

WICH-AM/WCTY-FM/WNLC-FM/WKNL-FM
POLITICAL ADVERTISING POLICY

General Election, Primary and Referendum Advertising
Effective Calendar Year 2024

1. All legally qualified **State and Federal** candidates will be granted reasonable access on **WCTY- FM, WICH-AM, WKNL-FM and WNLC-FM.**
2. All legally qualified candidates for local office will have access to **WKNL-FM, WICH-AM and WNLC-FM.**
3. Commercial time will be sold in lengths of 30 seconds and 60 seconds only.
4. In order to comply with the total commercial time allocated within an hour and allow reasonable access to all candidates, WICH/WCTY/WNLC/WKNL may request candidates to limit the number of spot **commercials TO ONE PER HOUR** or daypart limitations.
5. All legally qualified candidates are entitled to station's lowest unit rate during the 45-day base period preceding a primary election and the 60-day base period preceding a general election.
6. No commercial time may be purchased after 12-noon Friday prior to primary or election or 48 hours prior to referendum.
7. All commercial material, either live or taped, must be completed and presented by noon on the Friday prior to election and 48 hours prior to referendum. No candidate can raise new issues or state new charges after 12 noon on the Friday prior to election (48 hours prior to referendum), either via news releases or through paid advertising.
8. WICH/WCTY/WNLC/WKNL are responsible for the sale of political airtime only and not responsible for its creation, production, or content.
9. Realizing that recording facilities may not be available to a candidate elsewhere, WICH/WCTY/WNLC/WKNL will make their production facilities available to candidates or their spokespersons that do not have an agency or agent to produce it. However, studio use is by appointment only during regular business hours unless specific arrangements are made. There will be no charge for a straight prepared commercial or live copy presented by a staff announcer, however, WICH/WCTY/WKNL/WNLC may charge a fee for additional commercials and commercials requiring editing, splicing, sound effects or other similar production procedures when recorded by the candidate or his/her spokesperson and prepared at station facilities. Our studio fee is \$50.00 for the first half hour, and \$25.00 for each additional half hour of production time.
10. No political advertising will be aired until the "Agreement Form for Political Broadcasts" is properly signed and advance payment is made or credit terms arranged. Credit will not be extended for the advertising of one-time events or to advertisers who contemplate terminating operations within one year.

WICH/WCTY/WKNL/WNLC

40 Cuprak Road

Norwich, CT 06360

860 887-3511

Arthur A. Rowbotham, Executive Vice President

Dave Elder, Operations Manager