



MWC Media | Knoxville Political Advertising Disclosure Statement

Thank you for your interest in advertising with WJXB during the upcoming election period. *At this time we are accepting advertising only for legally qualified candidates for federal office.* As you prepare to make your advertising commitments, we would like to make you aware of our company's policies in accordance with FCC rules and regulations.

CLASSES OF TIME

Our stations provide the same classes and types of spot announcements for political purposes that are generally available to commercial advertisers. In the case of political candidates, we offer the lowest unit rate available on our stations. We have determined the "lowest unit rate" by surveying the contracts for all of our advertisers during the political window and reviewing each standard daypart to locate the lowest rate charged. The "lowest unit rate" will be in effect from January 20, 2024 through March 5, 2024 for the primary election on March 5, 2024.

- Our stations reserve the right to reasonably limit the number of announcements sold for use by or on behalf of each candidate for a particular office.
- All spot announcements will air "run of schedule" within a given daypart. Our stations make no guarantees for equal rotation.
- We will make every attempt to make good any spots missed during a given flight.

SPONSORSHIP IDENTIFICATION

- In order to qualify for lowest unit charge the certification for a Radio spot must state that the programming will include a message, in the candidate's voice, identifying the candidate by name, the office being sought, and that the candidate approved the message and that the candidate or the candidate's authorized committee paid for the broadcast.
- Each political announcement must be prefaced by a sign-on announcement or concluded with a sign-off announcement accurately identifying the sponsor of the announcement, including the name of the person or persons, party, committee or other group that is sponsoring the announcement.
- For Federal offices, if the candidate or an authorized committee does not pay for the announcement, the Sponsor I.D. must state if the candidate does not authorize the spot.
- We reserve the right to request that candidates submit their spots in advance to allow our stations to determine whether the ad has a "positive" appearance of a candidate's identifiable voice and whether it complies with Sponsor I.D. requirements.

OPPOSING/OTHER CANDIDATE PROTECTION

- Political announcements for a candidate may run adjacent to political announcements for opposing candidates running for the same office, or for candidates running for other offices, or for any other commercial, political or public service announcement.
- We reserve the right to deny requests for special spot placement.

COPY

- All schedules of paid political announcements must be accompanied by written traffic instructions that indicate which copy material, identified by number, is to be aired. All political messages must be complete.
- We will not provide copy for ads running by other candidates.
- We do not permit any station "on-air personalities," either live or recorded, to read political copy at any time.
- To ensure proper scheduling, copy material must be received at least 24 hours prior to broadcast.

CONTRACTUAL, PAYMENT AND OTHER MATTERS

- Confirmation of broadcast or changes to schedules as ordered will be sent to the political advertiser and placed in the Station's Public Inspection File as soon as possible and copies of same will be available upon request.
- Rebates will not be made for advertising orders that are canceled within one day of scheduled broadcast.

Orders for political time will not be considered firm for broadcast clearance until the following have been provided:

- Completed and signed Agreement Form for Political Candidates.
- Net cash-in-advance payment.
- A list of the entity's chief executive committee or board of directors, when a corporation, committee, association or other unincorporated group makes the purchase.
- Where doubt exists, satisfactory proof that the candidate is "legally qualified", as that term is defined by the FCC.
- Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.

Presidential Primary Election
March 5, 2024
Political Rates
Federal Candidates Only

WJXB-FM

		:60	:30
Monday-Friday	6a-10a	\$73.00	\$50.00
Monday-Friday	10a-3p	\$60.00	\$30.00
Monday-Friday	3p-7p	\$65.00	\$50.00
Monday-Friday	7p-12m	\$10.00	\$5.00

		:60	:30
Saturday	6a-10a	\$15.00	\$10.00
Saturday	10a-3p	\$25.00	\$30.00
Saturday	3p-7p	\$20.00	\$20.00

		:60	:30
Sunday	6a-10a	\$45.00	\$25.00
Sunday	10a-3p	\$30.00	\$18.00
Sunday	3p-7p	\$10.00	\$12.00

*maximum 1 per day per day part

POLICIES:

1. Rates apply only to legally qualified candidates for federal office. *Endorsement and issue advertising does not qualify for the above rates. See management for rates that would apply to those requests.*
2. A limit of one spot per day applies to all dayparts.
3. Call station rep for more information