$10
WEEKEND				
Sat	10:30 – 11:00 am	Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)	\$40	\$55
Sat	11:00 am – 12:00 pm	Viva La Familia! (talk)	\$40	\$55
Sat	12:00 – 2:00 pm	Super Sabado Sensacional (game/variety)	\$50	\$75
Sat	2:00 – 4:00 pm	Peliculas y Conciertos / Movies or Concerts	\$50	\$75
Sun	7:00 – 8:00 am	Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)	\$40	\$55
Sun	8:00 – 9:00 am	Que Locura! / How Crazy! (comedy)	\$50	\$75
Sun	9:00 – 10:00 am	Al Punto / To the Point (current affairs)	\$75	\$100
Sun	10:00 am – 12:00 pm	Republica Deportiva / Sports Republic (sports mag)	\$50	\$75
Sun	12:00 – 2:00 pm	Movies	\$50	\$75
Sun	2:00 – 3:00 pm	Parody (comedy)	\$50	\$75
Sun	3:00 – 4:00 pm	Vecinos / Neighbors (comedy)	\$50	\$75
Sun	4:00 – 6:00 pm	Futbol League Mexicana	\$350	\$450

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