



**ALPHAMEDIA**  
LIVE . LOCAL . ALASKA

## **POLITICAL ADVERTISING DISCLOSURE STATEMENT**

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 (the "Election Periods") and to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action 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.

### Orders for Political Time

Orders for political time will not be considered firm until a completed and signed Agreement Form for Political Candidates (NAB Form PB 16) has been delivered and, if the candidate is without an established credit history for prompt payment, the net cash payment has been received at least 24 hour in advance of the air date of the first spot in the schedule.

### Proper Sponsor Identification

All ads must comply with sponsorship identification requirements of the Communications Act. The identification must state that the broadcast is "sponsored, paid for or furnished by" the identified sponsor. A pre-airing submission of all ads is requested to permit the station to verify compliance with the identification requirements. Should a candidate's ad not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the station reserves the right to add the required material within the quantity of time purchased. All candidate's radio ads must feature the voice of the candidate to qualify for LUC.

### Type of Rates Offered by the Station

Spots are offered in :30 or :60 increments. Spots are offered for sale on a preemptible and non-preemptible (fixed) basis, as follows:

Fixed Spot - Fixed spots will air in the program or time period purchased. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Run of Station (ROS) Preemptible - Immediately preemptible without make good spots will be preempted up until the time of broadcast by any higher rated spot (either preemptible or fixed). A refund will be provided for preempted spots. Spots will be placed within the broadcast schedule at times selected at the discretion of the Station. Make goods are not available.

Rotations - Daily Audience Plan (DAP) spots and Total Audience Plan (TAP) spots will rotate through dayparts between the specified hours per station, but does not guarantee equal daypart rotation among dayparts. Spots are sold, for example, for a specified time and date or within a specified period. The attached station rate cards set forth the specific time periods within which spot time may be purchased. Packages of spots of different classes or to be broadcast during different time periods are also sold, and are available upon request.

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**Alpha Media**

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Level of Rates Sold by Station – Candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and are to be placed on a par with the most favored commercial advertiser of this station. Candidates will be charged the “lowest unit charge” (the “LUC”) for the same class and amount of time for the same period during the forty-five (45) days preceding a primary election and the sixty (60) days preceding a general election. When a candidate purchases time outside these election periods, he or she will be charged rates comparable to current commercial rates.

The station has calculated the predicted LUC for every class of time sold on the station. The LUC may vary on a weekly basis depending upon the price of spots actually broadcast during each week.

Adjacencies to News Programming – This station does not sell political advertising within News programming. The LUC for a spot within the news adjacency will be established by the LUC for the class of time purchased as if it were in the news program.

Likelihood of Preemption – A fixed spot purchased at the lowest unit charge is guaranteed to run at the specific time purchased. An immediately preemptible spot without make good purchased at the LUC may be preempted and has only a 40% chance of being broadcast.

At the end of each week, the station will audit the rates for all political time sold to insure that the rates charged candidates reflect the actual LUC, that is, the lowest rate any advertiser paid for the same class of spot that cleared during the same time period during the given week. Refunds will be issued for any overcharges.

Make Good Policy – In the event of preemption, the station will make good the spot through placement in a comparable time period or periods to deliver an audience comparable to the spot purchased.

Deadlines for Receipt of Orders - The station imposes the following deadlines for the receipt of orders: 2:00pm the day prior to start (copy and order) Monday through Thursday, and 1:00pm on Friday for Saturday through Monday start (copy and order), includes copy changes.

Copies – Any copies requested of an item in the political file will be charged twenty-five cents per page payable in cash.