

## BBC EARTH TV ASIA – Rate Card

(November 2020)

### Rate card



TIMING (HKT)	DAY PART	RATE (US) / 30 SEC
6am - 9am	Morning	\$250
9am - 12pm	Late morning	\$250
12pm - 3pm	Afternoon	\$250
3pm - 6pm	Early Fringe	\$250
6pm - 8pm	Early Prime	\$500
8pm - 12am	Prime	\$500
12am-2am	Late Fringe	\$250
2am-6am	Overnight	\$250