
ENTERCOM AUSTIN
KAMX 94.7 FM & KKMJ 95.5 FM & KJCE 1370 AM & KKMJ-F3 95.9 FM
DISCLOSURE & POLITICAL RATE CARD

2016 SALES POLICIES FOR:

- General and or Runoff Election January 16th – November 8th , 2016 .The following sets forth the policies and practices of KAMX 94.7 FM and KKMJ 95.5 FM, KJCE 1370AM and KKMJ-F3 95.9 FM (the “Stations”) regarding the sale of political advertising time (“Advertising” or “Advertisements”).

1. **Applicability:** These policies apply only to legally qualified Candidates for public office or their authorized campaign organizations (collectively, the “Candidate”). These polices are not applicable to political action committees or to non-candidate, “issue” advertising.
2. **Access:**
 - a) The Stations will provide reasonable access to all federal Candidates prior to a primary and/or general election. While Candidates may request specific programming, the Stations reserve the exclusive right to determine the amount of time and program availability to particular Candidates.
 - b) No Advertising in news programming will be sold to Candidates.
3. **Identification:** All Advertisements must comply with the sponsorship identification requirements of FCC Rule 73-1212. Should a Candidate Advertisement not contain the proper sponsorship identification, the Stations reserve the right to add the appropriate material within the body of the Advertisement.
4. **Orders:** Orders for Advertising time must provide or adhere to the following:
 - a) Completed and signed agreement form for political broadcasts (NAB form PB 18);
 - b) When the order is made by a corporation, committee, association or other unincorporated group, a list of the entity’s chief executive committee or board of directors;
 - c) Where doubt exists, satisfactory proof that the Candidate is “legally qualified,” as that term is defined by the Federal Communications Commission;
 - d) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the Candidate;
 - e) Advance orders for Advertising will be subject to reconfirmation thirty days preceding the start of the schedule;
 - f) All Advertising orders are subject to the Stations’ normal credit policies.
 - g) Compact Discs (“CDs”), or MP3’s along with written traffic instructions for their use, should be submitted to the Stations as soon as possible to ensure proper airing. All instructions for airing of commercials should be in writing. Changes to these instructions should be in writing to the Stations (by letter, FAX or telegram) prior to the changes being made. Commercials should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

h) Deadlines for all commercial material, time orders and contract changes are as follows:

Political orders are accepted during normal business hours - Monday - Friday, 8:30AM-5:30PM. The deadline for the next day is 10 AM. 10AM Friday is the deadline for Saturday, Sunday and Monday of the next week except when Monday is a holiday then the deadline is Thursday, 10 AM.

Failure to fulfill all requirements in advance of the above-listed deadlines may result in preemption of some or all Advertisements. Confirmation of broadcast or changes to Advertising schedules as ordered will be sent to the Candidate as soon as commercially possible, but will be available upon request at any time.

5. Production: Entercom on-air and/or voice talent may not be utilized for production of all Political Advertisements or Programs.

6. Availabilities:

a) Candidates may purchase time on the basis of any class set forth on the attached sheets, subject to availabilities. The base availabilities are thirty-second and/or sixty-second Advertisements. Requests for program time, including thirty minute and sixty minute lengths, will be considered on an individual basis.

b) Unless a contrary result is demanded by statutory requirements, Advertising orders made after 3:00PM on the Thursday proceeding Election Day may not be filled due to lack of availability.

Advertisements will air no later than 5:00PM on Election Day for General elections.

7. Rates:

a) Quoted rates from availability requests are for thirty second and sixty second Advertisements.

b) Each separate class during the forty-five or sixty day period preceding a primary and/or general election (“the L.U.C. period”), respectively, is offered to accepted Candidates (see paragraph 14) at the lowest unit charge. The lowest clearing rate of the particular class of time ordered by a Candidate for the time period when the Advertisement is broadcast. The Stations will provide a good faith assessment of the lowest unit charge for each class of time upon request. **Outside the L.U.C. period, Candidates will be offered rates comparable to those offered to the Stations’ commercial Advertisers. Candidates voice is required to be in commercial or tags to be entitled to L.U.C.**

c) In addition to the rates described in this statement, the station carries advertising spots in connection with network or syndicated operations and/or programming, and also sells spot time in combination with other stations in this market. Information concerning these network or syndicated rates is available from the network or syndicator, information concerning the rates and availabilities for local combination buys will be provided upon request.

d) All rates on the political rate card are commissionable to all candidates.

8. Rebates: In the event Advertising time (either commercial or political) is sold for a particular class of time or time period and is broadcast during the L.U.C. period at a rate lower than the rate paid by a Candidate, the Candidate will be afforded the benefit of the lower rate either by way of a rebate or as a credit against future purchases, at the option of the Candidate.

9. Make Goods: The Stations will use their best efforts to provide make good Advertisements prior to the election for Candidate Advertisements that are preempted due to technical problems or because of the nature of the time purchased. Although the Stations’ policy is to offer all Candidates make goods prior to the election, it cannot guarantee to any Advertiser (either commercial or political) that the make goods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Stations will offer make goods of equivalent value. If these make goods are not acceptable to the Candidate, the Stations will provide a credit or refund for the value of the preempted Advertisements, at the option of the Candidate.

	<u>KAMX</u>		<u>KKMJ</u>		<u>KJCE</u>		<u>KKMJ-HD 3</u>	
Saturday								
6a-10a	\$55	\$40	\$55	\$40	\$30	\$20	\$75	\$65
10a-3p	\$125	\$100	\$120	\$100	\$30	\$20	\$80	\$70
3p-7p	\$125	\$100	\$120	\$100	\$30	\$20	\$75	\$65
7p-12m	\$50	\$35	\$50	\$35	\$20	\$15	\$30	\$20
Sunday								
6a-10a	\$50	\$40	\$50	\$40	\$30	\$20	\$45	\$35
10a-3p	\$50	\$40	\$50	\$40	\$30	\$20	\$45	\$35
3p-7p	\$50	\$40	\$50	\$40	\$30	\$20	\$45	\$35
7p-12m	\$30	\$25	\$30	\$25	\$20	\$15	\$20	\$15

- **Limits: 2 Ads per hour.**

**This policy does not apply to Federal Candidates. Station may decline to meet unreasonable requests for time by Federal Candidates.
Note: KJCE programs purchased block air time on weekends allowing a max political placement of 1x per day-part on Saturday and Sunday.

Pre-emptible (LUR) Political Rates

- General/Runoff Election January 20th- November 6th, 2018

	KAMX		KKMJ		KJCE		KKMJ-FM HD 3	
Mon-Fri	:60	:30	:60	:30	:60	:30	:60	:30
6A-10A	\$75	\$70	\$80	\$60	\$30	\$20	\$15	\$10
10A-3P	\$85	\$65	\$75	\$60	\$30	\$20	\$15	\$10
3P-7P	\$83	\$68	\$75	\$60	\$30	\$20	\$15	\$10
7P-12Mid	\$30	\$10	\$20	\$15	\$10	\$10	\$10	\$5
Sat	-	-	-	-				
6a-10a	\$20	\$15	\$35	\$20	\$10	\$10	\$10	\$5
10a-3p	\$45	\$35	\$40	\$35	\$10	\$10	\$10	\$5
3p-7p	\$30	\$30	\$40	\$30	\$10	\$10	\$10	\$5
7p-12mid	\$10	\$5	\$10	\$5	\$1	\$10	\$5	\$1
Sun								
6a-10a	\$5	\$25	\$25	\$10	\$1	\$5	\$5	\$1
10a-3p	\$5	\$25	\$25	\$25	\$1	\$5	\$5	\$1
3p-7p	\$5	\$25	\$25	\$25	\$1	\$5	\$5	\$1
7p-12mid	\$5	\$5	\$10	\$5	\$1	\$5	\$5	\$1

- **Limits: 2 Ads per daypart per day.**

**This policy does not apply to Federal Candidates. Station may decline to meet unreasonable requests for time by Federal Candidates.
Note: KJCE programs purchased block air time on weekends allowing a max political placement of 1x per day-part on Saturday and Sunday.