

## WBRZ-TV, BATON ROUGE, LOUISIANA 2014 CLASSES OF TIME

### RATES

WBRZ-TV has three classes of rates. They are fixed, immediately pre-emptible with notification prior to pre-emption, and immediately pre-emptible with no notification. The Political Rate Card will be in effect during the lowest unit rate period, within political windows. Rates may fluctuate on a weekly basis according to the class of time period ordered. Quoted rates from availability requests are for (30) second spots. Rates for other lengths of spots are available upon request. Each separate class of time program is offered to candidates at its lowest unit charge; that is the lowest clearing rate of the particular class of time ordered by the candidate for the time period when the spot is broadcast. As to each class of pre-emptible time, WBRZ-TV will provide its best, good faith estimate of the prevailing rate and the likelihood of clearance at the time a specific request is made.

### CLASSES OF TIME

Fixed Level 1: Spots scheduled to air in a particular program or a particular daypart. These spots may not be pre-empted in favor of any other commercials except for unforeseen program changes or technical difficulties.

Immediately Pre-emptible Level 2: (notification before or after the spot is scheduled to run). Spots schedule to air at WBRZ's discretion within the particular program, time period, daypart or day. These spots may be pre-empted in favor of other advertisements in a higher class of time. If a spot in this class of time is pre-empted, the station will endeavor to provide the advertiser with a make-good, as provided below.

Immediately Pre-emptible Level 3: (Immediately pre-emptible with no notification.) WBRZ at its discretion will pre-empt these rates for spots ordered at a higher class of time. WBRZ will try to notify clients of pre-emptions but makes no guarantees of notification for pre-empted spots at this class of time.

The order in which commercial spots are pre-empted will be based on rate. Higher rates will pre-empt any spot with a lower rate when fixed rate is not used. If two rates are the same, and pre-emption is necessary, the commercial spot that was ordered last will be pre-empted.

ROS: "ROS" or Run of Schedule is a form of immediately pre-emptible time in which WBRZ has the widest discretion when to air commercials. Make-goods are not available.

## MAKE GOODS

The Station will use its best efforts to provide “make-good” spots prior to the election for candidate “use” spots that are pre-empted due to technical problems or because of the class of time purchased. Although the Station’s policy is to offer all candidates “make-goods” before the election it cannot guarantee to any advertiser that “make-goods” will be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer “make-goods” of equivalent value. If these are not acceptable to the candidate the Station will provide credits or refunds of the pre-empted spots.

Spots purchased in any class of time are subject to pre-emption for special unforeseen circumstances, such as program overruns, live events, equipment failure, weather or emergency situations, breaking news or similar events. The station will endeavor to provide make-goods to advertisers whose spots are pre-empted for these reasons and who have purchased time in a class that entitles the advertiser to make-good protection.