

Political Advertising Terms and Disclosures

The purpose of this Disclosure Statement is to make those parties who purchase political programming time fully aware of the application of the “lowest unit charge” provisions of Section 315(b) of the Communications Act. The lowest unit charge provisions apply only during the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election, and to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy. They are not applicable to independent expenditure committees or to non-candidate issue advertising. At times other than the prescribed election periods, the rates charged candidates shall not exceed the charges made for comparable uses of the station by other advertisers.

State and Local Candidate Access: Sponsor Identification Rules and Disclosures: The FCC’s sponsor ID rules also apply to state and local candidates, although the state law may impose additional requirements on advertising by state and local candidates.

Orders for political time will not be considered firm until a completed and signed Agreement Form for Political Candidates, NAB PB-18 has been signed, delivered and payment is received within 24 hours of order placement.

All ads must comply with sponsorship identification requirements of the Communications Act, and must include an audio statement by the candidate identifying they have approved the message.

Spots are offered in :30 second and :60 second increments as stated on the published rate cards.

Deadlines for receipt of political orders and ad copy or produced ads is 2:00pm the day prior to start Monday through Friday.

If an ad is pre-empted for any reason, the station will make good the spot through placement in a comparable time-period to deliver an audience comparable to the spot purchased.

For further information or questions, please call 907-586-3630