



1st Qtr. 2010 Rate Card

Rate Card 2010
Effective : January 1st, 2010

WAPA-TV
PO Box 362059

San Juan PR 00936-2050

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EARLY MORNING / (Sign On-11:00am)												
Time Slot	Day	Program	30ss Rate	10%	15%	20%	25%	30%	35%	40%	45%	50%
5:30am	Mon-Fri	Noticiero al Amanecer	\$650	585	553	520	488	455	423	390	358	325
9:30am	Mon-Fri	Entre Nosotras	\$600	540	510	480	450	420	390	360	330	300
8:00am	Saturday	Muñecos	\$200	180	170	160	150	140	130	120	110	100
8:30am	Sunday	Muñecos	\$200	180	170	160	150	140	130	120	110	100
9:00am	Sat & Sun	Chicola	\$200	180	170	160	150	140	130	120	110	100
DAYTIME / (11:00am-3:00pm)												
Time Slot	Day	Program	30ss Rate	-10%	15%	20%	25%	30%	35%	40%	45%	50%
11:30am	Mon-Fri	Noticentro	\$800	720	680	640	600	560	520	480	440	400
11:00am		Pégate al Mediodía	\$700	630	595	560	525	490	455	420	385	350
1:00pm		Novela	\$650	585	553	520	488	455	423	390	358	325
2:00pm		Novela	\$550	495	468	440	413	385	358	330	303	275
11:00am	Saturday	Super Lucha	\$400	360	340	320	300	280	260	240	220	200
1:00pm		Película Sábado I	\$600	540	510	480	450	420	390	360	330	300
2:30pm		Película Sábado II	\$600	540	510	480	450	420	390	360	330	300
11:00am	Sunday	Super Lucha	\$400	360	340	320	300	280	260	240	220	200
1:00pm		WWE Experience	\$600	540	510	480	450	420	390	360	330	300
2:00pm		Smallville	\$850	765	723	680	638	595	553	510	468	425

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EARLY FRINGE (3:00pm-5:00pm)												
Time Slot	Day	Program	30ss Rate	10%	15%	20%	25%	30%	35%	40%	45%	50%
3:00pm	Mon-Fri	Charmend	\$1,000	900	850	800	750	700	650	600	550	500
4:00pm		America Next Top Model	\$900	810	765	720	675	630	585	540	495	450
4:00pm	Saturday	De Película	\$900	810	765	720	675	630	585	540	495	450
3:00pm	Sunday	Super Película Domingo II	\$1,300	1,170	1,105	1,040	975	910	845	780	715	650
PRIME ACCESS (5:00-6:00pm)												
Time Slot	Day	Program	30ss Rate	-10%	15%	20%	25%	30%	35%	40%	45%	50%
5:00pm	Mon-Fri	Noticentro a las 5	\$2,600	2,340	2,210	2,080	1,950	1,820	1,690	1,560	1,430	1,300
5:00pm	Saturday	Noticentro a las 5	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
5:00pm	Sunday	Noticentro a las 5	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
LATE NIGHT (11:30pm--5:30am)												
Time Slot	Day	Program	30ss Rate	10%	15%	20%	25%	30%	35%	40%	45%	50%
11:30pm	Mon-Fri	Janguero	\$300	270	255	240	225	210	195	180	165	150
12:00am		Ultima Tanda	\$200	180	170	160	150	140	130	120	110	100
11:30pm	Sat	Noticentro Esta Semana	\$800	720	680	640	600	560	520	480	440	400
12:30am	Sat	Janguero	\$100	90	85	80	75	70	65	60	55	50
12:30am	Sun	Janguero	\$100	90	85	80	75	70	65	60	55	50



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PRIMETIME (6:00 PM - 11:00 PM)												
Time Slot	Day	Program	30ss Rate	10%	15%	20%	25%	30%	35%	40%	45%	50%
6:00pm	Mon-Fri	Super Xclusivo	\$5,000	4,500	4,250	4,000	3,750	3,500	3,250	3,000	2,750	2,500
7:00pm	Mon-Fri	Super Cine	\$2,800	2,520	2,380	2,240	2,100	1,960	1,820	1,680	1,540	1,400
9:00pm	Mon	The Mentalist	\$3,000	2,700	2,550	2,400	2,250	2,100	1,950	1,800	1,650	1,500
9:00pm	Tue	Grey's Anatomy	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
9:00pm	Wed	Sunshine Remix	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
9:00pm	Thu	CSI: Miami	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
9:00pm	Fri	Terminator	\$1,900	1,710	1,615	1,520	1,425	1,330	1,235	1,140	1,045	950
10:00pm	Mon	Mónica en Confianza	\$1,600	1,440	1,360	1,280	1,200	1,120	1,040	960	880	800
	Tue	Ghost Whisperer	\$2,200	1,980	1,870	1,760	1,650	1,540	1,430	1,320	1,210	1,100
	Wed	NCIS	\$2,000	1,800	1,700	1,600	1,500	1,400	1,300	1,200	1,100	1,000
	Thu	CSI: Vegas	\$2,200	1,980	1,870	1,760	1,650	1,540	1,430	1,320	1,210	1,100
	Fri	Super Natural	\$1,800	1,620	1,530	1,440	1,350	1,260	1,170	1,080	990	900
11:00pm	Mon-Fri	Noticentro	\$1,500	1,350	1,275	1,200	1,125	1,050	975	900	825	750
6:00pm	Saturday	Smack Down	\$2,200	1,980	1,870	1,760	1,650	1,540	1,430	1,320	1,210	1,100
8:00pm		Transformación Total	\$3,500	3,150	2,975	2,800	2,625	2,450	2,275	2,100	1,925	1,750
10:00pm		Burn Notice	\$1,300	1,170	1,105	1,040	975	910	845	780	715	650
6:00pm	Sunday	Planeta Disney	\$2,100	1,890	1,785	1,680	1,575	1,470	1,365	1,260	1,155	1,050
8:00pm		Bones	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
9:00pm		House	\$2,500	2,250	2,125	2,000	1,875	1,750	1,625	1,500	1,375	1,250
10:00pm		Noticentro	\$2,000	1,800	1,700	1,600	1,500	1,400	1,300	1,200	1,100	1,000
10:30pm		Grey's Anatomy	\$1,800	1,620	1,530	1,440	1,350	1,260	1,170	1,080	990	900

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News Capsules and ROS Rate Card

PRIMETIME (6:00 PM - 11:00 PM)										
Time Slot	Days	Rate 30ss	10%	20%	25%	30%	35%	40%	45%	50%
6:55pm	Mon-Fri	\$6,500	\$5,850	\$5,200	\$4,875	\$4,550	\$4,225	\$3,900	\$3,575	\$3,250
7:55pm		3,000	\$2,700	\$2,400	\$2,250	\$2,100	\$1,950	\$1,800	\$1,650	\$1,500
8:55pm		3,000	\$2,700	\$2,400	\$2,250	\$2,100	\$1,950	\$1,800	\$1,650	\$1,500
9:55pm		3,000	\$2,700	\$2,400	\$2,250	\$2,100	\$1,950	\$1,800	\$1,650	\$1,500
ROS Alternatives										
5p-11p	Mon-Sun	\$2,000	\$1,800	\$1,600	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100	\$1,000
7am- 5pm	Mon-Sun	\$600	\$540	\$480	\$450	\$420	\$390	\$360	\$330	\$300
11pm-2am	Mon-Sun	\$300	\$270	\$240	\$225	\$210	\$195	\$180	\$165	\$150