

Political Advertising Disclosure Statement 2018

WWSC AM WCKM FM WCQL FM

The following should help clarify to political candidates and agents of political candidates our obligations and requirements concerning “lowest unit charge” and the “comparable rate” provisions of Section 315 (b) of the Communications Act. The lowest unit charge provisions apply during the 45 days preceding a primary or runoff election and the 60 days preceding a general or special election, only to legally qualified candidate’s voice must be on the commercial. They are NOT applicable to political action committees or to non-candidate issue advertising.

Orders for Political Advertising: It is necessary to submit a completed and signed Agreement Form for Political Candidates (NAB Form PB-13). If the candidate or their ad agency is without an established credit history, the net cash payment must be received prior to the start of the schedule.

Proper Sponsor Identification: All ads must comply with sponsorship identification must state that the advertisement is “sponsored, paid for or furnished by” candidate.

Terms: Candidates are allowed to purchase no more than:

Federal Candidates:

1 spot per hour WWSC AM,
WCKM FM and WCQL FM

State/Local Candidates:

1 spot per hour WWSC AM,
WCKM FM and WCQL FM

Types of Spots Offered by the Stations: Spots are offered for sale on a preemptible and non-preemptible basis as follows:

Custom Placement in Specific Time Classification: (Non-preemptible) Spots guaranteed to air on days and in dayparts ordered. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties. Should an ad not air, all efforts will be made to make it good within time parameters ordered.

Special Plans and Packaging Opportunities: (Preemptible) Conditions are outlined for each plan or package. Some guaranteed placement within certain parameters. There is no guarantee of any particular day or daypart for ROS packages.

WWSC AM 2018 Political Rates
Effective January 1, 2018-December 30, 2018

1) Non-Preemptible

Monday – Friday

6am – 10am	\$12
10am – 3pm	\$10
3pm – 7pm	\$10
7pm – 12mid	\$5

Weekends

6am – 10am	\$5
10am – 3pm	\$5
3pm – 7pm	\$5
7pm – 12mid	\$5

*Non-Preemptible
 *Specific days can be selected

2) Preemptible/Daypart Rates

Monday – Friday

6am – 10am	\$10
10am – 3pm	\$8
3pm-7pm	\$10
7pm-12mid	\$5

Weekends

6am – 10am	\$5
10am – 3pm	\$5
3pm – 7pm	\$5
7pm – 12mid	\$5

*Preemptible
 *No guarantee of days,
 Monday – Friday only.

3) Preemptible/ROS Rates

Monday – Friday

6am – 7pm	\$8
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Weekends

6am – 7pm	\$5
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*No guarantee of days or daypart
 *No deviation from above time frames

*All rates are for :60's or :30's
 *All contracts must be paid in advance
 *If interested in other classes of time not shown, please call 518-761-9890.

WCKM-FM 2018 Political Rates
Effective January 1, 2018-December 30, 2018

1) Non-Preemptible

Monday – Friday

6am – 10am	\$19
10am – 3pm	\$15
3pm – 7pm	\$17
7pm – 12mid	\$8

Weekends

6am – 10am	\$8
10am – 3pm	\$12
3pm – 7pm	\$10
7pm – 12mid	\$5

*Non-Preemptible
 *Specific days can be selected

2) Preemptible/Daypart Rates

Monday – Friday

6am – 10am	\$16
10am – 3pm	\$12
3pm-7pm	\$14
7pm-12mid	\$5

Weekends

6am – 10am	\$8
10am – 3pm	\$8
3pm – 7pm	\$8
7pm – 12mid	\$8

*Preemptible
 *No guarantee of days,
 Monday – Friday only.

3) Preemptible/ROS Rates

Monday – Friday

6am – 7pm	\$12
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Weekends

6am – 7pm	\$8
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*No guarantee of days or daypart
 *No deviation from above time frames

*All rates are for :60's or :30's
 *All contracts must be paid in advance
 *If interested in other classes of time not shown, please call 518-761-9890.

WCQL-FM 2018 Political Rates
Effective January 1, 2018-December 30, 2018

1) Non-Preemptible

Monday – Friday

6am – 10am	\$17
10am – 3pm	\$12
3pm – 7pm	\$15
7pm – 12mid	\$5

Weekends

6am – 10am	\$6
10am – 3pm	\$10
3pm – 7pm	\$8
7pm – 12mid	\$5

*Non-Preemptible
 *Specific days can be selected

2) Preemptible/Daypart Rates

Monday – Friday

6am – 10am	\$15
10am – 3pm	\$10
3pm-7pm	\$14
7pm-12mid	\$5

Weekends

6am – 10am	\$5
10am – 3pm	\$5
3pm – 7pm	\$5
7pm – 12mid	\$5

*Preemptible
 *No guarantee of days,
 Monday – Friday only.

3) Preemptible/ROS Rates

Monday – Friday

6am – 7pm	\$10
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Weekends

6am – 7pm	\$5
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*No guarantee of days or daypart
 *No deviation from above time frames

*All rates are for :60's or :30's
 *All contracts must be paid in advance
 *If interested in other classes of time not shown, please call 518-761-9890.