

DM DRAPER MEDIA



1729 North Salisbury Boulevard
Salisbury, MD 21801
Telephone: 410-749-1111
FAX: 410-742-1616

**POLITICAL RATE AND SALES POLICIES FOR
WBOC, WRDE, EBOC/FOX21, TELEMUNDO DELMARVA, WBOC CLASSICS, COZI-TV,
DELMARVA SPORTS NETWORK, WBOC-FM, WAAI-FM, WTDK-FM, WZBH-FM, WGBG-FM, WRDE-
FM, WCEM-AM, DRAPER MEDIA DIGITAL**

1. Time Classes and Periods.

- (a) The stations sell four standard classes of time. They are:
- (i) Political Candidate. Available only to legally qualified candidates who qualify for “lowest unit charge” rate protection during defined pre-election periods. This class of time is sold as non-preemptible and is subject to availability and equal opportunity requirements. All legally qualified candidates are subject to the sales policies dictated by the Federal Election Commission and the Federal Communications Commission. The stations will make NO exceptions to these policies.
 - (ii) Non-preemptible. Will air as cleared, subject only to technical failure, etc.
 - (iii) Immediately preemptible. May be preempted at any time for an advertiser buying a political candidate or non-preemptible spot, with advance notice to the purchaser if possible. Make-goods will be offered for preempted spots of this class (see Section 4, below).
 - (iv) Immediately preemptible with flexibility. May be preempted at any time for an advertiser buying a political candidate or non-preemptible spot, without any advance notice to the purchaser. Spots may be re-entered at the station’s discretion in programming with like household gross rating points.

(b) The basic periods (programs and rotations) for which the stations sell time are shown on the rate card, together with the station's currently projected 30 second rates for those periods. The projected 30 second rates listed on the rate card reflect all volume and other discount privileges available to commercial advertisers on the station. CANDIDATES SHOULD NOTE THAT THE STATIONS PREEMPTIBLE RATES FLUCTUATE ON A WEEKLY BASIS AND THAT THE STATION'S "LOWEST UNIT CHARGE" FOR PREEMPTIBLE CLASSES IN VARIOUS PERIODS OF TIME IS DETERMINED ON A WEEKLY BASIS IN LIGHT OF SPOTS ACTUALLY CLEARED IN THE WEEK.

(c) Programming and classifications other than those shown on the rate card are available upon request. Please contact the station for information.

(d) The stations may sometimes offer merchandise or other non-cash incentives to commercial advertisers who purchase time in specified programs or quantities. The station will make non-cash incentives having more than a *de minimis* value available to political advertisers on the same terms on which they are offered to commercial advertisers. Please contact the station for information.

2. Eligibility for Lowest Unit Charge

The stations will provide the lowest unit rate to legally qualified candidates and their authorized committees for candidate-authorized uses in the pre-election period 45 days before a primary election and 60 days before a general or special election.

A federal candidate is only eligible to receive the lowest unit rate if the candidate, or candidate's authorized committee, provides a certification that he or she will not make a direct reference in a spot to another candidate for the same office unless the spot complies with the enhanced Bipartisan Campaign Reform Act ("BCRA") disclosure requirements. To satisfy the enhanced BCRA disclosure requirements, the end of the spot must contain both a clearly readable printed statement that identifies the candidate and states that the candidate has approved the spot and that the candidate's authorized committee paid for the spot. If a federal candidate has either not provided the required certification or does not comply with its terms, he or she is not entitled to receive the lowest unit rate for the remainder of the time leading up to the election for that office.

3. Availabilities.

(a) The station will provide written availabilities to candidates in response to time requests. At the time it provides availabilities, it will also provide its good faith estimates, based on facts known at that time, of:

- the likelihood that time of each requested class will clear in an advertiser's requested time period;

- the lowest unit charge for time of each requested class in the requested time period; and
- the then-current “street rate” for time in the requested time period.

Anyone requesting political advertising information must identify the candidate for whom they are making the inquiry. The stations must document each and every request and file a copy in the political file. The political file is available for inspection by the public during normal business hours.

(b) All orders are subject to availability of the requested time. The stations will not confirm requests for time in particular periods until availabilities have been cleared and spots have been scheduled. Candidates’ spots may be aired “back-to-back” with their opponents’ spots.

(c) Candidates purchasing preemptible classes of time at rates shown on the rate card will receive as much preemption protection as any advertiser purchasing time of the same class.

4. Rebates.

If a spot of the same class and length as a candidate’s spot actually clears in the same time period at a lower rate, the station will rebate the difference in rates to the candidate. The stations plan to review rates on a weekly basis to insure all candidates receive the lowest unit rates. Candidates will be given the option of taking a credit against future time purchases in lieu of a cash rebate.

5. Make-Goods.

If a candidate spot is preempted or fails to run as scheduled for technical or similar reasons, the station will offer the candidate a make-good to be broadcast before the election. Make-goods will consist of one or more spots with an aggregate value comparable to that of the preempted spot. In many cases, the offered make-goods will consist of a combination of spots in time periods other than that originally ordered. If a candidate rejects the offered make-goods, the station will provide credits or refunds for the preempted spots.

6. Availability Limited to “Uses.”

The station sells political advertising time for “uses” by legally qualified candidates for public office. These policies are not applicable to purchases by candidates or others for non “uses” (e.g., spots where the candidate’s voice or picture does not appear), to purchases by political action committees, or to purchases for issue advertising or advertising directed at ballot propositions.

7. Order Procedures.

Orders for political time will not be considered “firm” until the station has received the following:

Based upon *Covington & Burling Guide To Political Broadcasting Rules*

(a) Candidates, agencies or candidate authorized agents representing a candidate must complete and sign a "CLIENT AGREEMENT FORM FOR POLITICAL BROADCAST" and "BROADCAST AND INDEMNIFICATION AGREEMENT FORM" provided by station. Agencies or candidate authorized agents must also complete and sign the "AGENCY ACKNOWLEDGEMENT OF FINANCIAL RESPONSIBILITY FORM" and the "STATEMENT OF AUTHORIZATION FORM" supplied by the station.

(b) Where applicable, a list of members of the executive committee or board of directors of any corporation, committee, association, or other group purchasing the time;

(c) Proof satisfactory to the station that the purchaser is authorized to buy time for the candidate and that the candidate is legally qualified; and

(d) Advance payment for the ordered time.

(e) All orders are subject to review and approval by the General Manager and/or Draper Media's legal counsel.

8. Advance Payment Requirements.

Payment for political advertising must be received by the station not less than 24 hours before the first spot in a flight is scheduled to run. Candidates are reminded that spots scheduled for to air on Mondays must be paid for by close of business Friday since the station's regular business hours are 8am through 5pm Monday through Friday. For multi-week flights, the station will require payment for only one week of the flight at a time. However, it will not clear and confirm spots in later weeks of the flight until it receives payment for them. Payment must be made by credit card, certified check, wire transfer (a transfer number is available upon request) or by money order per station's regular business practices.

The 24 hour advance payment requirement will not apply to orders placed on or after the Tuesday before the election. However, no political advertisement will, under any circumstances, be aired before payment has been received for all applicable time charges.

9. Submission of Materials.

Political advertisements should ordinarily be submitted to the station not less than 48 hours before the advertisement's first scheduled air date. Written instructions for airing should accompany the advertisement. The station will accept changes in airing instructions only if they are in writing and are sent to the station not less than 48 hours before the affected spots are scheduled to air.

10. Pre-Broadcast Review.

The station will review all political advertisements to determine whether they are "uses," whether they carry proper sponsorship identification, and whether they conform to the

agreed-upon length and to the station's and FCC's technical standards. Advertisements that are not "uses" or that do not conform to length specifications or technical standards will be rejected.

11. Sponsorship Identification.

All political advertisements must contain sponsorship identification that complies with Section 73.1212 of the FCC's rules and with applicable federal and state election laws.

Section 73.1212 requires political spots to contain visual sponsorship identification in letters not less than 4% of total picture height broadcast for not less than four seconds. The station will add the required sponsorship identification to any spots not containing it and will charge candidates for production costs in doing so on the same basis as would be applicable to commercial advertisers.

Federal Election Commission rules require that a spot authorized by a federal candidate or the candidate's committee include a statement that identifies the candidate and states that he or she has approved the communication. The federal candidate must convey the statement either through an unobscured, full-screen view of the candidate making the statement or through a voice-over by the candidate, accompanied by a clearly identifiable photographic or similar image of the candidate, which must be at least 80% of the vertical screen height. The end of the spot must include a similar statement in writing. The written statement must appear in letters no smaller than 4% of the vertical picture height and must remain on screen for a period of at least four seconds. The written statement should also state the name of the person or entity that sponsored or paid for the spot.

THE STATION WILL NOT ADD TIME TO THE LENGTH OF A SPOT TO ACCOMMODATE SPONSORSHIP IDENTIFICATION.

12. Production.

The station will make production facilities available for political advertisements and programs. Production charges are handled separately from time charges. Contact the station for information and rates.

13. Weekend Access.

The station will provide instructions for spot cancellations in cases of emergencies. STRICT identification requirements will be required, and NO CHANGES will be made unless the station has proof of authorization to make emergency cancellations. Contact the station for more specifics.