

**POLITICAL ADVERTISING
DISCLOSURE STATEMENT**

OF

STATION

PMCM-TV

d/b/a WJLP – 3

Middletown, NJ/New York, NY

**This Disclosure Statement is Effective
for the Period Beginning on April 1, 2016,
and Ending on November 8, 2016**

April 1, 2016

Section 1
INTRODUCTION

This statement is designed to provide you with information concerning our various advertising rates, policies, plans and packages and to assist you in making an informed decision concerning the purchase of advertising on our Station. It is intended for the purpose of complying with the Communications Act of 1934, as amended, the Federal Election Campaign Act, and the rules of the Federal Communications Commission ("FCC") that apply to political broadcasting. It is not intended as a contract or offer for the sale of advertising time.

Should you have any question concerning the Disclosure Statement, please let us know. All inquiries should be directed to:

Lee Leddy, Station Manager
Office (732) 403-3876
Fax (732) 462-2015
Cell (908) 512-6166

Section 2
ACCESS BY FEDERAL CANDIDATES

We will afford legally qualified federal candidates (or their authorized campaign committee) reasonable access for the use of our facilities, as required by federal law. While such candidates may request specific programming, and we will negotiate specific requests, we cannot guarantee that the full terms of any specific request can or will be fulfilled.

Section 3
ACCESS BY NON-FEDERAL CANDIDATES

Candidates for state and local office will be afforded access to the Station's facilities subject to the time demands of federal candidates and our overall advertising availabilities. The Station may find it necessary not to accept or to limit the amount and class of advertising by certain candidates for state and local offices, subject to such candidates' equal opportunity rights. The Station also reserves the right to not accept or to limit any request for time from a political action committee or other non-candidate organization.

Section 4
EQUAL OPPORTUNITY

The Station will afford equal opportunity as required by the FCC for "uses" of the station's broadcast facility by all legally qualified candidates for the same office.

For purposes of the equal opportunity requirements, a "use" is defined as any nonexempt appearance by a candidate on the station's broadcast facility in which the candidate's voice or likeness is identified or identifiable. Some candidate appearances, such as those in news, news

interviews, news documentaries, and in the ads of opposing candidates do not qualify as a “use” and those appearances may be exempt from the equal opportunity law.

Section 5 **LOWEST UNIT CHARGE**

In compliance with federal law, during the forty-five (45) day period prior to a primary election and the sixty (60) day period prior to a general election, the Station will offer “use” of its broadcast facilities at the lowest unit charge that the Station extends to its most favored commercial advertisers for purchase of the same class and amount of time. *Outside* the applicable 45/60 day lowest unit charge periods, the Station will offer candidates advertising rates comparable to rates we charge to commercial advertisers for comparable uses.

Please note that advertising (1) which does not include an appearance by the candidate in which the candidate’s voice or likeness is identified or is identifiable; (2) which is not purchased by the candidate or the candidate’s campaign committee or authorized agent; or (3) which is otherwise exempt by law does not constitute a use and does not qualify for the lowest unit charge.

In addition, under the Bipartisan Campaign Finance Reform Act of 2002 (“BCRA”), *federal* candidates must meet the following requirements to qualify for the lowest unit charge:

1. The candidate must provide, at the time of purchase, a written certification to the Station stating that his or her advertisements will not mention any opponent unless at the end of such advertisement there appears simultaneously, for a period no less than 4 seconds, (i) a clearly identifiable photographic or similar image of the candidate; and (ii) a clearly readable printed statement, identifying the candidate and stating that the candidate has approved the broadcast and that the candidate’s authorized committee paid for the broadcast.
2. All ads submitted by a candidate must, in fact, comply with the certification described above. In the event that a candidate’s ad does not comply with the certification, the Station reserves the right to refuse to broadcast such ad, and that candidate will not be eligible for the lowest unit charge for any ads placed during any remaining lowest unit charge window.

Section 6 **HOW OUR ADVERTISING IS SOLD**

Our advertising rates are negotiated and established on an individual basis with each advertiser, and the rates vary depending on the class of time and overall market conditions and advertiser demand at the time the order is placed. These demand-driven rates will be extended to all political candidates to whom we sell advertising. We offer to all advertisers the following classes of time: (1) Immediately Preemptible; (2) Preemptible with Notice; (3) Non-Preemptible; and (4) Run of Schedule. For all preemptible classes of time, the likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide an

estimate of the likelihood of preemption when your order is placed. A description and definition of each class follows:

1. Immediately Preemptible. These announcements are scheduled to be broadcast at a specific time but may be preempted at any time if another advertiser desires to buy the time by paying a higher price. These announcements carry the risk of preemption by all classes of time sold by the Station, and, consequently, are the least expensive of all classes of time offered by the Station. We currently estimate that this class of announcements will be preempted approximately fifty percent (50%) of the time.

2. Effective Selling Level (Preemptible with Notice). These announcements are subject to preemption, although the Station will attempt to provide 24 hours notice to the advertiser. We currently estimate that this class of time will be preempted approximately seventy-five percent (75%) of the time.

3. Non-Preemptible or Fixed Announcements. These announcements are broadcast at an agreed upon rate at a specific time or within a specific program. They are the most expensive class of time sold by the Station. These announcements will not be preempted by an advertiser offering a higher rate, although they may be preempted by unforeseen program changes (*e.g.* breaking news) or technical difficulties.

4. Rotators/Run of Schedule. These announcements are run during specified or negotiated time periods. They are scheduled at the discretion of the Station and run only if no higher paying advertiser purchases the time period during which they are scheduled. We currently estimate that these announcements are preempted approximately fifty percent (50%) of the time.

Section 7

PREEMPTION AND MAKE GOOD POLICIES

In the event our sale orders for the same class of announcements for the same time period should exceed the Station's available inventory, we will, subject to the equal opportunities requirements and reasonable access requirements for federal candidates, establish a scheduling priority for the announcements on the following basis:

1. Outside the lowest unit charge periods priority will be given to the schedule of announcements purchased by the advertiser that has purchased, in the aggregate, the largest dollar volume of advertising. In the event two or more advertisers have purchased the same dollar volume, the advertiser whose order was placed first will be afforded priority.

2. During the lowest unit charge periods, political advertisements qualifying for the lowest unit charge will be afforded priority over commercial advertisers. In the event the purchase orders of two or more political advertisers should be considered equal under the above criteria, the candidate whose order was placed first will be afforded priority.

We also reserve the right to cancel or adjust the amount of time sold on the Station to accommodate special program or advertising preemptions, or because of technical difficulties or labor disputes, or for other reasons beyond the control of the Station, or where necessary to enable the Station to satisfy the equal opportunity requirements of all legally qualified political candidates and the reasonable access requirements of all legally qualified federal political candidates. Where such cancellations or modifications are necessary, advertisers will be advised and rebates, credits, schedule changes or other adjustments will be made as may be appropriate.

In the event an announcement is preempted, we will attempt to make good the announcement prior to the election in a comparable time period(s) to achieve an audience level comparable to that which might have been estimated or projected by us when the order was placed. If a suitable make good announcement cannot be broadcast, we will issue a rebate or credit as the advertiser may elect.

Section 8 **AVAILABILITIES**

We sell spot advertising time to candidates in 10, 30, 60, 90, and 120 second units. Requests by political candidates to purchase longer form program time will be evaluated on a case-by-case basis.

We do not accept per inquiry or direct response political advertising.

We will accept political advertisements during network or local news programming.

It is the Station's policy to accept political advertisements for broadcast on the day of an election, provided that requests for time are made by 12:00 noon on the Thursday preceding the day of the election.

Section 9 **RATES**

The rates listed in our current rate sheet constitute the current charges extended to our regular commercial advertisers for the various classes of time described above, as well as for various commercial advertising package plans. These rates and plans include opportunities for the purchase of various kinds of advertising packages that are available, including ancillary advertising opportunities such as companion Internet ads, etc.

These are the rates that are available to political advertisers outside the lowest unit charge periods. The rates listed in our current rate sheet also constitute, as of the date of such rate sheet, the lowest unit charge rates for the various classes and units of time in the same time periods described above. Because our rates are negotiated with each advertiser and rise and fall based upon overall advertiser demand, these rates are subject to change. It is not always possible to determine the lowest unit charge for any given week until all advertising for that week has been broadcast. Where appropriate, credit or rebates, as the advertiser may elect, will be issued.

The Station's rate sheet, providing our then-current rates and likelihood of preemption, is updated on a weekly basis. The latest rate sheet will be provided upon request.

Section 10

NON-CASH MERCHANDISING AND PROMOTIONAL ADVERTISER INCENTIVES

The Station may offer various non-cash merchandising and promotional incentives to commercial advertisers. Such incentives are generally available to political advertisers except: (1) where the value of such merchandise is de minimis or (2) where the non-cash incentive plans or promotions reasonably imply a relationship between the Station and the advertiser. Attachment E describes the Station's various non-cash incentive plans which are available to political advertisers.

Section 11

AGENCY AND CANDIDATE COMMISSIONS

The Station customarily provides a fifteen percent (15%) discount for advertising purchases made by an advertising agency. Political candidates and authorized campaign committees who purchase time for a use during the lowest unit charge period without an advertising agency will be extended a fifteen percent (15%) discount.

Section 12

AUDIENCE DELIVERY

While we will, upon request, attempt to provide a good faith estimate of the audience rating for a specific advertising purchase, we do not guarantee that a particular advertising schedule will deliver that rating. We do not provide cash refunds or rebates to any commercial or political advertiser as the result of a purchase's failure to deliver an estimated audience rating.

Section 13

PRODUCTION

Charges for the production of political advertising will not exceed comparable production charges made to commercial advertisers. If you are interested in having us produce a political ad, we encourage you to let us know and we will provide you with rate information. In order to prevent the appearance that our Station supports or favors any political candidate, we do not allow our on-the-air talent to appear in any political advertising.

Section 14

SEPARATION OF COMPETITIVE POLITICAL ADVERTISEMENTS

The Station's policy is to attempt, where possible, to separate competitive political advertisements. However, that may not always be possible, and the Station does not promise or warrant that competitive announcements will be separated.

Section 15
SPONSORSHIP IDENTIFICATION

All political advertisements must fulfill sponsorship identification requirements established by the FCC. Each advertisement must explicitly state that it was “paid for” or “sponsored by” the entity purchasing the time, as well as indicate whether the ad was or was not authorized by a candidate or his or her committee. All television ads must contain a visual identification in letters equal to or greater than four percent (4%) of the vertical picture height (i.e., no less than 20 scan lines) for a period of not less than four (4) seconds. Should a candidate’s ad not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the Station reserves the right to add or alter the required material within the announcement. This may result in the content of the advertisement being truncated.

In addition, in order to receive the lowest unit charge during the applicable windows, a candidate for *federal* office must comply with the disclosure requirements described above in Section 5.

Section 16
ORDERING AND DELIVERY DEADLINES

Orders for political time will not be considered firm until the appropriate certifications and purchase request forms (see attached) have been delivered to the Station. If the candidate is without an established credit history for prompt payment, the net payment must be received by check, credit card, or cash three (3) days in advance of the broadcast of the first announcement scheduled in any contract. Any announcement for independent political action committees or issue advertising must be paid in advance prior to the start of the order. An air-quality tape or digital copy, along with instructions in writing for their use, must be delivered to the Station in accordance with the following deadlines:

Noon (for next weekday start)

11AM on Friday (for weekend and Monday starts)

Digital files must be sent to traffic@pmcmtv.com in a .mpg format.

Accepted codecs are: qt, M4V, isom

The Station’s regular ordering deadlines may be advanced to accommodate holidays or vacation schedules and may be waived, where appropriate, to provide equal opportunity to political candidates or to provide federal candidates with reasonable access.

Section 17
WHO TO CONTACT

Political advertisers interested in ordering time should contact:

Barry Offitzer
General Sales Manager
Barry@PMCMTV.com
(P)-732-403-3882
(F)-908-399-2496

Section 18
NON-DISCRIMINATION IN THE SALE OF ADVERTISING TIME

This Station does not discriminate in the sale of advertising time, and we will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertisers and agencies should not purchase broadcast air time on this Station for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity. The Station expects advertisers and agencies, at the time of purchase, to represent and warrant that their purchase complies with this non-discrimination provision.

Section 19
FURTHER INFORMATION

We will be pleased to provide, upon request, further information about our rates, advertising policies, advertising packages, and advertising plans. We encourage prospective political advertisers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on the Station to assist you in communicating your message within our service area.

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