



CLASSES OF TIME

The classes of time offered by the Station to political and commercial advertisers are described below. In the case of pre-emptible spots, the Station will give its best, good faith assessment of the likelihood of pre-emption at the time of the request for any particular class requested. Certain additional, non-standard classes of time (i.e, remnant) may be available and candidates may inquire with the station for further information.

As Election Day approaches, likelihood of preemption may increase due to increased inventory demand.

- **Non-Pre-emptible/Fixed.** (Rate Level P02) These ads may not be pre-empted in favor of any other ad and will air as scheduled absent unforeseen program changes, technical difficulties, or to comply with federal regulations or other legal requirements.
- **Pre-emptible with Notice.** (Rate Level P03) These ads may be pre-empted in favor of other ads upon notice to the advertiser. Station makes every attempt to notify client prior to airtime and offer an acceptable makegood if inventory and schedule end date permit. Any preemption of these ads is based on higher class of time, schedule end date, date & time schedule was placed, and the number of preemptions the advertiser has incurred on the current schedule. Schedule generally airs as ordered, although there is a 5-10% chance of preemption. These ads have a higher priority for makegoods than Rate Level P04 and P05.
- **Pre-emptible with Notice (70-90% clearance).** (Rate Level P04) These ads are more likely to be pre-empted than Rate Level P03 in favor of other ads, upon notice to the advertiser. Station makes every attempt to notify client prior to airtime and offer an acceptable makegood if inventory and schedule end date permits. Any preemption of these ads is based on higher classes of time (P02 and P03), schedule end date, date & time schedule was placed, and the number of preemptions the advertiser has incurred on the current schedule. Schedule generally airs with 70-90% clearance. These ads have a higher priority for makegoods and placement than Rate Level P05.
- **Immediately Pre-emptible Without Notice.** (Rate Level P05) These ads are likely to be pre-empted in favor of other ads purchased in a higher class (rate level). This rate level also includes most broad rotators (ROS). In most cases, the advertiser is not notified of the pre-emption until after the spot was to have aired. Makegoods may not be available, however, if inventory and schedule end date permit, a makegood will be offered. If no makegood acceptable to the advertiser is available, the advertiser will receive a credit for the spot charge. It is estimated that clearance in the class will generally be 50-70%, but, in high demand programs and time periods, it is likely that no spots will air. These ads have a lower priority for makegoods and clearance than Rate Levels P02, P03, and P04.

Direct response (DR) spots also may be ordered on an immediately pre-emptible basis.

For information regarding political advertising contact one of the following:

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--or--

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