

Charlottesville Radio Group

2024

Political Advertising One Sheets*



*Effective: 2/1/24

Charlottesville Radio Group



Charlottesville Radio Group Classes of Time-Definitions

Grid 1: Fixed (non-pre-emptible): These spots are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties. Fixed spots constitute CRG station's highest-priced class of time.

Grid 2: Effective Selling Level (pre-emptible with notice): Spots of this level are generally pre-empted only to run fixed spots purchased by another advertiser. The likelihood of clearance of this level of pre-emptible spot, therefore, is relatively high except in shows or dayparts of high demand or those with few available commercials like UVA Sports.

Grid 3: Immediately Pre-emptible (pre-emptible without notice): Spots of this level are the lowest program/day part rate accepted by the station and are immediately pre-emptible to air ads purchased at a higher rate. Thus, the likelihood of clearance of Immediately Pre-emptible Level 3 spots is the lowest of all available classes of time and pre-emption should be expected in the most popular high demand time periods.

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Frequency Limitations For Candidate Advertising WINA – WWWV – WQMZ – WVAX – WCNR – WCVL

Frequency Limitations* on Political Advertising (by Election type):

Federal: Access established through negotiations with individual candidate

Statewide: Monday - Sunday: 3 per day-part**

Countywide: Monday - Friday: 12 per day/3 per day-part**
Saturday-Sunday: 15 per day/4 per day-part

Less than Countywide: Monday - Friday: 15 per week/3 per day /1 per day-part on days purchased
Saturday-Sunday: 6 per weekend (3 Saturday and 3 Sunday)

*All Races: Political Candidate Ads will be accepted on Election Day.

**Daypart is defined as industry standard dayparts of 6a-10a, 10a-3p, 3p-7p, 7p-12m

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Charlottesville Radio Group (“CRG”) Political Advertising Disclosure Statement

COMMERCIAL POLICIES

Commercials on CRG Stations are on a Grid basis. Grid #1 Rates cannot be pre-empted. Rates at Grid #2 or higher may be pre-empted by higher rate ads WITH NOTICE to the advertiser. Grid #3 rates are the LOWEST UNIT RATES (“LUR”) sold on CRG stations and are subject to PRE-EMPTION WITHOUT NOTICE. CRG sells announcement availabilities in standard lengths as detailed above for all programs and time periods [except news and live event programs] to all legally qualified candidates for federal public office. Access by state and local candidates may be more restricted (see “Frequency Limitations”). Any Advertiser may choose to purchase ads at a rate higher than Grid #3 (LUR) to help prevent possibility of pre-emption by high rate ads.

RATE QUALIFICATIONS

To qualify for LUR, the advertising placed must be 1) for a bona fide candidate and authorized by that candidate or his official agent; 2) the candidate’s voice must appear in the commercial and be identified or identifiable; 3) the candidate’s appearance must be positive in nature; and 4) the commercial must include a disclaimer stating the identity of the person or entity paying for the announcement.

LIMITATIONS ON ORDERS

All orders for Political Advertising are subject to individual station Frequency Limitations (see attachment). The ordering deadline for broadcast is 11 a.m. the day prior to air, provided full payment and ad is received. This policy may be waived when appropriate to provide reasonable access for federal candidates. Full payment or proof of payment is required prior to the broadcast of any commercial announcements. Political advertising is not available during news or sports broadcasts. If, *due to events beyond the station’s control*, your announcement fails to air as scheduled, it will be re-scheduled to air on a comparable day and daypart.

PRODUCTION FACILITIES

Rates for time do not include the use of the station’s production facilities. These facilities are available for use at the station’s regular production rate. **Station employees are not permitted to voice political advertising.** Candidates and their representatives utilizing the station’s production studio must arrive at the agreed time ready to record with all scripts written in advance.

COMPLETE DISCLOSURE

This disclosure statement is not an offer of time. Contact CRG to initiate the process. If you have questions regarding specific political advertising policies, procedures, or additional classes of time or commercial lengths, contact CRG General Manager Garret Klingel at 434-220-2300, or by email at gklingel@charlottesvillerradiogroup.com

Effective: 2/1/24

Grid #1

:30/:60 Second Unit Rates (Non Pre-Emptible*)

Effective: February 1, 2024

DAY	TIME	WQMZ 30/60	WWWV 30/60	WCNR 30/60	WCVL 30/60	WINA 30/60	WVAX 30/60
Mon-Fri	6a-10a	\$75/85	\$75/85	\$65/74	\$60/70	\$75/80	\$40/45
Mon-Fri	10a-3p	\$75/85	\$75/85	\$65/74	\$60/70	\$70/75	\$40/45
Mon-Fri	3p-7p	\$75/85	\$75/85	\$65/74	\$60/70	\$70/75	\$40/45
Mon-Fri	7p-Mid	\$25/30	\$25/30	\$25/30	\$25/30	\$25/30	\$14/17
Saturday	6a-10a	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	10a-3p	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	3p-7p	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	7p-Mid	\$22/26	\$22/26	\$18/22	\$20/24	\$18/22	\$14/17
Sunday	6a-10a	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	10a-3p	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	3p-7p	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	7p-Mid	\$20/22	\$20/22	\$15/20	\$20/24	\$15/20	\$14/17

***Fixed Level (Non Pre-Emptible) Ads:** Ads in this Class of Time are guaranteed to air during a set time period, except in the event of unforeseen program changes or technical difficulties. Fixed spots constitute Charlottesville Radio Group's highest classes of time. The most common Classes of Time purchased are shown above. Additional Classes of Time are available.

Saga Communications, Inc. and all its subsidiaries and stations that it owns or operates prohibit all forms of discrimination in advertising contracts. We do not, and shall not, discriminate on the basis of race, ethnicity, or gender regarding advertising practices. All advertising agencies warrant, where applicable, that all radio and/or television commercials provided to our stations are properly licensed to be broadcast on radio and/or television stations and the associated internet streams. Updated rates will be posted for future political windows. Above rates are lowest unit rates accepted for Classes of Time shown.

Grid #2 Effective Selling Level

:30/:60 Second Unit Rates

(PRE-EMPTIBLE with NOTICE*)

Effective: February 1, 2024

DAY	TIME	WQMZ 30/60	WWWV 30/60	WCNR 30/60	WCVL 30/60	WINA 30/60	WVAX 30/60
Mon-Fri	6a-10a	\$55/65	\$55/65	\$50/58	\$48/55	\$60/65	\$25/30
Mon-Fri	10a-3p	\$55/65	\$55/65	\$50/58	\$48/55	\$60/65	\$25/30
Mon-Fri	3p-7p	\$55/65	\$55/65	\$50/58	\$48/55	\$60/65	\$25/30
Mon-Fri	7p-Mid	\$22/25	\$22/25	\$22/25	\$22/25	\$22/25	\$6/8
Saturday	6a-10a	\$35/45	\$35/45	\$35/40	\$30/35	\$30/35	\$25/30
Saturday	10a-3p	\$35/45	\$35/45	\$35/40	\$30/35	\$30/35	\$25/30
Saturday	3p-7p	\$35/45	\$35/45	\$35/40	\$30/35	\$30/35	\$25/30
Saturday	7p-Mid	\$16/18	\$16/18	\$15/18	\$12/15	\$10/14	\$8/10
Sunday	6a-10a	\$25/30	\$25/30	\$25/30	\$20/25	\$20/25	\$20/24
Sunday	10a-3p	\$25/30	\$25/30	\$25/30	\$20/25	\$20/25	\$20/24
Sunday	3p-7p	\$25/30	\$25/30	\$25/30	\$20/25	\$20/25	\$20/24
Sunday	7p-Mid	\$16/18	\$16/18	\$15/18	\$12/15	\$10/14	\$8/10

***Effective Selling Level Ads are PRE-EMPTIBLE with NOTICE:** Ads purchased at this level are generally pre-empted only to run fixed spots purchased by another advertiser. The likelihood of clearance of this level of pre-emptible spot is relatively high, except in time periods of high demand and few available commercials. The most common Classes of Time purchased are shown above. Additional Classes of Time are available.

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Grid #3 PRE-EMPTIBLE

:30/:60 Second Unit Rates

(PRE-EMPTIBLE with NO NOTICE*)

Effective: February 1, 2024

DAY	TIME	WQMZ 30/60	WWWV 30/60	WCNR 30/60	WCVL 30/60	WINA 30/60	WVAX 30/60
Mon-Fri	6a-10a	\$32/35	\$32/40	\$35/40	\$22/25	\$35/39	\$8/10
Mon-Fri	10a-3p	\$27/30	\$32/40	\$35/40	\$28/32	\$34/38	\$8/10
Mon-Fri	3p-7p	\$28/30	\$32/40	\$35/40	\$28/32	\$35/39	\$8/10
Mon-Fri	7p-Mid	\$20/22	\$20/22	\$20/22	\$13/16	\$15/18	\$5/7
Saturday	6a-10a	\$22/25	\$22/25	\$22/25	\$15/19	\$15/18	\$7/9
Saturday	10a-3p	\$26/30	\$26/30	\$23/26	\$19/22	\$18/20	\$7/9
Saturday	3p-7p	\$23/26	\$23/26	\$23/26	\$20/22	\$15/18	\$7/9
Saturday	7p-Mid	\$12/15	\$12/15	\$13/15	\$10/13	\$9/12	\$5/6
Sunday	6a-10a	\$23/26	\$23/26	\$23/26	\$15/19	\$15/18	\$7/9
Sunday	10a-3p	\$20/23	\$20/23	\$23/26	\$19/23	\$18/20	\$7/9
Sunday	3p-7p	\$23/26	\$23/26	\$23/26	\$15/19	\$15/18	\$7/9
Sunday	7p-Mid	\$12/15	\$12/15	\$13/15	\$12/15	\$9/12	\$5/6

***Immediately Pre-Emptible Ads are PRE-EMPTIBLE with NO NOTICE.** Ads placed with these rates may be replaced for ads of higher rate without notice to advertiser. If no comparable time slots are available, the ads will not air and any advance payment refunded. The most common Classes of Time purchased are shown above. Additional Classes of Time are available.

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Issue Advertising

:30/:60 Second Unit Rates

(Non-Pre-emptible, payment due in advance)

Effective: February 1, 2024

DAY	TIME	WQMZ 30/60	WWWV 30/60	WCNR 30/60	WCVL 30/60	WINA 30/60	WVAX 30/60
Mon-Fri	6a-10a	\$75/85	\$75/85	\$65/74	\$60/70	\$75/80	\$40/45
Mon-Fri	10a-3p	\$75/85	\$75/85	\$65/74	\$60/70	\$70/75	\$40/45
Mon-Fri	3p-7p	\$75/85	\$75/85	\$65/74	\$60/70	\$70/75	\$40/45
Mon-Fri	7p-Mid	\$25/30	\$25/30	\$25/30	\$25/30	\$25/30	\$14/17
Saturday	6a-10a	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	10a-3p	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	3p-7p	\$55/65	\$55/65	\$50/55	\$45/50	\$40/44	\$42/48
Saturday	7p-Mid	\$22/26	\$22/26	\$18/22	\$20/24	\$18/22	\$14/17
Sunday	6a-10a	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	10a-3p	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	3p-7p	\$30/40	\$30/40	\$42/48	\$35/40	\$35/40	\$35/40
Sunday	7p-Mid	\$20/22	\$20/22	\$15/20	\$20/24	\$15/20	\$14/17

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