



INFORMATION CONCERNING POLITICAL ADVERTISING POLICIES OF COX RADIO DAYTON

The following describes the political advertising policies of COX RADIO DAYTON, adopted in compliance with requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for “use” by legally-qualified political candidates. A political advertisement or program involves a “use” if it includes the recognizable voice of the candidate. Candidates may be asked to demonstrate that they are legally-qualified. All federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002.

Spot Announcements – Terms and Conditions

During the 45-day period before a primary election and the 60-day period before a general or special election (the “Pre-Election Window”) the Station will sell spot announcement time to political candidates on the same terms and conditions, including discount and other privileges, as are available to its most favored commercial advertisers. Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the station’s lowest unit charge unless the candidate provides the station with a certification acceptable to the station that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. Outside the statutory pre-election window time will be sold to candidates on the same basis as to commercial advertisers.

The regular, standard length of time units are 60 second and 30 second announcements as printed on the Station's rate card. 10 and 15-second feature opens are limited in availability.

The station’s methods of selling advertising time are based on meeting advertiser demand up to the station inventory available. Station may, at times, arrive at a sellout level over 100% for certain dayparts on certain days, at which time spot announcements are preempted. In general, spots running in a narrowed daypart/time period have a higher chance of being preempted than spots running in a broad daypart/time period.

Class of time Description

Level One: Fixed or non-preemptible time. Spots purchased as fixed are not preemptible by other advertisers and will air as ordered except in the case of technical malfunction or unforeseen programming changes. In such cases makegoods will be provided as promptly as possible (and before the election) in comparable or better time periods.

Level Two: Commercials bought at these rates have an estimated 60%-85% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 2 spots will be preempted if there are class 3 spots bought in the exact same time period in the exact same week.

Level Three: Commercials bought at these rates have an estimated 30%-60% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spots announcements and may provide for advanced notice to the advertiser.

Pre-emption and Make-Goods: Once a schedule has been accepted and cleared, the Station will only preempt spots based on above priority system. At times advertiser demand may outweigh the station's ability to deliver on the orders it has accepted. Every effort is made to run scheduled commercials within an order's scheduled days and dayparts. However, it cannot guarantee any advertiser that make-goods will be provided in the time period ordered. If inventory constraints preclude identical scheduling, the Station will offer make-goods in time period(s) of equal or greater value, or, if the candidate prefers, will issue credits or rebates. All legally-qualified federal and state gubernatorial political candidates will be able to purchase time on this basis.

Political spots will not be aired as weather sponsorships, as traffic sponsorships or sold within paid pre-recorded programs.

Political advertising will be accepted day of election.

All commercials and programs are fully commissionable to recognized agencies at 15%. Candidates who purchase time without the use of an agency will be extended a 15% discount.

Sales of Time Outside the Pre-Election Window

If candidates purchase time for broadcast outside the statutory Pre-Election Window, rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be provided to candidates for these periods on the same basis as to commercial advertisers. Candidates are not entitled to the lowest unit charge for time purchased for use outside the statutory Pre-Election Windows but will be sold time at rates comparable to those paid by commercial advertisers. Volume discounts and similar discount privileges are available to candidates only on the same basis they are available to commercial advertisers during those periods. Rebates will be available only if required by equal opportunities and comparable rate requirements. The Station's policies concerning make-goods, the availability and pricing of package plans and other sales practices will be applied to political advertisers during non-window periods on the same basis as to commercial advertisers. Candidates purchasing time for broadcast outside of pre-election windows should inquire if they have additional questions about the Station's policies during these periods.

Federal candidates must provide the station with a certification acceptable to the station that they (and their authorized committee) have not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. This certification must be provided before the Pre-Election Windows if the candidate intends to receive statutory lowest

unit charge benefits inside of the Pre-Election Windows, and should be provided with the first order whenever possible.

Availabilities

A description of COX RADIO DAYTON programs for all days and dayparts is available upon request.

The Station may also make available other rotations upon request, as well as other spot lengths. The Station may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. The Station may also engage in special promotions and if so, it will make such promotions available to political advertisers upon request. Please note that in calculating the lowest unit charge, the Station will take into account the rates for spots which are part of packages sold to commercial advertisers, and candidates who purchase time for use during the Pre-Election Window do not need to purchase packages in order to gain the advantage of package pricing. All station sales of time for use by political candidates are subject to federal equal opportunities and reasonable access requirements. For the upcoming Primary on May 8, 2018 and the General Election on November 6, 2018, The Station will accept political advertising from legally qualified candidates.

Program Time – Term and Conditions

The Station will, on appropriate request and consistent with applicable federal requirements, make program time available for use by legally-qualified federal political candidates.

Rebates

The lowest unit charge is the lowest per-spot price paid for the same class and amount of time during the same time period. In calculating the lowest unit charge, the Station will take account of rates for spots that are sold as part of packages.

Current estimates of the lowest unit charge and chances of preemptibility are attached. Because determination of the lowest unit charge cannot be made until after all time has aired in a particular week and because the rate levels at which time will clear vary with market demand, the Station cannot guarantee its estimates of the LUC or of the preemptibility of various classes of or rates for time. All such estimates are subject to change in light of current market developments. Candidates should inquire at the time of order as to current estimates of the LUC and preemptibility.

On a weekly basis, the Station will review purchases of advertising by commercial and political advertisers. If that review indicates that political candidates are entitled to rebates in order to comply with federal requirements, every effort will be made to issue rebates (or, at the candidate's option, credits) within one week; and, to the extent possible, prior to the election.

Ordering Procedures

Payment in full is due at the time of the order but no more than one week before the schedule is to start.

Exceptions may be made for candidates or agencies (which accept payment responsibility in writing) with an established credit history, consistent with the Station's policy with respect to similarly-situated commercial advertisers. No scheduled time will be considered firm until the Station has confirmed and accepted the order and payment is received. All payments must be made by check, cash, money order or with approval, credit card. All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement, including the identity of its chief executive officers or members of its executive committee or board of directors. Candidates must provide the name of the treasurer of their authorized committees.

The Station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the Station, the candidate will be advised as soon as practicable and an appropriate refund will be issued.

All advertising contracts and production materials should arrive at COX RADIO DAYTON 48 hours in advance of broadcast in order to ensure compliance with sponsorship identification requirements, Station technical standards and the provisions of this policy. Orders to begin during a weekend should be placed with payment no later than Friday noon.

Sponsorship Identification

All political announcements and programs must include a sponsorship identification announcement which fully and accurately identifies the organization or individual which has paid for the commercial, using the terms "paid for by" or "sponsored by." If an announcement or program does not include the required sponsorship identification, the Station will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers. Station expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include sponsorship identification requirements. It is the responsibility of the candidate, and not the station, to ensure that each candidate ad complies with applicable federal requirements. For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must include a personal audio statement by the candidate that identifies the candidate, the office the candidate is seeking, and indicates that the candidate has approved the broadcast.

Disputes

The Communications Act of 1934, as amended [the "Act"], establishes certain requirements for the sale of broadcast advertising time for use by or on behalf of political candidates. The Federal Communications Commission ["FCC"] has adopted rules and policies to implement those requirements and asserted its exclusive jurisdiction to enforce the Act. Complaints concerning the sale of political advertising by the Station should therefore be filed with the FCC, subject to judicial appeal as provided by the Act. In order to ensure that material necessary to resolution of disputes is maintained, political advertisers should file complaints with the FCC concerning the Station's political practices and policies promptly. The FCC's resolution of such complaint(s), subject to such judicial review as is provided by the Act, provides the sole and exclusive remedy for such complaints.

Other Matters

The Station maintains a public inspection file at 1611 South Main Street, Dayton, OH, 45409 which includes certain required information concerning political advertising. This file is available for public inspection and copying during normal business hours, 8:30AM to 5:30PM, Monday through Friday. Please contact Michelle Teska (National Sales Manager) at 937-259-2167 if you have any questions concerning the political advertising policies or rates of the Station.

This policy is subject to change.