

POLITICAL ADVERTISING DISCLOSURE STATEMENT
OF
VIAMEDIA, INC.

EFFECTIVE DATE: September 8, 2016

This Political Advertising Disclosure Statement of Viamedia, Inc. (“Disclosure Statement”) describes the political advertising policies and practices of Viamedia, Inc. (“Viamedia”) that apply to the purchase of available advertising time on those cable systems throughout the United States that Viamedia represents (“Availability” or “Availabilities”) which are offered for any “use” by legally qualified candidates for public office. The Disclosure Statement is provided for general information purposes, as required by the applicable rules and regulations of the Federal Communications Commission (“FCC”). The Disclosure Statement is not intended to form a contract or be a part of any advertising sales contracts, which advertising sales contracts will be governed by the terms and conditions of the applicable contracts. The policies and practices described in the Disclosure Statement are subject to change within Viamedia’s sole and absolute discretion, to the extent permitted by law.

SECTION 1 – APPLICATION

The Disclosure Statement only applies to a use by a legally qualified candidate for public office, or his or her authorized representative or campaign organization. A political advertisement or program involves a “use” if it includes the recognizable voice or image of the legally qualified candidate for public office. To qualify, candidates or their representatives or campaign organizations may be asked to demonstrate that the candidate is legally qualified. A candidate is “legally qualified” when the candidate: (i) publicly announced an intention to run for nomination or office; (ii) is qualified under applicable local, state or federal law to hold the office for which he or she is a candidate; and (iii) qualified for a place on the ballot or publicly commits himself or herself to seek election through the applicable write-in method. A “use” is any positive appearance of a candidate whose voice or likeness is either identified or is readily identifiable. Advertising that (i) does not include an appearance by the candidate in which the candidate’s voice or likeness is identified or is identifiable; (ii) is not purchased by the candidate or the candidate’s campaign committee or authorized agent; or (iii) is otherwise exempt by law does not constitute a “use”. Such advertising, therefore, would not qualify for the “lowest unit charge”. The Disclosure Statement does not apply to any political action committee or non-candidate issue advertising.

SECTION 2 – REASONABLE ACCESS

Legally qualified federal candidates, during their candidacies, are entitled to reasonable access to the available broadcasting facilities of those cable systems throughout the United States that Viamedia represents (“Cable System” or “Cable Systems”). Candidates for state and local office will be afforded reasonable access to the available broadcasting facilities of those Cable Systems subject to the time demands of federal candidates and the overall Availabilities that are available within Viamedia’s inventory; as such, Viamedia may find it necessary not to accept or to limit the amount and class of advertising by certain candidates for state and local offices. Although a federal candidate has the right to “reasonable access” to the broadcast facilities of Cable Systems for the airing of political advertisements, Viamedia retains the right to limit the amount of time sold to a candidate and has ultimate discretion with respect to the specific placement of political advertisements. Viamedia will afford legally qualified federal

candidates (i.e., candidates for President, Vice President, U.S. Senate and U.S. House of Representatives) with reasonable access for the use of Cable System's facilities. Viamedia will grant access, within Viamedia's sole and absolute discretion, to state and local candidates based on the public interest in the election and Viamedia's inventory of available Availabilities with Cable Systems.

SECTION 3 – LOWEST UNIT CHARGE

During the forty-five (45) day period before a primary election and the sixty (60) day period before a general election ("Election Window"), Viamedia charges legally qualified candidates in the respective elections the "lowest unit charge" for the "use" of a Cable System's facilities that Viamedia extends to its most favored commercial advertisers for the purchase of the same class and amount of time for the same period. Any political advertisement that is not a "use" by a legally qualified candidate is sold at the prevailing commercial rates for comparable uses. Likewise, any political advertising purchased outside of the Election Window is sold at the prevailing commercial rates. If a political advertisement constitutes a "use", the Cable System will provide opposing candidates with "equal opportunities", as established by federal law, to "use" the available facilities of the Cable System.

No federal candidate will be entitled to receive Viamedia's lowest unit charge unless the candidate complies with all requirements of the Bipartisan Campaign Reform Act of 2002. Specifically, all contracts entered into with federal candidates seeking the lowest unit charge must comply with the following: (i) the candidate for federal office must provide a written certification to Viamedia 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 four (4) seconds: (A) a clearly identifiable photographic or similar image of the candidate; and (B) 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. Such certifications shall be provided and certified as accurate by the candidate (or any authorized campaign organization of the candidate) at the time of purchase; and (ii) after the candidate has supplied the certificate, any advertisements submitted by such candidate must comply with the certificate. In the event that a federal candidate's advertisement does not comply with the certificate, such candidate shall not be eligible for the lowest unit charge for any advertisements placed during any remaining Election Window.

SECTION 4 – EQUAL OPPORTUNITY

Viamedia, in connection with its inventory of Availabilities with Cable Systems, will afford "equal opportunity" to all legally qualified candidates for the same office. "Equal opportunities" means that opposing candidates must be provided the opportunity to purchase comparable time at an equal rate, if the first candidate purchased time.

SECTION 5 – SPONSORSHIP IDENTIFICATION

All political advertising and programs must include a sponsorship identification announcement that fully and accurately identifies the organization or individual that has paid for the advertisement, using the terms "paid for by" or "sponsored by". The sponsorship identification must be visual, and use letters that are all at least four percent (4%) of the vertical picture height for a period of not less than four (4) seconds. Advertisements must be submitted to Viamedia prior to broadcast for screening to determine if the advertisement complies with the sponsorship identification requirement. To receive the lowest unit charge during the applicable

Election Window, a candidate for federal office must comply with the FCC's sponsorship identification requirement.

SECTION 6 – SALE OF POLITICAL ADVERTISING

The time classes available for sale to commercial advertisers, including political advertisers, vary by the region of the United States and time zone and the applicable Cable System. In connection with Availabilities, Viamedia offers to all advertisers the following classes of time:

A. Fixed, Non-Preemptible. Advertisements are scheduled to be broadcast at Viamedia's discretion in the particular program, time period or daypart specified by the advertiser. These advertisements may not be preempted in favor of any other class of time, and will air as scheduled absent program changes, or technical difficulties. Preemption level: 2% or less.

B. Preemptible. Advertisements are scheduled to be broadcast at Viamedia's discretion in the particular program, time period or daypart specified by the advertiser but may be preempted at any time if another advertiser purchases the time by paying a higher price. These advertisements have a risk of being preempted by fixed, non-preemptible advertisements and, as a result, the rate for preemptible is lower than the rate for fixed, non-preemptible time. The likelihood of pre-emption is a function of numerous factors, including, but not limited to, demand and supply, the Cable System, and the network. Viamedia will, upon request, provide the advertiser with Viamedia's most current estimate of the likelihood of preemption when an order is placed. Preemption level: 30%, depending on the network or daypart specified by the advertiser

SECTION 7 – AVAILABILITIES

Legally qualified candidates may purchase Availabilities on the basis of any class set forth above subject to Viamedia's inventory of available Availabilities with the applicable Cable Systems. The base time unit for an Availability is a 30 second advertisement. Advertising time is available in other units of lengths such as :10, :15, :60, :90, and :120 seconds based on the applicable cable network's allocation of time lengths for Availabilities.

Viamedia will place all orders as to day and time, subject to Viamedia's inventory of available Availabilities with the applicable Cable Systems. Due to potential "equal opportunities" obligations for opposing candidates, certain time periods may be unavailable for candidates in other races for public office.

Viamedia does not make audience delivery projections, representations or guarantees in connection with the Availabilities.

SECTION 8 – RATES

During the Election Window, Viamedia extends the lowest unit charge upon request to legally qualified candidates for public office for the various classes of time described above. Because Viamedia's rates are negotiated with each advertiser, and increase or decrease based upon overall advertiser demand, Viamedia's rates are subject to change. As such, it may not be possible to determine the lowest unit charge for any given week until all advertising on

Availabilities with a particular Cable System for that week has been aired. Viamedia can provide quotes on these rates upon request.

If candidates purchase Availabilities outside the Election Window, the candidate will not be entitled to the lowest unit charge for the Availabilities purchased but the rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Viamedia's advertising rates are negotiated and established on an individual basis with each advertiser, and the rates vary based on the Availabilities with the applicable Cable Systems, the network, the class of time, as described above, market conditions, and advertiser demand at the time the order is placed. These demand-driven rates will be extended to all legally qualified candidates to whom Viamedia sells Availabilities. The applicable Viamedia's and the applicable Cable System's policies and sales practices will be applied to political advertisers on the same basis as they are applied to commercial advertisers.

SECTION 9 - PREEMPTION PRIORITY FOR THE SAME CLASS OF TIME

In the event Viamedia's orders for the same class of time for the same period of time for advertisements to run within Availabilities exceed Viamedia's inventory of Availabilities with a Cable System, Viamedia will, subject to the reasonable access requirements for federal candidates and the policies of the applicable Cable System, schedule advertisements based on the following priority:

A. Outside the Election Window, priority will be given to the schedule of advertisements to run within Availabilities purchased by the advertiser, who purchased, in the aggregate, the largest dollar volume of advertisements to run in Availabilities. In the event two or more advertisers purchased the same dollar volume, the advertiser whose order was purchased first will be afforded priority.

B. During the Election Window, political advertisements qualifying for the lowest unit charge will be afforded scheduling parity with advertisements purchased by Viamedia's most favored commercial advertisers. In the event orders of a commercial and political advertiser should be considered equal under these criteria, a political advertiser will be afforded priority. In the event orders of two or more political advertisers should be considered equal under these criteria, the candidate whose order was placed first will be afforded priority.

SECTION 10 - MAKE GOOD POLICY

Except as otherwise provided, in the event of preemption, Viamedia will attempt to provide a make good advertisement in a comparable time period(s) of the Availabilities to achieve an audience level comparable to that which might have been estimated or projected by Viamedia when the order was placed. In these circumstances, if a suitable make good advertisement cannot be broadcast, Viamedia will issue a rebate or credit.

SECTION 11 - SEPARATION OF COMPETITIVE POLITICAL ADVERTISEMENTS

While Viamedia's attempts, where reasonably possible, to separate competitive political advertisements, Viamedia does not promise or warrant that competitive advertisements will be separated.

SECTION 12 - ORDER DEADLINES

Viamedia's regular ordering deadlines may be extended, where appropriate, to provide equal opportunity to legally qualified candidates or to provide legally qualified federal candidates with reasonable access.

SECTION 13 – ELECTION DAY ORDERS

It is Viamedia's policy to broadcast political advertisements on the day of an election. Political advertising will be accepted for broadcast on election-day, depending on Viamedia's inventory of Availabilities with Cable Systems. This policy may be waived, however, where appropriate to provide equal opportunity to legally qualified candidates or to provide legally qualified federal candidates with reasonable access.

SECTION 14 - PAYMENT AND CREDIT POLICY

Viamedia requires political advertisers to pay for advertising by check or cash at least forty-eight (48) hours before broadcast.

SECTION 15 – RIGHT TO RECAPTURE TIME

Viamedia and Cable Systems reserve the right to cancel or adjust the amount of time sold within Availabilities to accommodate special program or advertising preemptions, or because of technical difficulties or labor disputes, or for other reasons beyond the control of Viamedia or the Cable Systems, or where necessary to enable Viamedia, pursuant to the Communications Act of 1934, to satisfy the equal opportunity requirements of all legally qualified candidates and the reasonable access requirements of all legally qualified federal 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.

SECTION 16 - CONTACT INFORMATION AND INQUIRIES

Political advertisers interested in ordering Availabilities should contact Viamedia, as follows:

Viamedia, Inc.
Attention: Michael Labriola, Director, Political Ad Sales
60 East 42nd Street, Suite 2212
New York, NY 10165
(646) 791-4627
Michael Labriola <mlabriola@viamediatv.com>

Viamedia is available to provide, upon request, further information about Viamedia's rates, and advertising policies and practices. Viamedia encourages prospective political advertisers to submit an inquiry with Viamedia so that Viamedia can provide appropriate information to those interested in purchasing Availabilities through Viamedia for political advertising.