

WBTV, CHARLOTTE, NORTH CAROLINA

The Station's classes of time are:

Non-Preemptible (P1)- Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots may not be preempted in favor of any other advertisement and will air as scheduled, excluding special unforeseen circumstances. Because the Station has a limited number of commercial avails, even "non-preemptible" time may be sold out. In this case, the Station will endeavor to locate a comparable area for placement of a candidate's time. If a spot in this class of time is preempted, the Station will endeavor to provide the advertiser with a make-good, as provided below

Immediately Preemptible with Notice 1 (P3) - Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements in a higher class of time upon 3 days (72 hours) notice to the advertiser. If a spot in this class of time is preempted, the Station will endeavor to provide the advertiser with a make-good, as provided below. These spots must be purchased *more than* 72 hours before they are to air. In general, spots in this class have an estimated probability of preemption of 20% candidates should contact the Station for more up-to-date estimates at the time of purchase.

Immediately Preemptible with No Notice (P5) - Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements in a higher class of time with no guarantee of advance notice to the advertiser. If a spot in this class of time is preempted, the Station will offer the advertiser a make-good, as provided below. In general, spots in this class have an estimated probability of preemption of about 30%. Candidates should contact the Station for more up-to-date estimates at the time of purchase.

Run of Schedule (ROS) - A form of immediately preemptible time in which the Station has wide discretion to schedule announcements when and as time is available. The Station will air as many ordered ROS spots as possible within the flight dates specified by the advertiser. If any ordered spots are not aired within the flight dates, the advertiser will receive a credit; no make-goods will be offered for preempted spots in this class of time. In general, spots in this class have an estimated probability of preemption of about 80%. Candidates who are interested in ROS scheduling should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemption.

Direct Response - Rates are available on request. Direct Response advertisements are scheduled to air at the Station's discretion within wide rotations as negotiated with the advertiser. Make-goods are not available for spots purchased in this class of time.

Programmatic. Available to federal candidates only (no state or local candidates availability at this time). A class of time that is purchased via an online proprietary software program. Advertisements purchased through a programmatic system scheduled to air at the Station's discretion within or adjacent to the particular daypart (within a thirty (30) minute period), or day as specified by the advertiser. The Station will make best efforts to clear the spots. Make-goods are not available for spots purchased in this class of time. Federal candidates who are interested in purchasing through a programmatic system should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemption. In general, spots in this class have an estimated probability of preemption of about 80%. Federal candidates who are interested in purchasing through a programmatic system should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemption.