



# PRODUCTS AND SERVICES PRICE LIST

Rate Increase Notice - Effective 7/1/2010

## Programming Fees

Limited Basic Service Ch. 2 - 26.....	\$18.75
Expanded Basic Service Ch 2 - 99.....	60.82
Digistar Basic Ch 2 - 199 .....	81.36
<b>Low Income Rates</b>	
Limited Basic Service Ch. 2 - 26.....	14.33
Expanded Basic Service Ch 2 - 99.....	56.40

## Premium Programming

<b>Stellar Pack</b> .....	\$ 44.50
One Premium with Encore	
<b>Stellar 2 Pack</b> .....	53.85
Two Premiums with Encore	
<b>Stellar 3 Pack</b> .....	66.56
Three Premiums with Encore	
<b>Stellar 4 Pack</b> .....	77.58
Four Premiums with Encore	
<b>Stellar Galaxy Pack</b> .....	86.91
All Six Premiums	
<b>Star Pack</b> .....	76.91
One Premium with Encore	
<b>Star 2 Pack</b> .....	79.85
Two Premiums with Encore	
<b>Star 3 Pack</b> .....	90.13
Three Premiums with Encore	
<b>Star 4 Pack</b> .....	104.83
Four Premiums with Encore	
<b>Star Galaxy Pack</b> .....	115.82
All Six Premiums	
<b>Encore Pack</b> .....	85.77
Encore	
<b>Super Nova 1 Pack</b> .....	100.46
One Premium with Encore	
<b>Super Nova 2 Pack</b> .....	109.29
Two Premiums with Encore	
<b>Super Nova 3 Pack</b> .....	119.59
Three Premiums with Encore	
<b>Super Galaxy Pack</b> .....	128.41
All Six Premiums	
<b>HD Receiver/Card</b> (includes free HD basic programming) .....	8.35
<b>HD Plus</b> (must have a HD Receiver).....	6.25
<b>HD / DVR</b> .....	12.15
<b>Standard Digital Receiver or Standard Cable Card</b> First two no charge. Additional .....	2.05/month
<b>Seasonal Sports Subscription Packs</b> .....	
NHL, MLB, NBA, NFL, MLS and Cricket	<b>Varies</b>

## International Programming Services

<i>(a la Carte)</i>	
<b>Arabic</b>	
ART .....	\$ 13.60
<b>Korean</b>	
MBC .....	13.60
<b>Chinese</b>	
Zhong Tian .....	12.55
CCTV-4 .....	12.55
Zhong Tian+CCTV-4 Package .....	20.95
<b>Italian</b>	
RAI .....	10.45
<b>Filipino</b>	
TFC .....	12.55
GMA Pinoy .....	12.55
GMA Life .....	10.45
GMA+TFC Package .....	20.95
GMA+GMA Life Package .....	20.95
TFC+GMA+GMA Life Package .....	30.95
<b>French</b>	
TV 5 .....	10.45
<b>South Asian/Hindi</b>	
TV Asia .....	15.70
Zee TV .....	15.70
TV Asia+Zee TV Package .....	26.24
Sony TV .....	15.70
Sony TV+TV Asia Package .....	26.24
Sony TV+Zee TV Package .....	26.24
Zee TV+TV Asia+ Sony TV Package .....	31.49
Star India One .....	10.50
Star India Plus .....	12.60
Star India Gold .....	10.50
Star India Package.....	23.10
Zee TV+TV Asia+ Star India Package .....	34.64
Hindi Package (All 6 channels).....	41.99
<b>Japanese</b>	
TV Japan .....	26.20
<b>Russian</b>	
RTN .....	15.70
Channel 1 Russia .....	13.60
Impact TV .....	7.30
Russian Package (All 3 channels) .....	22.00
<b>Spanish</b>	
Canales Pack.....	15.70
<b>Vietnamese</b>	
SBN .....	15.70

## Premium Services *(a la Carte)*

HBO (11 channels) .....	\$17.80
Showtime (11 channels) .....	17.80
The Movie Channel (4 channels) ..	17.80
Cinemax (7 channels) .....	17.80
Starz! Superpack (19 channels) ...	17.80
Encore (12 Channels).....	17.80

## Fees for Television Services

Service Activation (Paperwork only).....	\$ 25.00
Cable On-Site Installation (Primary Outlet).....	75.00
<b>On-Site Installation</b>	
(Each Additional Outlet).....	25.00
<b>Reconnect Charge</b> (Within six months of voluntary disconnection).....	
	35.00
<b>Delinquency Reconnect Charge</b> .....	
	20.00
(increases by \$5.25 each time service is disconnected for non-payment)	
<b>Outlet Relocation</b> (each outlet).....	
	25.00
Video Equipment Connection .....	
	25.00
<b>Service Downgrade</b> (Video to Internet / Phone).....	
	25.00
<b>TV Guide</b> (per month).....	
	3.68
<b>Non-Standard Service Rate,</b>	
per hour .....	75.00

**Returned Check Charge** .....

## Unreturned Equipment Charges

<b>DCT 700</b> .....	\$ 100.00
<b>Standard Digital Converter</b> .....	300.00
<b>HD Receiver</b> .....	400.00
<b>HD/DVR Receiver</b> .....	600.00
<b>Cable Modem</b> .....	50.00
<b>Cable Cards</b> .....	100.00
<b>EMTA</b> .....	99.00
<b>Remote Control</b> .....	15.00

## Personal Messages - Channel 1

One to three days .....	5.00
Four to seven days .....	7.50
<i>One week advanced notice required.</i>	

Certain restrictions apply. Call San Bruno Cable for complete details, services, and prices. Certain services available as part of other services. Limited Basic Service is the minimum requirement in order to purchase other video services. Digital Basic Service is the minimum requirement in order to add any HD services. Up to two free standard digital converters OR standard cable cards are offered as part of any video service. Additional converters are required for additional outlets/TVs and will incur rental fees. Pricing, programming, channel locations and packaging may change at any time. After a rate increase notice such as this, subscribers may downgrade services without additional charges for up to 30 days, otherwise service downgrade fees would apply. See [www.sanbrunocable.com](http://www.sanbrunocable.com) for more information.



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## Digital Phone and Internet Double Play Packages

(Rates do not include taxes and fees.)

Internet I + Digital Phone .....	\$ 62.32
Internet II + Digital Phone .....	78.32
Internet III + Digital Phone.....	102.32
D3 Super 25/2 + Digital Phone...	111.92
D3 Extreme 50/5 + Digital Phone.....	131.92
D3 100/5 + Digital Phone.....	151.92

## Digital Phone and Cable Double Play Packages

(Rates do not include taxes and fees.)

Limited + Phone .....	\$ 46.10
Expanded + Phone .....	78.15
Digital Basic + Phone .....	93.80
Encore + Phone .....	97.31
Stellar + Phone .....	65.73
Stellar 2 + Phone .....	72.85
Stellar 3 + Phone .....	82.54
Stellar 4 + Phone .....	90.93
Stellar Galaxy + Phone .....	98.04
Star + Phone.....	90.42
Star 2 + Phone.....	92.66
Star 3 + Phone.....	100.50
Star 4 + Phone.....	111.69
Star Galaxy + Phone.....	120.07
Super Nova +Phone .....	108.36
Super Nova II +Phone .....	115.09
Super Nova III +Phone .....	122.94
Galaxy +Phone .....	129.66

## Triple Play Packages with Internet Level I

(Rates do not include taxes and fees.)

Limited Triple Play .....	\$ 76.46
Expanded Triple Play .....	108.51
Digital Basic Triple Play .....	124.16
Encore Triple Play .....	127.52
Stellar Triple Play.....	96.08
Stellar 2 Triple Play.....	103.21
Stellar 3 Triple Play.....	112.89
Stellar 4 Triple Play.....	121.28
Stellar Galaxy Triple Play.....	128.39
Star Triple Play .....	120.77
Star 2 Triple Play .....	123.01
Star 3 Triple Play .....	130.85
Star 4 Triple Play .....	142.04
Star Galaxy Triple Play .....	150.42
Super Nova Triple Play .....	138.72
Super Nova II Triple Play .....	145.44
Super Nova III Triple Play .....	153.29
Galaxy Triple Play .....	160.01

## Triple Play Packages with Internet Level II

(Rates do not include taxes and fees.)

Limited Triple Play .....	\$ 92.46
Expanded Triple Play .....	124.51
Digital Basic Triple Play .....	140.16
Encore Triple Play .....	143.52
Stellar Triple Play.....	112.08
Stellar 2 Triple Play.....	119.21
Stellar 3 Triple Play.....	128.89
Stellar 4 Triple Play.....	137.28
Stellar Galaxy Triple Play.....	144.39
Star Triple Play .....	136.77
Star 2 Triple Play .....	139.01
Star 3 Triple Play .....	146.85
Star 4 Triple Play .....	158.04
Star Galaxy Triple Play .....	166.42
Super Nova Triple Play .....	154.72
Super Nova II Triple Play .....	161.44
Super Nova III Triple Play .....	169.29
Galaxy Triple Play .....	176.01

## Triple Play Packages with Internet Level III

(Rates do not include taxes and fees.)

Limited Triple Play .....	\$116.46
Expanded Triple Play .....	148.51
Digital Basic Triple Play .....	164.16
Encore Triple Play .....	167.52
Stellar Triple Play.....	136.08
Stellar 2 Triple Play.....	143.21
Stellar 3 Triple Play.....	152.89
Stellar 4 Triple Play.....	161.28
Stellar Galaxy Triple Play.....	168.39
Star Triple Play .....	160.77
Star 2 Triple Play .....	163.01
Star 3 Triple Play .....	170.85
Star 4 Triple Play .....	182.04
Star Galaxy Triple Play .....	190.42
Super Nova Triple Play .....	178.72
Super Nova II Triple Play .....	185.44
Super Nova III Triple Play .....	193.29
Galaxy Triple Play .....	200.01

## San Bruno Cable High-Speed Internet Service

<b>Installation</b> .....	\$ 50.00
Standard Modem Purchase .....	50.00
Wireless Modem Purchase .....	125.00
DOCSIS 3.0 Modem Purchase ....	100.00
Additional Static IPs, each monthly...	6.95

### Service

<b>Basic</b> Max up to 1.5 Mbps/256 Kbps/ 25 Gb.....	\$ 19.95
<b>Level 1</b> Max up to 12 Mbps/512 Kbps/ 200 Gb.....	37.95
<b>Level 2</b> Max up to 12 Mbps/768 Kbps/ 350 Gb.....	57.95
<b>Level 3</b> Max up to 16 Mbps/1.5 Mbps/ 500 Gb.....	87.95
<b>D3 Super 25/2</b> 500 Gb.....	99.95
<b>D3 Extreme 50/5</b> 500 Gb .....	124.95
<b>D3 Ultra 100/5</b> 500 Gb.....	149.95

### Domain Name Hosting,

per month .....	5.00
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NOTE: Maximum download/ minimum upload/ maximum bandwidth usage.

Bandwidth surcharge fee per GB over max.....	0.25
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### Dedicated Internet Access (DIA) over Ethernet (per Meg)

DIA 1 – 5 Mbps Ethernet .....	\$ 37.50
DIA 6 – 10 Mbps Ethernet .....	35.00
DIA 11 – 20 Mbps Ethernet .....	32.50
DIA 21 – 50 Mbps Ethernet .....	30.00
DIA 51 – 100 Mbps Ethernet .....	27.50
DIA 100+ Mbps Ethernet .....	25.00
Point-to-Point Ethernet .....	15.00

**Commercial Services are now available. Please contact us for further information: (650) 616-3100**

**398 El Camino Real  
650.616.3100**

**Mon., Tues., Thurs., Fri: 8 am - 5 pm  
Wed: 8:30 am - 5 pm**



May 24, 2010

Dear Valued San Bruno Cable TV Customer:

San Bruno Cable has been the community's primary cable television service provider for nearly 40 years. As a City owned business, San Bruno Cable supports the local economy and remains an integral part of our community. We have always maintained a local office in San Bruno, and many of our employees, just like you, call San Bruno home. Just one of the unique features of our service is that you can generally expect us to provide same day or next business day response whenever you have a service issue.

San Bruno Cable's operating philosophy has always been to provide high quality service and a wide range of products to meet your entertainment and communication needs at a reasonable, competitive price. At the City Council's direction, we perform an annual rate survey of other San Francisco Bay Area service providers, and we also compare our rates to satellite service providers, to ensure that we are meeting our value pricing philosophy – a key component of our approach to serving the San Bruno community.

Simply stated, our approach to setting rates is to price San Bruno Cable's products and services below the market rates used by others in the region and at the amount necessary to cover basic costs and sustain San Bruno's continuing operations. Due primarily to actual cost increases for programming, cable television rates will increase by 14.86% effective July 1, 2010. There are no increases to Limited Basic Cable, Internet and Digital Phone services. A list of the rates for all products and services is attached for your information, and additional information is available at [www.sanbrunocable.com](http://www.sanbrunocable.com).

San Bruno Cable purchases the majority of its cable programming through its membership in a buying organization called the National Cable Television Cooperative (NCTC). Programming channels that are not available through the NCTC are purchased directly from the cable networks. Both the NCTC and Cable staff, diligently negotiate the best possible license fee rates. Despite our negotiating efforts, programming license fees increased by nearly 22% over the last two years. San Bruno Cable was most impacted by Comcast SportsNet, which split its Comcast SportsNet

**San Bruno Cable TV**  
398 El Camino Real, San Bruno, CA 94066  
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[www.sanbrunocable.com](http://www.sanbrunocable.com)

Bay Area network into two separate networks and raised its rates by over 100%. Comcast SportsNet is a highly desired channel featuring local professional sports teams, which are the Giants, A's, Sharks and Warriors. Negotiations with Comcast are ongoing, and San Bruno Cable also has a pending Program Access complaint against Comcast with the Federal Communications Commission to seek some relief from Comcast's action. Unfortunately the cost increase for this channel and others is applied to all San Bruno Cable customers, not only those who enjoy this particular programming.

Rapid progress in technology in the recent past has allowed us to continue expanding and improving the services that we provide to residents of San Bruno. Products and services available to you today include High Speed Internet, High Definition (HD) TV, Video on Demand, Digital Video Recorders, Digital Phone services, and our most recent addition, a full suite of business Internet and phone services; all delivered to you over a state-of-the-art digital cable system.

Today, there are nearly 450 cable and music channels on San Bruno Cable's programming lineup. These channels are available to you in a variety of service tiers such as Limited Basic, Expanded Basic, Digital Basic, Premium channels, HD Basic, HD Plus, foreign language tiers, and sports subscription packages. These products are further bundled to offer you a choice of 18 different Cable packages and over 40 bundled packages of Cable, Internet and Phone services, all discounted and value priced for your benefit.

We understand that a rate increase at the level of 14.86% may be difficult for some of our customers to absorb. If you would like to discuss options for changes to your service, please contact our knowledgeable customer service representatives at San Bruno Cable, 616-3100. The decision to increase cable rates was very difficult for the City Council and City staff, but it was necessary to ensure the future viability of the municipal cable operation.

We value you as our customer and thank you for choosing San Bruno Cable.



Steve Firpo  
Business Manager