

# ZONDRA TV COMMERCIAL COMPARISON CHART

INTERNATIONAL AWARD-WINNER  
**ZONDRA** TV  
NETWORK

| FEATURES                                    | ABC                          | CBS                          | NBC                          | ZONDRA TV          |
|---|------------------------------|------------------------------|------------------------------|--------------------|
| PRICE PER 30 SECOND<br>COMMERCIAL - 30 DAYS | \$50,000 -<br>\$500,000      | \$40,000 -<br>\$400,000      | \$45,000 -<br>\$450,000      | \$2,900            |
| COMMERCIAL<br>DEVELOPMENT                   | \$6,500 - \$7,500<br>AVERAGE | \$6,500 - \$7,500<br>AVERAGE | \$6,500 - \$7,500<br>AVERAGE | \$1,000<br>AVERAGE |
| REGIONAL<br>DISTRIBUTION                    | ✓                            | ✓                            | ✓                            | ✓                  |
| NATIONAL<br>DISTRIBUTION                    | ✓                            | ✓                            | ✓                            | ✓                  |
| INTERNATIONAL<br>DISTRIBUTION               | —                            | —                            | —                            | ✓                  |
| COST PER THOUSAND<br>(CPM)                  | \$35                         | \$40                         | \$25                         | \$10.80            |
| TELEVISED ON<br>MULTIPLE CHANNELS           | NO                           | NO                           | NO                           | YES                |
| RUN/AIR TIME                                | 30 DAYS                      | 30 DAYS                      | 30 DAYS                      | 30 DAYS            |
| GEO TARGETED ADS                            | —                            | —                            | —                            | ✓                  |
| BONUS 30 DAY GEO<br>TARGETING               | —                            | —                            | —                            | ✓                  |