



Updated 3/13/24

2024 Policies and Procedures for Political Advertising on WTSP 10 Tampa Bay

Candidates or their representatives or agents who have any questions concerning the stations policies in the regard should direct their inquiries to Tara Midkiff, WTSP National Sales Manager at 727-577-8403 or tmidkiff@10tampabay.com or David Crouch, WTSP Director of Sales at 727-577-8410 or dcrouch@10tampabay.com.

The following are descriptions of classes of time available for purchase on WTSP-TV and the estimated degree of preemptibility.

Non-Preemptible Rate Section 2 – is for spots bought at non preemptible rates, no negotiation. Only spots ordered for specific programs qualify. Spots booked are non-preemptible except due to program changes, technical difficulties, or other circumstances beyond the station's reasonable control, including if WTSP-TV needs to recoup inventory for the purpose of providing candidates with equal opportunities required by federal law.

Preemptible with Notice Rate Section 3 – only spots ordered for specific programs qualify. Spots purchased at Preemptible with Notice Rate Section 3 are preemptible by spots purchased at Non Preemptible Rate Section 2. If a spot purchased at Preemptible with Notice Rate Section 3 is preempted, WTSP-TV will offer a make good. If WTSP-TV cannot replace the spot in the daypart ordered, other comparable dayparts will be offered. In general, spots booked as Preemptible with Notice Rate Section 3 can expect to experience preemption levels of 15-40% of the spots booked. In periods of extreme demand, preemptions levels may reach 100% of spots booked in specific programs. Preemption levels will vary based on the available inventory load and current demand.

Immediately Preemptible Rate Section 4 – only spots ordered for specific programs qualify. Spots purchased at Immediately Preemptible Rate Section 4 are preemptible by spots purchased at Fixed Rate Section 2 and Preemptible with Notice Rate Section 3. Immediately Preemptible Rate Section 4 spots have no guarantee of a make good if preempted. If WTSP cannot replace the spot in the daypart ordered, or other comparable dayparts, the spot will be credited back to the candidate. In general, spots booked as Immediately Preemptible Rate Section 4 can expect to experience preemption levels of 40-60% of the spots booked. In periods of extreme demand, preemptions levels may reach 100% of spots booked in specific programs. Preemption levels will vary based on the available inventory load and current demand.

In the event that a spot in a class entitled to a make good offer is preempted due to a program change, technical difficulty, or circumstances beyond the station's reasonable control (including as necessary to comply with FCC or other legal requirements), or due to preemption by a higher class of time, the candidate or candidate's advertising agency will be contacted, and a substitute make good will be negotiated.

Occasionally WTSP-TV sells time on a guaranteed audience delivery basis in which the advertiser may receive makegoods if subsequent audience measurement reports indicate that the audience viewing the advertiser's announcements was smaller than a specified level. As we request of all our advertisers, purchases of time on this basis must be negotiated up-front and expressly stated on the order. Because WTSP-TV would likely not

be able to determine until after the election whether the audience size goal had been attained, the award of any makegoods or potential refund to a political advertiser would not occur during the campaign. Candidates interested in discussing guaranteed audience delivery arrangements may contact their WTSP-TV representative for details.

WTSP-TV has a special class that from time to time is arranged by an advertising agency representing multiple clients, wherein the agency pays a lump sum up front and then runs schedules at a discounted value, over an agreed period of time. These schedules have a low priority when it comes to clearance and makegood privileges. Candidates may contact the station for further information.

WTSP also sells additional section levels including but not limited to direct response commercial advertising—for example, those which provide a 1-800 number for response by the viewer on an immediately preemptible basis, with no notice and no makegoods offered. These may also be sold in broad rotations (i.e. Saturday/Sunday 11a-6p). The chance of preemption ranges from 70-100%. Direct response or other highly preemptible classes of commercials are sold in 30, 60, 90 and 120 seconds in length. Candidates interested in direct response or these classes should make inquiry concerning rates and schedules.

WTSP-TV also sells long-form (28:30) paid programming. Due to limited availabilities, WTSP-TV reserves the right to limit the amount of paid programming available to candidates, including as needed to comply with reasonable access and/or equal opportunity requirements.

WTSP-TV periodically reviews and updates the pricing of its lowest unit charges weekly and based on market demand. Candidates and their representatives should make inquiry concerning current rates and schedules.

In compliance with these requirements, WTSP-TV offers candidates the LUC for use by legally qualified candidates for each class of time sold on the television station. Except for Non-Preemptible Rate Section 2, each class of time has varying degrees of preemptibility based on rates and demand against WTSP-TV's inventory. An estimate of the degree of preemptibility for each class of time is outlined above. However, these are only estimates and these percentages may go up or down based on current market conditions.

Rates are generally negotiated and reflect market demand for time. During the LUC windows, WTSP-TV will determine on a weekly basis the lowest unit charge for all spots in each class of time in each program, time period or rotation sold on the station, based upon all business currently booked or expected to clear and considering all package plans and discounts sold to commercial advertisers. WTSP-TV will sell time at this rate during the LUC windows for use by legally qualified candidates. Rates may change weekly for each class of time to reflect demand within the marketplace; current estimates of LUCs will be reflected on the avails provided to candidates.