

# POLITICAL ADVERTISING POLICY DISCLOSURE STATEMENT

Call Letters: KTUU Anchorage, AK city of license

Effective as of: 2/02/2024

## 1. Applicability

This policy describes the political advertising policies of Gray Media Group, Inc., d/b/a KTUU ("Station") in the Anchorage Designated Market Area] adopted in compliance with the requirements, rules and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for "uses" by legally-qualified candidates for public office (i.e., spots which feature the candidate's recognizable voice or likeness and are controlled, sponsored or approved by the candidate or the candidate's authorized committee), including advertising time for candidate-authorized coordinated buys. These policies do not apply to third-party ads, such as those purchased by political action committees, political parties, or issue advertisers.

## 2. Access

Reasonable access will be provided to all Federal candidates and legally qualified candidates in certain state and local races. In order to comply with its equal opportunities obligations, the Station reserves the right to limit the amount of time made available for candidates for state or local races. The Station does not separate competitive political advertisements. Thus, a candidate's spots may be aired "back-to-back" with their opponent's spots.

## 3. Classes of Time

The Station offers the following classes of time. All rates quoted are for 30-second spots other length spots (:60) and (:15) may be available upon request.

**Level 1 – Fixed (non-preemptible).** These spots are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties.

**Level 2 – Preemptible with 48 hours notice.** These spots can be preempted by Level 1 spots with 48 hours notice to the purchaser. Once the notice deadline has passed, spots of this class will air, subject to unforeseen program changes or technical difficulties. Makegood options will be provided in similar programming where available.

**Level 3 – This level is reserved for our legal announcement and required promotions.**

**Level 4 – Preemptible with no notice.** These spots can be preempted by Level 1, Level 2 or Level 3 spots. This level of time you may specify days for your spots. Pre-emptions are determined on a last in first out basis by order day and if necessary order date and time.

Makegood options will be offered if available and may require an upgrade to the level of time to provide clearance.

**Level 7 Run-of-Schedule.** These spots are cleared and scheduled to fill unsold inventory and are subject to preemption for an advertiser purchasing time in any of the classes described above. These spots are entered as weekly rotators and dates cannot be specified. No makegoods are available for spots purchased in this class; instead, the advertiser will receive a credit if any ordered spots are not aired within the flight dates.

**Other Class of Time, Special Programs.** Other classes of time, special program spots (sporting events, annual entertainment events), or packages may be available. Rates for these spots are available upon request.

#### **4. Lowest Unit Rate**

The lowest unit charge is the lowest rate paid for the same class, time-period and amount of time that clears. The station will provide its lowest unit rate to legally qualified candidates and their authorized committees for candidate-authorized uses in the pre-election period 45 days before a primary election and 60 days before a general or special election. Outside of the 45-days and 60-days periods before primary and general elections, the Station will sell time to candidates at the current effective selling rate for comparable commercial advertisers.

Window for primary election opens: July 5 – August 20, 2024

Window for general/special election opens: September 6 – November 5, 2024

#### **5. Preemption/Rebates**

When deciding what spots within a class to preempt, the Station selects spots on a “last in, first out” basis that turns on when the spot was purchased, without regard to the identity of the advertiser or the rate paid for the spot.

If a lower priced spot clears in the same class and time-period, the station will rebate the difference to the candidate. The station reviews its records on a monthly basis. Candidates will be given the option of receiving a credit toward future purchases or receiving a rebate.

Political Advertisers are cautioned that the risk of preemption may change significantly, especially during high-demand periods leading up to an election, and that such changes may be material. Political Advertisers should periodically call the Station to obtain the Station’s then-current estimate of the risk of preemption for any purchased schedule.

## **6. Make Goods**

If the class of time purchased includes a right to make goods, the station will make every effort to provide timely and appropriate make goods. If the station is unable to provide make goods, a rebate will be provided.

## **7. Sponsorship ID**

All political advertisements must contain sponsorship identification that complies with Section 73.1212 of the FCC's rules and with applicable federal and state election laws. Such sponsorship ID must fully and accurately identify the organization or individual that has paid for the spot using the terms "paid for by" or "sponsored by."

Section 73.1212 requires political spots to contain visual sponsorship identification in letters not less than 4% of total picture height broadcast for not less than four seconds. The station will add the required sponsorship identification to any spots not containing it and will charge candidates for production costs in doing so on the same basis as would be applicable to commercial advertisers. THE STATION WILL NOT ADD TIME TO THE LENGTH OF A SPOT TO ACCOMMODATE SPONSORSHIP IDENTIFICATION.

Additionally, advertisements for federal candidates must also include a statement that identifies the candidate and states that he or she approved the communication. The candidate must convey the statement either through an unobscured full-screen view while identifying themselves and making the required statement, or by including a voice-over in which the candidate identifies himself and makes the required statement while a clearly identifiable photographic or similar image – which must occupy at least 80% of the vertical screen height – appears on screen. If the spot makes a direct reference to another candidate for the same office, then the end of the spot must include a similar statement in writing. The written statement must appear in letters no smaller than 4% of the vertical picture height and must remain on screen for a period of at least four seconds. The written statement should also state the name of the person or entity that sponsored or paid for the spot.

## **8. Sponsorship ID and LUC for Federal Candidates**

In compliance with Bipartisan Campaign Reform Act of 2002 ("BCRA"), a federal candidate is only eligible to receive the station's lowest unit rate if the candidate or the candidate's authorized committee, certifies to the Station that the proposed political advertisement will not make a direct reference to an opponent candidate unless the spot complies with the enhanced disclosure requirements of BCRA. The enhanced BCRA disclosure requirement requires that the spot contain a clearly identifiable photo or image of the candidate, and a clearly readable

statement that identifies the candidate, states that he or she approved the broadcast, and that his or her authorized committee paid for the spot. If a federal candidate does not provide the required certification or does not comply with the enhanced disclosure requirements, he or she is not entitled to receive the station's lowest unit rate for the remainder of the time leading up to the election for that office.

**9. Agency Commission.** The Station provides a 15 percent discount for ad buys made by an advertising agency. Political candidates and authorized campaign committees who purchase time without an advertising agency will receive a 15 percent discount.

**10. Placing an Order.** Orders for time will not be considered firm, until the Station has received the following:

- A complete, accurate and signed NAB PB-19 Form (or all information required by this form);
- Proof that a candidate is legally qualified;
- Proof that a purchaser is a candidate's authorized committee; and
- Advance payment for ordered time.

Note: Advance orders for schedules of political advertising will be subject to reconfirmation on the later date of the date payment is received or thirty (30) days before the start of the schedule, and are not considered final until that time.

**Traffic Instructions and Deadlines.** All traffic instructions, and any changes, must be received in writing. The Station will accept spots delivered by: [Electronic delivery - .ftp, Extreme Reach, download link, etc.] Traffic Instructions must be received by the station no later than 12pm the day prior to taking effect. The commercial(s) must be received by the station no later than 3pm the day prior to air.

Changes for Friday/Saturday must be made before Thursday's deadlines.

Changes for Sunday/Monday must be made before Friday's deadlines.

In order to ensure sufficient time to conduct pre-broadcast review of spots, candidates must respect the following order deadlines.

LOG FOR	ORDER DEADLINES	FACILITIES DEADLINES
Monday	Thursday 5pm	Friday 12pm
Tuesday	Friday 5pm	Monday 12pm
Wednesday	Monday 5pm	Tuesday 12pm
Thursday	Tuesday 5pm	Wednesday 12pm
Friday	Wednesday 5pm	Thursday 12pm
Saturday	Wednesday 5pm	Thursday 12pm
Sunday	Thursday 5pm	Friday 12pm

### **11. Station Access/Production.**

The Station will permit federal candidates (but not state and local candidates) to change and edit copy outside of regular business hours on the weekend before the election. Contact the station for more specifics.

The Station may make production facilities available for political advertisements and programs, subject to availability. Production charges are handled separately from time charges. Please reach out to Syntax Productions (907) 762- 9203 for information and rates.

**12. Cancellation.** Cancellations may be done on log deadlines. Any spots scheduled to air past the log deadline will not be refunded.

**13. Election Day Schedules.** The Station will air political ads on Election Day until 8pm. All requests for Election Day availabilities must be received by close of business on the Tuesday prior to the election.

**14. Public File.** The Station maintains an online political file. Information in this file can be found at <https://publicfiles.fcc.gov/>.

**15. Non-Discrimination.** Stations licensed to Gray Television do not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. The parties to an agreement for the sale of advertising time on a station licensed to Gray Television affirm that nothing in that agreement will discriminate in any way on the basis of race or ethnicity.

**16. Commercial Advertising Loudness Mitigation Act (CALM Act) Certification.** By purchasing time on the Station, each advertiser certifies that it has properly measured the loudness of the commercial or other content and has accurately reported that loudness, consistent with the Advanced Television Systems Committee (ATSC)'s "Recommended Practice: Techniques for Establishing and Maintaining Audio Loudness for Digital Television" (A/85), and any successor thereto approved by the ATSC.

**17. Compliance with Laws.** By purchasing time on the Station, each advertiser certifies that the commercial or other content complies with applicable laws and regulations, including election laws and those regulating the use of content generated or manipulated by artificial intelligence.

KTUU – Anchorage, Alaska

**A C K N O W L E D G E M E N T**

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning classes, rates, discounts, preemptibility, and package plans.

\_\_\_\_\_  
Station Acknowledgement of disclosure to candidate

\_\_\_\_\_  
Printed Name of Candidate

\_\_\_\_\_  
Printed Title of Office Candidate is seeking

\_\_\_\_\_  
How disclosure made available to Candidate  
(fax, mail, in person, e-mail, etc.)

\_\_\_\_\_  
Phone Number of Candidate

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date

# 2024 KTUU-TV Rate Card POLITICAL LUR CARD



:60 is twice the :30 rate / :15 is 50% of the :30 rate  
**P1**- is guaranteed placement pre-empts other priorities  
**P2** - Program-specific placement all make-goods submitted for approval  
**P4** - Rotators - and may specify days  
**P7** - Weekly Rotators - may move anywhere within broadcast month without notice.



Updated 01/25/24

## Programming

		P1	P2	Daypart ROS	P4	P7
<b>Early Morning</b>						
4-5am	M-F	Early Today	\$ 19	\$ 15	M-F 4-6am/Sa-Su 5-8am Early Morning Rotation	\$ 22 \$ 15
5-6am	M-F	Morning Edition I	\$ 81	\$ 60		
5-7am	Sat	Saturday Today	\$ 30	\$ 22		
6-7am	Sun	Sunday Today	\$ 33	\$ 26		
7-8am	Sun	Meet the Press	\$ 48	\$ 37		
<b>Early Morning News</b>						
6-7am	M-F	Morning Edition II	\$ 192	\$ 120	M-F 6-9am Morning News Rotation	\$ 111 \$ 74
7-9am	M-F	Today Show	\$ 192	\$ 130		
<b>Daytime</b>						
9-10am	M-F	Today II	\$ 63	\$ 48	Mo-Su 9am-5pm Daytime Rotation	\$ 22 \$ 15
10-11a	M-F	Today Show III	\$ 56	\$ 41		
11a-12n	M-F	Live with Kelly and Ryan	\$ 30	\$ 20		
12n-12:30pm	M-F	News at 12pm	\$ 74	\$ 25		
12:30p-1pm	M-F	Seinfeld	\$ 30	\$ 22		
1p-2pm	M-F	NBC Daily News	\$ 30	\$ 22		
2-3pm	M-F	Drew Barrymore	\$ 30	\$ 22		
2-4pm	Sa/Su	Various	\$ 30	\$ 22		
3-4pm	M-F	Kelly Clarkson Show	\$ 33	\$ 26		
4-5pm	M-F	Judge Judy	\$ 56	\$ 41		
4-5pm	Sa/Su	Wipeout / Heartland	\$ 30	\$ 22		
<b>News</b>						
5-5:30pm	M-F	News at 5pm	\$ 481	\$ 368	M-F 5-7pm/Sa-Su 5-6pm/Mo-Su 10-1035pm News Rotation	\$ 222 \$ 185
6-7pm	M-F	News at 6pm	\$ 507	\$ 394		
5-5:30pm	Sa/Su	Weekend News at 5pm	\$ 259	\$ 165		
10-10:35pm	M-F	News at 10p	\$ 603	\$ 382		
10-10:35pm	Sa/Su	Channel 2 News Late Edition	\$ 481	\$ 225		
<b>Access</b>						
6-7pm	Sa	Pawn Stars	\$ 74	\$ 60	Sa 6-7pm Access	\$ 44 \$ 30
<b>Primetime</b>						
7-10pm	M-F	Various see Prime Calendar			Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222 \$ 185
7-10pm	Sat					
6-10pm	Sun					
<b>Late Fringe</b>						
10:35-11:35pm	M-F	The Tonight Show with Jimmy Fallon	\$ 192	\$ 148	M-F 1035-1235am/Sa 1035pm-105am/Su 1030-1230am Late Fringe Rotation	\$ 59 \$ 30
11:35-12:35am	M-F	Late Night with Seth Meyers	\$ 48	\$ 37		
10:35-12:05am	Sat	Saturday Night Live	\$ 215	\$ 167		
12:05-1:05am	Sat	The Venue	\$ 30	\$ 22		
10:30-11:00pm	Sun	Investigate TV	\$ 48	\$ 37		
11:00-11:30pm	Sun	The Song	\$ 37	\$ 30		
11:30-12:30am	Sun	Opry Live	\$ 38	\$ 30		
<b>Overnights</b>						
12:35am-4:00am	M-Su	Various Programs	\$ 26	\$ 22	Mo-Su 1235am-4am Overnight Rotation	\$ 19 \$ 15

All Agreements for the purchase of airtime are subject to the Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising)

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:60 is twice the :30 rate / :15 is 50% of the :30 rate

**P1-** is guaranteed placement pre-empts other priorities

**P2** - Program-specific placement all make-goods submitted for approval

**P4** - Rotators - and may specify days

**P7** - Weekly Rotators - may move anywhere within broadcast month without notice.

Updated 01/25/24

## Programming

Primetime			P1	P2	Daypart ROS	P4	P7
7-8pm	Mon	Time Period	\$ 720	\$ 600	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Mon	Time Period	\$ 720	\$ 600			
9-10pm	Mon	Time Period	\$ 450	\$ 375			
7-8pm	Tue	Time Period	\$ 450	\$ 375	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Tue	Time Period	\$ 450	\$ 375			
9-10pm	Tue	Time Period	\$ 450	\$ 375			
7-8pm	Wed	Time Period	\$ 630	\$ 525	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Wed	Time Period	\$ 630	\$ 525			
9-10pm	Wed	Time Period	\$ 630	\$ 525			
7-8pm	Thu	Time Period	\$ 450	\$ 375	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Thu	Time Period	\$ 450	\$ 375			
9-10pm	Thu	Time Period	\$ 450	\$ 375			
7-8pm	Fri	Time Period	\$ 400	\$ 335	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Fri	Time Period	\$ 400	\$ 335			
9-10pm	Fri	Time Period	\$ 400	\$ 335			
7-8pm	Sat	Time Period	\$ 220	\$ 185	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
8-9pm	Sat	Time Period	\$ 220	\$ 185			
9-10pm	Sat	Time Period	\$ 220	\$ 185			
6-7pm	Sun	Time Period	\$ 270	\$ 225	Mo-Sa 7-10pm/Su 6-10pm Prime Rotation	\$ 222	\$ 185
7-8pm	Sun	Time Period	\$ 270	\$ 225			
8-9pm	Sun	Time Period	\$ 270	\$ 225			
9-10pm	Sun	Time Period	\$ 270	\$ 225			

:60 = 2x :30 rate :15 = 50% of the :30 rate

20% additional to specify breaks --- 10% additional to specify units

**Payment and NAB form must be received before orders are confirmed.**

**Full contact information must be provided for KTUU's Public File.**

**Copy and Instructions:**

Send Traffic Instructions to [TRAFFIC@KTUU.COM](mailto:TRAFFIC@KTUU.COM)

**For information on State of Alaska disclaimer requirements, refer to:**

Alaska Public Offices Commission (APOC) 907-276-4176

<http://doa.alaska.gov/apoc>

[apoc@alaska.gov](mailto:apoc@alaska.gov)

**Contacts for Placement:**

Doris Tronstad [dtronstad@ktuu.com](mailto:dtronstad@ktuu.com) 907-762-9286

Tony Freije [tfreije@ktuu.com](mailto:tfreije@ktuu.com) 907-762-9210

Nancy Johnson [njohnson@ktuu.com](mailto:njohnson@ktuu.com) 907-762-9205

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