

Political Rate Card 2016

Political Window

September 9, 2016 – December 10, 2016

| DAYPART | | PRE-EMPTIBLE | | NON PRE-EMPTIBLE | |
|-------------|----------|--------------|-------|------------------|-------|
| | | :30 | :60 | :30 | :60 |
| M-F | Dayparts | | | | |
| | 5A-8P | \$50 | \$141 | \$130 | \$160 |
| | 6A-10A | \$120 | \$160 | \$190 | \$237 |
| | 10A-1P | \$100 | \$125 | \$105 | \$155 |
| | 1P-4P | \$110 | \$130 | \$130 | \$160 |
| | 4P-8P | \$130 | \$145 | \$175 | \$200 |
| | 8P-12M | \$25 | \$39 | \$45 | \$70 |
| SAT* | 5A-7A | \$20 | \$31 | \$48 | \$59 |
| | 7A-9A | \$25 | \$42 | \$45 | \$63 |
| | 9A-10A | \$30 | \$53 | \$50 | \$75 |
| | 10A-12N | \$35 | \$58 | \$56 | \$70 |
| | 12N-3P | \$35 | \$58 | \$77 | \$80 |
| | 3P-8P | \$35 | \$47 | \$58 | \$77 |
| SUN* | 8A-12N | NA | NA | NA | NA |
| | 12N-8P | NA | NA | NA | NA |

- **Saturday/ Sunday excludes any special sports programming.** Rates available upon request. No political can run in LSU Football, Basketball, or Baseball due to contractual agreement with LSU.

Terms and Conditions – WWL AM/FM

- Quoted rates from availability request are for thirty second and sixty second advertisements
- Candidates voice is required to be in commercial to be entitled to LUC and Compliance with BCRA for federal candidates
- Lowest unit rate class available during 45 day Louisiana Primary Election window and 60-day Louisiana General Election window.
- **No more than five (5) announcements per day, M-F 5A-8P and two (2) announcements per day part per day. A total of fifteen (15) announcements per day at the lowest candidate rate class. Does not apply to Federal Candidates.**
- Pre-emptible without notice is 80% likely to pre-empt. Non pre-emptible 5% likely to pre-empt.
- Payment for all advertising is required 72 hours in advance
- Please see attached forms for complete terms and conditions and required political forms.
- Excludes any and all special sports programming, i.e. Saints broadcasts. **Rates for Saints broadcasts on Sunday available upon request.** No political advertising in LSU Football, Basketball or Baseball. **It is prohibited per our Affiliate Agreement with LSU Sports Properties.**