

RATE CLASS AND DESCRIPTIONS

Difference in pre-emption of rate classes: P2 will not be pre-empted, P3 has a 10% chance of being pre-empted, P4 has a 20% chance of pre-emption and P5 has a 30-60% chance of being pre-empted.

The following classes of spot announcements, each of which has a separate rate structure and lowest unit charge, are available:

Class One: (P2) Fixed or non-preemptible time. Spots purchased as fixed are not preemptible by other advertisers and will air as ordered except in the case of technical malfunction or unforeseen programming changes. In such cases makegoods will be provided as promptly as possible (and before the election) in comparable or better time periods. **WILL NOT BE PRE-EMPTED.**

Class Two: (P3) Commercials bought at these rates have an estimated 90% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 2 spots will be preempted if there are class 4 or class 3 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will give notice and an attempt will be made to offer a makegood of equal audience value. Every effort will be made to make good preempted spots purchased for use during the pre-election windows, before the election. **10% CHANCE OF BEING PRE-EMPTED.**

Class Three: (P4) Commercials bought at these rates have an estimated 80% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spot announcements with advanced notice to the advertiser. No class 3 spots will be preempted if there are class 4 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will give notice and endeavor to offer a makegood of equal/lesser audience value. Every effort will be made to make good preempted spots purchased for use during the pre-election windows, before the election. **20% CHANCE OF BEING PREEMPTED.**

Class Four: (P5) These are rates below the station's effective selling level. Commercials bought at these rates have an estimated 40%-70% probability of airing, and are immediately preemptible. In addition, upon preemption the station will endeavor to offer makegoods in whatever programming is available, which may be time periods of lesser audience value or different class of time. **30% - 60% CHANCE OF BEING PRE-EMPTED.**