

WKRN TV Class of Time Descriptions



		DESCRIPTION	REV TYPE CODES
CLASS ONE Bump Rates	BUMP	These announcements are run during specified or negotiated time periods. They carry the opportunity to preempt any other class of time on the station.	1
CLASS TWO Effective Selling Level	P/E W/NOTICE	These announcements are subject to preemption but you will receive notice when the preemption occurs. Effective Selling Level announcements are superior in terms of preemption and make goods to Class 3 announcements. At current selling levels, we estimate that this class of time will be preempted approximately 20% of the time. The likelihood of preemption is a function of a number of factors including daypart, demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.	2

<p>CLASS THREE Immediately Preemptible</p>	<p>P/E W/O NOTICE</p>	<p>These announcements are scheduled to be broadcast at a specific time but may be preempted at any time if another advertiser desires to buy the time by paying a higher price. These announcements carry the risk of preemption by Class 1 and 2 that are sold by the Station, and, consequently, are one of the least expensive of all classes of time offered by the Station. At current selling levels, we estimate that this class of announcements will be preempted approximately 65-70% of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.</p>	<p>3</p>
<p>CLASS FOUR Rotators</p>	<p>ROTATOR</p>	<p>Rotators run during dayparts rather than programs. They are scheduled at the discretion of the Station and run only if no higher paying advertiser purchases the time period during which they are scheduled. At current selling levels, we estimate that these announcements are preempted approximately 85-90% of the time depending on the daypart.</p>	<p>5-7</p>