



KVTN-DT-Little Rock/Pine Bluff, AR | KVTH-DT-Hot Springs, AR | KVTJ-DT-Jonesboro, AR

Victory Television Network  
PO Box 26207  
Little Rock, AR 72221-6207  
(501) 223-2525

POLITICAL ADVERTISING DISCLOSURE STATEMENT

2022

Updated 1/11/2022

The purpose of this Disclosure Statement is to make those parties who purchase political programming time fully aware of the application of the "lowest unit charge" provisions of Section 315(b) of the Communications Act. The lowest unit charge provisions apply only during the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the "Election Periods") and to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate issue advertising. At times other than the prescribed Election Periods, the rates charged candidates shall not exceed the charges made for comparable uses of the station by other advertisers.

Orders for Political Time

Orders for political time will not be considered firm until a completed and signed Agreement Form for Political Candidates (NAB Form PB 19) has been delivered and, if the candidate is without an established credit history for prompt payment, the net cash payment has been received at least by the receipt of order deadline detailed on page 3 of this statement.

Proper Sponsor Identification

All ads must comply with sponsorship identification requirements of the Communications Act. The identification must state that the broadcast is "sponsored, paid for or furnished by" the identified sponsor. All television ads must contain a visual identification in letters equal to or greater than four percent (4%) of the vertical picture height for a period of not less than four (4) seconds. A pre-airing submission of all ads is requested to permit the station to verify compliance with the identification requirements. Should a candidate's ad not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the station reserves the right to add the required material within the quantity of time purchased.

Type of Rates Offered by the Station

This station sells commercial time in thirty (30) second and sixty (60) second increments throughout the day. The rates for ninety (90) second spots are three (3) times the thirty (30) second rate.

Type of Spots Offered by the Station

Spots are offered for sale as follows:

Network Spots - Spots will air on each of our three TV stations listed on the masthead of this disclosure statement.

Fixed Spot - Fixed spots will air in the program or time period purchased. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Run-of Schedule - ROS spots will be placed within the broadcast schedule at times selected at the discretion of the Station. Make goods are not available.

Rotations - Spots may be purchased for time rotation. For example, one or more spots may be purchased to air between the hours of 6:00am-6:00pm or 6:00pm-10:00pm, the precise air time to be selected at the sole discretion of the station. Generally, the greater the flexibility the station maintains for spot placement, the lower the rate.

Spots are sold, for example, for a specific time and date or within a specific period. The information below sets forth the specific time periods within which spot time may be purchased.

Level of Rates Sold by the Station for Commercial Advertisers

Candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and are to be placed on a par with the most favored commercial advertiser of this station. Candidates will be charged the "lowest unit charge" (the "LUC") for the same class and amount of time for the same period during the forty-five (45) days preceding a primary election and the sixty (60) days preceding a general election. When a candidate purchases time outside these election periods, he or she will be charged rates comparable to current commercial rates.

The station has calculated the predicted LUC for every class of time sold on the station. The LUC may vary on a weekly basis depending upon the price of spots actually broadcast during each week. Examples of the present levels of rates for different classes of commercial time sold by the station are as follows (all rates are gross):

**Network Commercial Rates**

| Daypart             | Time      | :60 Rate | :30 Rate |
|---------------------|-----------|----------|----------|
| Run of Schedule     | 6a - 12a  | \$80.00  | \$50.00  |
| Daytime Rotator     | 6a - 6p   | \$90.00  | \$60.00  |
| Prime Rotator       | 6p - 10p  | \$100.00 | \$70.00  |
| Late Fringe Rotator | 10p - 12a | \$90.00  | \$60.00  |
| Overnight Rotator   | 12a - 6a  | \$70.00  | \$40.00  |

- Fixed time, add \$10 per spot to appropriate rotator rate
- All schedules run Monday through Sunday
- All rates are gross

### Make Good Policy

In the event a spot is missed due to technical problems or unforeseen program changes, the station will make good the spot through placement in a comparable time period or periods to deliver an audience comparable to the spot purchased.

Rates for the specific type of spot and periods desired will be provided upon request.

### Deadlines for Receipt of Orders

The station imposes the following deadlines for the receipt of orders, all commercial materials and agreement changes:

- 12:00 pm Friday for Sunday's log
- 12:00 pm Friday for Monday's log
- 12:00 pm Monday for Tuesday's log
- 12:00 pm Tuesday for Wednesday's log
- 12:00 pm Wednesday for Thursday's log
- 12:00 pm Thursday for Friday's log
- 12:00 pm Friday for Saturday's log
- 12:00 pm Friday for Monday holidays.
- 12:00 pm Friday for Tuesdays following a Monday holiday

### Recapture of Spots

The station retains the right to recapture spot time sold in any order to meet equal opportunity or reasonable access requirements of the Communications Act of 1934 as amended. If spot time is recaptured by the station, the advertiser will be advised as soon as practicable and an appropriate refund will be issued.