

MAGNUM MEDIA POLITICAL TERMS & 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 Media 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.

Magnum Media Locations

311 East Wisconsin, P.O. Box 400, Portage, WI 53901
Phone: (608) 745-1001

120 N. Main St. Suite 300 West Bend, WI 53095
Phone: (262) 334-2344

W6355 Eastern Avenue Fort Atkinson, WI 53538
Phone: (262) 334-2344

N6912 Highway 51 South – Portage, WI 53901
Phone: (608) 745-1001

E5680 Highway 33 West, P.O. Box 349, Reedsburg, WI 53959
Phone: (608) 524-1400

1021 North Superior Avenue, Tomah, WI 54660
Phone: (608) 372-9600

1052 Oak Forest Dr. STE 330 Onalaska, WI 54650
Phone: (608) 372-9600

1221 Bellevue Street, Suite 103, Green Bay, WI 54302
Phone: (920) 495-3313