

**POLITICAL ADVERTISEMENT  
REVIEW FORM**

**A. IDENTIFY THE TYPE OF SPOT**

- ☐ **Candidate Advertisement** (sponsored by a legally qualified federal, state or local candidate).
- Answer **Questions 1-4 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- \_\_\_ Name of candidate and office sought
  - \_\_\_ Name of authorized committee of the candidate
  - \_\_\_ Name of committee's treasurer
  - \_\_\_ Rate charged for spot
  - \_\_\_ Spot length
  - \_\_\_ Dates and times spot scheduled to air and any revised schedules
  - \_\_\_ Class(es) of time purchased
  - \_\_\_ Any other information relevant to order (e.g., makegoods/rebates)

- ☐ **Non-Candidate "Issue" Advertisement** (sponsored by a third-party, such as a PAC, political party, corporation or advocacy group).
- ☐ The issue ad references a federal candidate, a federal election and/or a political matter of national importance (e.g., Economy, Immigration, Climate Change).
- Answer **Questions 1-5 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- \_\_\_ Name of person purchasing the time (i.e., the sponsor)
  - \_\_\_ Name, address and phone number of a contact person for sponsor
  - \_\_\_ Rate charged for spot
  - \_\_\_ Dates and times spot scheduled to air and any revised schedules
  - \_\_\_ Class(es) of time purchased

**OR**

- ☐ The issue ad only references a state/local political matter or controversial issue of public importance (e.g., school bond, local infrastructure, ballot measure).
- List all state/local political matters/issues referenced in the spot:
- \_\_\_\_\_
- \_\_\_\_\_
- Answer **Questions 1 and 5 in Section B** below.

## B. COLLECT INFORMATION

1. Full Name of Ad Sponsor (e.g., Candidate Committee or PAC): \_\_\_\_\_

Name of Ad or ISCI Code: \_\_\_\_\_

Date Spot Received: \_\_\_\_\_

Has the Ad Buyer or Ad Sponsor provided a completed NAB Form? ☐ Yes ☐ No

If No, please confirm you have obtained all required information for the political file as listed in Section A.

2. Does the spot reference a candidate for federal office (President, Vice President, Senate, or House)?

☐ Yes ☐ No

If Yes, then for each federal candidate referenced in the spot, list:

Candidate's full name \_\_\_\_\_

Office sought by candidate: \_\_\_\_\_

Election candidate is participating in: \_\_\_\_\_

3. Does the spot reference a federal election? ☐ Yes ☐ No

If Yes, then list all elections referenced: \_\_\_\_\_

\_\_\_\_\_

4. Does the spot reference a political matter of **national** importance (e.g., Economy, Immigration, Climate Change) or any pending federal legislation (e.g., Affordable Care Act)?

☐ Yes ☐ No

If Yes, then list all political matters of national importance and/or federal legislation referenced in the spot: \_\_\_\_\_

\_\_\_\_\_

5. If the spot is sponsored by a third-party entity (i.e., political action committee, advocacy group, corporation, association or other unincorporated group), a list of chief executive officers, members of the executive committee, or the board of directors of the sponsor must be uploaded to the public file. Did you receive a list of these individuals from the sponsor? ☐ Yes ☐ No

**Did you ask the sponsor or ad buyer *in writing* if the list provided is a complete and accurate list of all individuals that must be disclosed?<sup>1</sup>** ☐ Yes ☐ No

---

<sup>1</sup> Before an issue ad order is finalized, the station representative should confirm in writing with the ad buyer that the provided list of chief executive officers, members of the executive committee, or the board of directors of the sponsor is complete and accurate.