

Political Advertising Disclosure Statement for Cable Systems Represented by McAlpine Advertising Agency, Inc. dba Alpine Advertising

The following describes the political advertising policies of McAlpine Advertising Agency, Inc., dba Alpine Advertising adopted in compliance with requirements of sections 312 and 315 of the Communications Act of 1934 as amended, and the rules and regulations of the Federal Communications Commission. As stated by law, these policies apply to purchases of advertising time for "use" by legally qualified political candidates. A political advertisement or program involves a "use" if it includes the recognizable voice or image of a candidate in a positive light. Candidates may be asked to certify that they are legally qualified. In addition, Alpine Advertising, Inc. has adopted some policies that apply to advertising by entities representing issues and positions.

Spot Announcements – Terms and Conditions

During the 45 day period before a primary election and the 60 day period before a general or special election (the "Pre-Election Window"), the cable system will sell spot announcement time to political candidates on the same terms and conditions, including discount and other privileges, as are available to its most favored commercial advertisers, i.e. "LUC" or Lowest Unit Charge.

Definition and Application of Lowest Unit Charge:

Lowest Unit Charge (LUC) refers to the full statutory phrase "lowest unit charge of the station for the class and amount of time for the same period". The term "class" refers to rate categories such as fixed position, ROS and special packages. "Amount of time" means the length of the announcement (:30 or :60 second). The LUC also provides the candidate with the benefit of all discounts, (frequency, agency, etc.), otherwise offered to the most favored advertiser of the same class and amount of time, without regard to the frequency of use by the candidate.

Political Advertising Guidelines:

Purchasing Limits:

Candidates are allowed to purchase a designated amount of :30 second or :60 second units in each daypart, per network, per day. Limits are stated on the political rate card by each daypart and apply to all candidates for all offices. Makegoods do not apply to the maximum purchase rules.

Alpine Advertising reserves the right to change the maximum designation of :30 or :60 second units as inventory allows. No other spot lengths are available.

Availabilities:

All sales of time for use by legally qualified political candidates are subject to federal equal opportunities requirements.

Classes of Time:

All political advertising must air within applicable windows preceding primaries and elections, to warrant the lowest unit rate. The following classes of time, each of which has a separate rate structure (as shown on political rate cards), are available.

- **Class 1:** NP – Nonpre-emptible. This class of time is offered at a higher rate, and will pre-empt spots purchased at LUC rates during high demand times. Alpine Advertising commonly experiences sell out levels during political windows. Prime time viewing hours, 6pm-12mid or 6pm-10pm is more likely to sell out than any other time period on any of the available networks. The closer to election day, the greater possibility of sell-out levels. The last 3 weeks of most elections is usually at highest risk for selling out. In the final weeks of an election, it is not uncommon for Alpine systems to have sell out times, with all purchasers using NP rates. This is more likely to happen, but not limited to happening on FOXN or a Sports Network. During such times where all rates are purchased as NP, and there is an oversell, Alpine Advertising has the sole discretion of choosing whom to pre-empt. This will be done in the fairest way possible. Every effort will be made to not favor any one candidate. Alpine Advertising will make every attempt to offer makegoods to any bumped commercials, or refund any money back to the candidate if a makegood cannot be offered.
- **Class 2:** LUC - Pre-emptible Spots with make-goods offered - Spots purchased at Class 2 rates, may be pre-empted by a higher rate. Alpine will notify you and make every effort to do makegoods in an equal daypart or time period.

M-Su 5A-9A is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 9A-12P is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible

rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 12P-3P is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 3P-6P is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 6P-10P is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 10P-12A is a daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 6P-12A is an evening rotator daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

M-Su 5A-12A is a rotator daypart available to all advertisers. If the spot is missed on the schedule due to a technical problem or preemption (applicable to preemptible rates only), we will offer a make-good spot in the same daypart on the same network if available, or on a like network as inventory dictates.

Agency Discounts:

If a candidate purchase time from Alpine Advertising through an agency, Aline will include the agency commission in the LUC. However, if a candidate purchase time directly from Alpine Advertising without the use of an agency, the LUC must exclude the amount usually paid for an agency commission. For example, if a 30 second commercial spot announcement cost \$100 and an agency is allowed \$15, a candidate placing a spot through an agency must pay \$100. If a candidate placed the spot directly with the station with the use of an agency, the candidate pays only \$85.

Disclaimers:

All rates are subject to change at any time and are based on network availability at the time of scheduling. Inventory is based on supply and demand and subject to availability by network. No political advertising will be accepted in children's programming. Cable systems represented by Alpine Advertising may at times sell out inventory on various networks and dayparts, particularly the final 3 weeks before an election. Some political races are more highly contested and may purchase high volume schedules long before election day, creating sell-outs earlier.

Sale of Time Outside the Pre-Election Window

If candidates purchase time for cablecast outside the statutory Pre-Election Window, rates and condition of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be provided to candidates for carriage during these periods on the same basis as to commercial advertisers. Candidates are not entitled to the lowest unit charge for time purchased for use outside the statutory Pre-Election Windows, but will be sold time at rates comparable to those paid by commercial advertisers during those periods.

Make-Goods:

In the event that a spot does not air, whether the spot fails, a network goes down or drops the expected commercial break, or the spot is preempted because of the nature of the time purchased or because the avails are not available at the time of purchase, we will make every effort to provide a make-good prior to the election, in the same daypart purchased. However, we cannot guarantee any advertiser that make-goods will be provided in the originally ordered time period. If inventory constraints preclude identical scheduling, the cable system will offer make-goods in time periods and/or networks of equal value, or, if the candidate prefers, we will issue credit or a refund for missed spot(s).

Advertisements That Reference Another Candidate:

In order to receive the LUC, all political candidates for federal office will be required to certify that neither the candidate nor his/her authorized committee will submit advertisements that make direct reference to another candidate unless the advertisement contains (1) a clearly identifiable photographic or similar image

of the sponsoring candidate, and (2) a clearly legible printed statement that (a) identifies the sponsoring candidate, (b) states that the candidate has approved the advertisement for airing and (c) the candidate or his/her authorized committee paid for the advertisement and its airing. The **“Stand By Your Ad Certification for Federal Candidates”** is contained in the next section.

Ordering Procedures:

Payment in full is due at the time of the order or no less than 48 hours before the schedule is to start, whichever is later. No purchased time will be considered firm until the system has accepted, confirmed and scheduled the order and payment is received. All payments must be made by check, credit card or money order.

All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement, including the identity of the group's chief executive officers or members of its executive committee or board of directors.

The cable system reserves the right to recapture spot time sold to a candidate to meet equal opportunities requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the cable system, the candidate will be advised as soon as possible and an appropriate refund will be issued.

All schedules, completed political forms, and advertising materials should arrive at Alpine Advertising home office prior to the deadlines clearly disclosed to the candidate, in order to ensure compliance with sponsorship identification requirements, cable system technical standards and the provisions of this policy.

For your reference, we have listed our standard scheduling deadlines. (During holidays, early deadlines may apply.)

Monday 10am CST	Can Start 6am - Tuesday
Tuesday 10am CST	Can Start 6am - Wednesday
Wednesday 10am CST	Can Start 6am - Thursday
Thursday 10am CST	Can Start 6am - Friday or Saturday
Friday 10am CST	Can Start 6am – Sunday or Monday

Note: Spots requiring Alpine Advertising production (adding of proper sponsorship identification or tagging) should be submitted at least two business days prior to above deadline or delays in scheduling could occur.

Sponsorship Identification:

All political announcements and programs must include a sponsorship identification announcement that fully and accurately identifies the organization

or individual paying for the commercial, using the terms "paid for by" or "sponsored by." Such sponsorship identification must be visual, must last at least four seconds, and must use letters which are all at least 4% of vertical picture height. If an announcement or program does not include the required sponsorship identification the cable system will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers.

Disputes:

The Communications Act of 1934, as amended (the "Act"), establishes certain requirements for the sale of cablecast advertising time for use by or on behalf of political candidates. The Federal Communications Commission ("FCC") has adopted rules and policies to implement those requirements and has asserted its exclusive jurisdiction to enforce the Act. Complaints concerning the sale of political advertising for a cable system represented by Alpine Advertising, should be brought promptly to the attention of Alpine Advertising, for a timely resolution. If we are unable to resolve the issue, complaints may then be filed with the FCC. The FCC's resolution of such complaint(s), subject to such judicial review as is provided by the Act, provides the sole and exclusive remedy for such complaints.

Production:

Alpine Advertising offers production services. Please ask for a quote for your specific production need. All production services are cash up front. If a candidate has production ready, the spot or spots may be uploaded to the Alpine FTP site, or sent to us through our HighTail account. There is no charge for this service. Other options may be available and will be discussed at the time of purchase.

Political Files:

Alpine Advertising maintains all records of political advertising on file at their central office: 28370 Hwy 75, Oneonta, AL 35121. A duplicate file will also be available at your local cable office. These files are open for public inspection and available to the general public, and include certain required information concerning political advertising. They are available for public inspection and copying during regular business hours.

Updated and published 1/1/16.