

2018 Political Rules and Conditions

A Guide to Political Advertising with TheNewsCenter

Political Rate and Sales Policies

(UPDATED March 6 , 2018)

APPLICABILITY:

This policy applies to political advertising time for “uses” by legally qualified candidates for public office. These policies are not applicable to purchases by candidates or for non-“uses”. (e.g., where the candidate’s voice or picture does not appear), to purchases by political action committees, or to purchases for issue advertising or advertising directed at ballot propositions.

TIME CLASSES AND PERIODS

THENEWSCENTER sells four classes of time. They are:

1. Non-Pre-emptible/Fixed. These spots will air as cleared, subject only to technical failure, human error, late-run programming, breaking news events and similar occurrences. When necessary, make-goods will be offered for this class of spot.
2. Pre-emptible with prior notification. May be preempted for non-pre-emptible spots. Generally, buyer will be notified, by (our choice) phone, fax, voicemail or e-mail, before spot is preempted. Make-goods, when available, will be offered for this class of spot. **Advance notice does not guarantee that make-good time will be available and is NOT designed to guarantee the advertiser the ability to “buy back in” to the program before it sells out.** This class of time is useful for an advertiser who is trying to avoid being bought out of a program at the last minute by an opponent. (See below for additional details on availabilities and make-goods.)
3. Immediately Pre-emptible. May be preempted at any time for an advertiser buying a non-pre-emptible or pre-emptible-with-notice spot, without any advance notice to the purchaser. Make goods, when available, will be offered for this class of time. (See below for additional details on availabilities and make-goods.)
4. Other Classes of Time: There are several broad rotator classes of time that the station sells on an on-going basis. These spots are immediately pre-emptible with no make-goods and scheduled for broadcast only as inventory permits. In periods of high demand, all spots sold in this class are almost certain to be preempted. We will provide rates for spots within broad rotations upon request.

THE BASIC PERIODS (PROGRAMS) for which the station sells time are shown on the accompanying rate cards, together with the station’s currently projected 30-second rates for those periods. The projected 30-second rates listed on the rate card reflect all volume and other discount privileges available to commercial advertisers on the station. Candidates should note that the station’s pre-emptible rates fluctuate on a daily basis, and that the station’s “Lowest unit charge” for pre-emptible classes in various periods of time is determined on a weekly basis in light of spots actually cleared in the week. Please contact the station for more information.

THENEWSCENTER does not sell time in any news sponsorship elements or station ID’s to political or ballot issue advertising.

The station sometimes offers merchandise or other specific non-cash incentives to commercial advertisers who purchase time in specific programs or quantities. The station will make non-cash incentives having more than a de-minimus value available to political advertisers on the same terms on which they are offered to commercial advertisers. Contact the station for more information.

The station will make program-length time available to candidates for federal offices (but not to state or local candidates). Requests for such time will be considered on a case-by-case basis. Contact the station for information and rates.

ISSUE-ORIENTED ADVERTISING is not entitled to the same conditions as (legally-qualified, authorized) political candidate advertising. Contact a station representative to discuss your advertising.

AVAILABILITIES

The station will provide written availabilities to candidates in response to time requests. At the time it provides availabilities, it will provide good-faith estimates, based on facts known at the time, of: 1) the likelihood that time of each requested class will clear in an advertiser's requested time period: and, 2) the lowest unit charge for time of each requested class in the requested time period.

All orders are subject to availability of the requested time. Requests for time in particular periods will not be confirmed until availabilities have been initially cleared and spots have been scheduled. (**However**, in extremely high demand periods, especially to assist advertisers booking close to the beginning of their flight, they may experience spots pre-empted after initial station acceptance of an order. Due to staffing levels and inherent limitations in our computerized traffic system, it may be impossible to thoroughly review an order before it is requested to start. Every reasonable effort is made to avoid this situation.) Where scheduling requires, candidates' spots may be aired "back-to-back" with their opponents' spots. Candidates purchasing time at the rates shown on the rate card will receive as much pre-emption protection as any commercial advertiser. Spots will air within time period ordered with no guarantee of program titles or audience delivery.

REBATES

If a spot of the same class and length as a candidate's spot clears in the same time period at a lower rate, the station will rebate the difference in rates to the candidate. The station reviews its records and notifies candidates of rebates on a regular, generally weekly, basis. Candidates will be given the option of taking a credit against future time purchases in lieu of a cash rebate.

MAKE GOODS

If a candidate spot of any class is preempted or fails to run as scheduled, the station will make all reasonable attempts to offer the candidate a make good to be broadcast before the election. Make goods consist of one or more spots with an aggregate dollar or rating value comparable to that of the preempted spot. In many cases, the offered make goods will consist of a combination of spots in programs or time periods other than that originally ordered. If a candidate rejects the offered make goods, the station will provide credits or refunds for pre-empted spots. Pre-emptions, notification delays and delays in make good offers may occur during periods of high inventory demand including times around major holidays and before major elections.

SPONSORSHIP IDENTIFICATION

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.

OTHER PROCEDURES

Orders for political time will not be considered "firm" until the station has received the following: 1) A completed and signed political contract form; 2) Where applicable, a list of the executive committee or board of directors of any corporation, committee, association or other group purchasing the time; 3) Proof satisfactory to the station that the purchaser is authorized to buy time for the candidate, and that the candidate is legally qualified, and 4) Advance payment for the ordered time.

The station will not do "pre-logs," to show where spots are likely to fall. The station will provide a weekly "post-log," if requested. Those "post-logs" are done once a week on Mondays, to show spots running the previous week.

ADVANCE PAYMENT REQUIREMENTS

Payment for political advertising must be received by the station before the first spot in a flight airs. For multi-week flights, the station will require payment for only one week of the flight at a time. However, it will not clear and confirm spots in later weeks of the flight until it receives payment for time. Payment must be made in cash, check, money order or by credit card. Political advertisers considering credit card payments must contact the station business office for set-up.

SUBMISSION OF MATERIALS

Political advertisements should be submitted to the station not less than 2 working days before the advertisement's first scheduled air date. Written instructions for airing should accompany the spot. The station will accept changes in airing instructions only if they are in writing and are sent to the station not less than 2 working days before the affected spots are scheduled to air. **Technical restrictions and personnel limitations make it impossible for THENEWSCENTER to guarantee commercial changes with less processing time.** Arrival of finished commercials and/or instructions with less than the required advance time will result in a delay in the start of the new material/instructions and, therefore, may result in continuation/extension of spots already in rotation, regardless of updated instructions to the contrary.

Most Election days are on Tuesdays. THENEWSCENTER's logs for the weekend and for the Monday before Election Day are done the previous week. All materials needed to meet those air schedules for the weekend and that Monday, must be received and/or scheduled prior to the first airing as outlined above. THENEWSCENTER does not permit a change of commercials over the weekend, unless THENEWSCENTER has made an error. In other words, we do not permit any advertiser to "swap" commercials at the last minute on weekends prior to an Election Day. Commercials that are to air on Election Day itself, must arrive in time to be reviewed and

incorporated into our playback system, for which the deadline is usually 12:00 p.m. ET the Monday before the Tuesday election. (Check back with us for the exact deadline on that Monday.) We will fix errors that we have made but we will not permit changes in ad copy after the logs are done for the Tuesday Election Day.

THENEWSCENTER can receive satellite commercial delivery through FastChannel, Pitch Blue, Media DVX, or .ftp. THENEWSCENTER does not generally have other satellite equipment available for receipt of commercials by satellite feed. Satellite time availability can be determined by contacting the station's Creative Services Manager. Due to the commitment of personnel and equipment, there will be a charge for all satellite delivery attempts. (This fee does not apply to spots delivered via FastChannel, Pitch Blue, Media DVX, or .ftp .) Satellite feed of commercials should be considered a back-up method of delivery in conjunction with the delivery of a finished commercial to the station.

THENEWSCENTER no longer has access to commercials delivered on videotape. The preferred methods of delivery are: broadcast quality DVD; satellite feeds, .ftp, or commercials that we shoot and edit through our in-house non-linear editing system. Advertisers choosing to submit other formats should first contact the station to ensure the availability of appropriate equipment at the station and should also be aware that tape formats may be impossible to utilize or, at the very least, will require additional lead time therefore THENEWSCENTER should be notified in advance each time a non-standard format tape is being shipped.

Pre-Broadcast Review

THENEWSCENTER will review all political advertisements to determine whether they are "uses", whether they carry proper sponsorship identification, and whether they conform to the agreed-upon length and to the station's and FCC's technical standards. Advertisements that are not "uses" or that do not conform to length specifications or technical standards will be rejected.

PRODUCTION

The station may make production facilities available for political advertisements and programs. Production charges are handled separately from time charges. Contact the station's Creative Services Manager for information and rates.

WEEKEND ACCESS

Please see paragraph 2 under "Submission of Materials."

MISCELLANEOUS

In addition to Rate Level, the other factor in determining which spots air and which are pre-empted is ORDER ENTRY DATE. If spots from candidates, issue groups or other advertisers are purchased to air in the same program or time period, to air on the same day, and at the same class of time (Levels I, II, III, etc.), contract lines that are ordered earlier and remain unchanged, will air before contract lines that are ordered later or are altered along the way.

Any questions or comments pertaining to the above rules and conditions or any other questions regarding political or issue advertising should be addressed in writing by contacting

THENEWSCENTER's station manager or, in his (or her) absence, the political sales coordinator at THENEWSCENTER-TV.