



## **SUNBURY BROADCASTING CORPORATION**

### **Political Advertising Disclosure Statement**

By signing below you are acknowledging that you have received Political Advertising Commercial Rates and Inventory Policies for each class of pre-emptible and non pre-emptible commercial airtime. You are also acknowledging that you have read and understand all of the terms and conditions associated with political advertising in compliance with the requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission.

#### **Terms and Conditions:**

- i) During the forty five (45) day period before the primary election and the sixty (60) day period before the general election, the stations of Sunbury Broadcasting Corp will sell commercial announcement airtime to legally qualified candidates on the same terms and conditions, including discounts and other privileges, as are available to the radio stations most favored commercial advertisers. Prior to these periods, prevailing commercial rates at the time of scheduling are in effect.
- ii) Federal candidates must comply with the Bipartisan Campaign Reform Act of 2002 in order to be offered the lowest unit charge. All federal candidates must provide the station with a certification acceptable to the station that the candidate, or authorized committee for the candidate, will not make any direct reference to another candidate for the same office in any broadcast airtime.
- iii) Political Action Committees are not legally qualified candidates and do not qualify for the lowest unit charge.
- iv) NAB Form PB-19 (“Agreement Form for Political Candidate Advertisements”) must be completed and accompany the candidate’s order for commercial airtime.
- v) Payment in advance is required for all political advertising orders. Weekly payments are permissible and must be received at least two (2) business days prior to the start of the candidate’s advertising.
- vi) The candidate’s voice must be clearly identifiable within the commercial announcement to qualify as a “use” pursuant to the Communications Act of 1934, as amended.
- vii) The candidate’s message must clearly, specifically and explicitly identify the person or group sponsoring the political announcement as follows: “Paid for by” followed by the specific identification. Should this be absent from the message, the radio station’s production department will make the necessary additions at the end of the candidate’s message. This may change the original content of the message resulting from commercial time parameters.

Signature of Candidate or Candidate’s Representative

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**This Political Advertising Disclosure Statement is beneficial to all parties and should be signed and returned to Sunbury Broadcasting Corp, P.O. Box 1070 Sunbury, PA 17801. Failure to do so will be indicated in the radio station’s public file.**

