



MAGNUM.MEDIA POLITICAL POLICIES & DISCLOSURES

Magnum.Media has established the following policies in accordance with the Federal Communications Commission Section 315 (b) as classified in Report No. DC-2109.

1. Disclaimers and Attributions

Candidate's name must be included in the body of the commercial announcement. Candidate's voice must be included in the body or the disclaimer to constitute "use." Each announcement must include: "Paid for by _____ committee name, _____ officer _____ name _____, Treasurer."

2. Commercial Availability

Magnum.Media will accept political commercials for City, County, State and Federal candidates on a first-come, first served basis until the stations reach "sold-out" levels for the time slots ordered. Candidates may run commercials on Election Day until 5pm. Magnum Broadcasting reserves the right to "make good" all commercials that are missed for whatever reason within the campaign period.

3. Examining Political Commercial Purchase Orders

By law all such information is "open to the public" (including political rivals) and as such Magnum.Media will provide it for review upon request.

4. Lowest Unit Charge

Magnum.Media provides the "lowest unit rate" for political broadcast announcements by qualified candidates for office during the 45 day period before the Primary Election and 60 days before the General Election. All rates are NET to station.

5. Payment Terms

All political advertising must be paid in advance of the first broadcast.

6. Fair Play

Magnum.Media will respond to all political inquiries and strives to serve each candidate fairly.



4201 Victory Avenue, Racine Wi 53405
262 634-3311 Fax: 262 634-6515