



## INFORMATION CONCERNING POLITICAL ADVERTISING POLICIES OF COX MEDIA GROUP, RADIO DIVISION

The following describes the political advertising policies of COX MEDIA GROUP, RADIO DIVISION, adopted in compliance with requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for "use" by legally-qualified political candidates. Candidates may be asked to demonstrate that they are legally-qualified. All federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002.

### Spot Announcements – Terms and Conditions

During the 45-day period before a primary election and the 60-day period before a general or special election (the "Pre-Election Window") the Station will sell spot announcement time to political candidates on the same terms and conditions, including discount and other privileges, as are available to its most favored commercial advertisers. Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the station's lowest unit charge unless the candidate provides the station with a certification acceptable to the station that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. Federal candidates must provide the station with a certification acceptable to the station that they (and their authorized committee) have not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. This certification should be provided with the first order by a candidate whether during or before the Pre-Election Windows if the candidate intends to receive statutory lowest unit charge benefits inside of the Pre-Election Windows.

The regular, standard length of time units are 60 second and 30 second announcements as printed on the Station's rate card. The station's methods of selling advertising time are based on meeting advertiser demand up to the station inventory available. Station may, at times, arrive at a sellout level over 100% for certain dayparts on certain days, at which time spot announcements are preempted. In general, spots running in a narrowed daypart/time period have a higher chance of being preempted than spots running in a broad daypart/time period.

### Class of time Description – SEE ATTACHED

**Pre-emption and Make-Goods:** Once a schedule has been accepted and cleared, the Station will only pre-empt spots based on attached priority system. At times advertiser demand may outweigh the station's ability to deliver on the orders it has accepted. Every effort is made to run scheduled commercials within an order's scheduled days and dayparts. However, it cannot guarantee any advertiser that make-goods will be provided in the time period ordered. If inventory constraints preclude identical scheduling, the Station will offer make-goods in time period(s) of equal or greater value, or, if the candidate prefers, will issue credits or rebates. All legally-qualified federal and state gubernatorial political candidates will be able to purchase time on this basis.

Political advertising will be accepted day of election.

All commercials and programs are fully commissionable to recognized agencies at 15%.

Legally qualified candidates who purchase time in the pre-election window without use of an agency will be able to buy at the lowest unit rate. The agency commission will be added to the lowest unit rate for those candidates buying through an agency that is eligible for a commission.

#### Sales of Time Outside the Pre-Election Window

If candidates purchase time for broadcast outside the statutory Pre-Election Window, rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be provided to candidates for these periods on the same basis as to commercial advertisers. Candidates are not entitled to the lowest unit charge for time purchased for use outside the statutory Pre-Election Windows but will be sold time at rates comparable to those paid by commercial advertisers. Volume discounts and similar discount privileges are available to candidates only on the same basis they are available to commercial advertisers during those periods. Rebates will be available only if required by equal opportunities and comparable rate requirements. The Station's policies concerning make-goods, the availability and pricing of package plans and other sales practices will be applied to political advertisers during non-window periods on the same basis as to commercial advertisers. Candidates purchasing time for broadcast outside of pre-election windows should inquire if they have additional questions about the Station's policies during these periods.

#### Availabilities

A description of COX MEDIA GROUP, RADIO DIVISION programs for all days and dayparts is available upon request.

The Station may also make available other rotations upon request, as well as other spot lengths. For political advertisers outside the Pre-Election Window, the Station may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. To take advantage of any package pricing outside of the Pre-Election Window, the candidate will need to buy packages comparable to those sold to commercial advertisers.

Inside the Pre-Election Window, in calculating the lowest unit charge, the Station will take into account the rates for spots which are part of packages sold to commercial advertisers, and candidates who purchase time for use during the Pre-Election Window do not need to purchase packages in order to gain the advantage of package pricing as that value will have been included in determining the lowest unit charge for each class of time on any station. The Station may also engage in special promotions and if so, it will make such promotions available to political advertisers upon request. All station sales of time for use by political candidates are subject to federal equal opportunities and reasonable access requirements.

Both inside and outside the Pre-Election window, in order to get rates for packages that involve more than one station, candidates will need to buy the packages that are offered. Inside the Pre-Election Window, candidate need buy only the smallest volume of such spots that is divisible so as to result in whole number of spots on each station (for example, if there is a package where, to get a particular rate, a commercial advertiser needs to buy 10 spots on station A and 20 spots on station B to get that rate, inside the Pre-Election Window, the candidate need only buy 1 spot on station A and 2 spots on station B to get that rate. Outside the Pre-Election Window, a candidate will need to buy the same volume as a commercial advertiser to get the rates available through the package).

Spots sold on networks and other multi-station platforms have no effect on the lowest unit charge on any station during the pre-election window. Candidates should contact the network for information about buys on any network.

Digital advertising, including the simultaneous streaming of any of our broadcast programs on the internet, is not subject to the rules and regulations of the FCC. All rates, both inside and outside the Pre-Election Window, are quoted for the broadcast program only. If simultaneous internet streaming is requested by the candidate, an additional charge will apply for the

streaming and will be invoiced separately. That charge will be added, in the Pre-Election Window, to the lowest unit charge.

#### Program Time – Term and Conditions

The Station will, on appropriate request and consistent with applicable federal requirements, make program time available for use by legally-qualified federal political candidates.

#### Rebates

Current estimates of the lowest unit charge and chances of preemptibility are attached. Because determination of the lowest unit charge cannot be made until after all time has aired in a particular week and because the rate levels at which time will clear vary with market demand, the Station cannot guarantee its estimates of the LUC or of the preemptibility of various classes of or rates for time. All such estimates are subject to change in light of current market developments. Candidates should inquire at the time of order as to current estimates of the LUC and preemptibility.

On a weekly basis, the Station will review purchases of advertising by commercial and political advertisers. If that review indicates that political candidates are entitled to rebates in order to comply with federal requirements, every effort will be made to issue rebates (or, at the candidate's option, credits) within one month; and, to the extent possible, prior to the election.

#### Ordering Procedures

Payment in full is due at the time of the order except that, for federal candidates, payment will be made at least one week before the schedule is to start or the schedule will be cancelled. Exceptions may be made for candidates or agencies (which accept payment responsibility in writing) with an established credit history, consistent with the Station's policy with respect to similarly situated commercial advertisers. No scheduled time will be considered firm until the Station has confirmed and accepted the order and payment is received. All payments must be made by check, cash or money order. All non-candidate political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement, including the identity of its chief executive officers or members of its executive committee or board of directors. Candidate's authorized campaign committees must provide only the name of their Treasurer.

The Station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the Station, the candidate will be advised as soon as practicable and an appropriate refund will be issued.

All advertising contracts and production materials should arrive at COX MEDIA GROUP, RADIO DIVISION 48 hours in advance of broadcast in order to ensure compliance with sponsorship identification requirements, Station technical standards and the provisions of this policy. Orders to begin during a weekend should be placed with payment no later than Friday noon.

#### Sponsorship Identification

All political announcements and programs must include a sponsorship identification announcement which fully and accurately identifies the organization or individual which has paid for the commercial, using the terms "paid for by" or "sponsored by." If an announcement or program does not include the required sponsorship identification, the Station will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers. Station expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include sponsorship identification requirements. It is the responsibility of the candidate, and not

the station, to ensure that each candidate ad complies with applicable federal requirements. For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must include a personal audio statement by the candidate that identifies the candidate, the office the candidate is seeking, and indicates that the candidate has approved the broadcast.

**Disputes**

The Federal Communications Commission [“FCC”] has adopted rules and policies to implement the requirements of the Communications Act of 1934, with respect to the sale of advertising time to political candidates and asserted its exclusive jurisdiction to enforce the Act. Complaints concerning the sale of political advertising by the Stations should therefore be filed with the FCC. The FCC’s resolution of such complaint(s), subject to such judicial review as is provided by the Act, provides the sole and exclusive remedy for such complaints.

**Other Matters**

The Station maintains a public inspection file online, which includes certain required information concerning political advertising. This file is available through the FCC’s Public Inspection File database: <https://publicfiles.fcc.gov/> . Please contact Jodi Rainey (Director of National Sales) at 813-957-5337 if you have any questions concerning the political advertising policies or rates of the Station.

<b>Political Classes of Time</b>		
<b>Definition</b>	<b>Estimated Rate of Clearance</b>	<b>Rate Class</b>
1= non-pre-emptible, spots will run exactly as ordered and will only be bumped in the event of technical difficulty	100%	1
2 = political pre-emptible with advanced notice and makegoods offered as inventory permits within flight and daypart ordered.	80-100%	2
3 = political pre-emptible with advance notice and makegoods offered if available	50-80%	3
4 = pre-emptible without notice until invoice and no makegoods offered [Notice of preemption or make goods may not be received by such advertisers until the invoice is sent, when a schedule of the make-good advertising or a rebate of an appropriate portion of the advertising purchase price will be provided.]	0-50%	4
<i>*The above represents daypart-specific and most popular rotations. For Federal Candidates other rotations available upon request.</i>		*Percentages are an estimate and vary by week and by market. Call the market for current availability

This policy is subject to change.