



WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM  
POLITICAL DISCLOSURE STATEMENT  
&  
ADVERTISING GUIDELINES

---

May 7, 2024 PRIMARY ELECTION

**ELECTIONS AND CARRIAGE:**

1. WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM will sell time for political “uses” (as defined herein) only to:
  - a. Legally qualified candidates.
  - b. Their authorized campaign committees.
  - c. Officially recognized political party committees at the city, county, state and national level.

Although the stations will consider selling advertising time sponsored by non-candidate individuals, independent political action committees or organizations, and for non-candidate political or issue advertising, such announcements do not qualify for lowest unit rates and are sold at the stations’ discretion and at regular commercial rates. Please contact the Director of Sales identified below for rates and availabilities.

2. For the May 7, 2024 PRIMARY ELECTION, WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM will sell advertising to promote candidacies for Federal, state, county and local level.

All legally qualified Federal candidates are entitled to reasonable access to the stations’ facilities for the purchase of time during an election campaign. While the stations retain the ultimate discretion to determine the amount and placement of time sold to meet the needs of Federal candidates, the stations will consider any such requests for time and be available to make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidate and the stations.

**Maximum weekly allocations of time for non-Federal candidates on each station (whether purchased directly by the candidate or by the candidate's authorized campaign committee or a recognized party committee) are as follows:**

**STATE and LOCAL: WAJI – All designated offices, a maximum of 20 commercial announcements per candidate per week.**

**STATE and LOCAL: WLDE – All designated offices, a maximum of 20 commercial announcements per candidate per week.**

**STATE and LOCAL: WGBJ/WAJI-HD2/99.5FM – All designated offices, a maximum of 20 commercial announcements per candidate per week.**

**All spots must comply with the sponsorship identification requirements and other requirements of: (a) Indiana law and applicable rules; (b) Section 317 of the Communications Act and applicable FCC rules; and (c) in the case of Federal candidates, with the Bipartisan Campaign Finance Reform Act of 2002 (“BCRA”) and applicable Federal Election Commission rules. Each spot must state that it is “paid for” or “sponsored by” the entity actually paying for the time. If spots do not contain the identification required under applicable regulations, the stations reserve the right to add appropriate identification within the purchased time length of the spot (regardless of prerecorded copy), and to bill the candidate for any production costs incurred by the stations.**

**Political advertising time will be sold to air Election Day, May 7, 2024 until 6PM.**

**In accordance with established station policies, in the performance of all station advertising agreements, Sarkes Tarzian, Inc. requires that each party not discriminate on the basis of race or ethnicity.**

### **SPOT TIMES:**

Spot time is available in 30 or 60 second “use” announcements (that is, a “positive appearance of a candidate whose voice is either identified or is identifiable” in connection with the candidate’s campaign and sponsored or authorized by the candidate or the candidate’s authorized campaign or party committee) during the times and days indicated on the attached rate cards for the price indicated for each specified class of time, applicable during the “lowest unit rate” period extending from Sunday, March 24, 2024 – Tuesday, May 7, 2024 with a cut-off of 6PM on May 7, 2024; pricing for other time periods not subject to “lowest unit rates” or in which the candidate’s voice is not heard will be provided upon request. Please contact the station’s Sales Manager listed below to discuss availabilities and cost. All spots are scheduled at the discretion of each station within the day and time parameters listed. Generally, the earlier the order is placed, the greater the scheduling options available. Best Time Available (“BTA”) spots will run within the selected rotations, but no specific day or time parameters can be specified or assured at the time of scheduling or otherwise.

Political advertisements will run within the parameters scheduled unless circumstances beyond the control of a station (for example, power failure) interrupts the normal broadcast schedule; in the event a spot does not run as scheduled, the station will consult with the candidate for either a replacement schedule, credit, or a refund.

The stations frequently sell time to commercial advertisers in packages, and may offer certain value-added options and other promotional opportunities to commercial sponsors. Details about these packages will be provided upon request. If an announcement qualifying as a “use” is scheduled to air during “lowest unit rate” periods, eligible political candidates may purchase packages that include value-added elements in conjunction with commercial spots on the same terms as offered to commercial advertisers, including website links and advertisements. As permitted by the FCC, certain sales packages, such as remotes, and some value-added elements and non-cash incentives of *de minimis* value or which would imply a relationship between a station and an advertiser, available in some commercial package plans, are not available to candidates. All other packages that are made available to commercial advertisers are available to political candidates; during the “lowest unit rate” period from Sunday, March 24, 2024 – Tuesday, May 7, 2024 with a cut-off of 6PM on May 7, 2024 rates for announcements which are “uses” are available at the resulting “lowest unit rate” for each day-part and rotation derived from the most favorable package, regardless of whether a candidate buys an entire package or an individual spot.

Requests by Federal candidates for the purchase of program time will be considered on an individual basis; please contact each station’s Sales Manager for additional information.

**RATES:**

Spots entitled to “lowest unit rates” will be sold to legally qualified candidates and their authorized campaign committees during the period of Sunday, March 24, 2024 – Tuesday, May 7, 2024 with a cut-off of 6PM on May 7, 2024. Political advertisements which are “uses” which run before March 23, 2024, will be sold at rates comparable to prevailing commercial rates. All announcements not qualifying for lowest unit rates are sold at commercial rates whenever carried. All rates are gross and commissionable.

The rates reflected in the attachment to this material are current estimates of the stations’ lowest unit rates for political “uses”. The actual “lowest unit rate” may not be determined until after a particular spot has aired, and, if appropriate, credits or rebates will be provided. A legally qualified Federal or State candidate may not be eligible to receive the lowest unit rate unless the candidate provides to WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM the written certification required under BCRA and adheres to that certification throughout the campaign.

**ORDER POLICIES:**

All political orders must be accompanied by a signed and completed Agreement Form for Political Candidate Advertisements (NAB PB-19) as well as the Candidate Certification Form for Federal Candidates.

We require all new advertisers and all advertisers in volatile businesses or those whose operations are intermittent or of limited duration, including political candidates, to pay for all spots in the form of certified or cashier’s check, money order, wire transfer or cash in the full amount of the schedule being ordered in advance of the schedule’s commencement. All payments must be received by WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM no later than 24 hours prior to air date.

All audio must be received by the WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM Traffic Department no later than 24 hours prior to air date. Audio for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the Friday prior to air date. WAJI, WLDE and WGBJ/WAJI-HD2/99.5FM cannot guarantee make-goods for schedules which do not air due to a delay in receipt of audio.

The stations produce commercial announcements. Specific information and rates can be provided by the Director of Sales as identified below.

All questions should be addressed to Daryl McIntire, General Sales Manager, ST Radio Fort Wayne at (260) 423-3676 x2233.

**ACKNOWLEDGMENT OF RECEIPT**

I, \_\_\_\_\_, am an authorized member of

\_\_\_\_\_

and have authority to place political advertising with Sarkes Tarzian, Inc. on behalf of

\_\_\_\_\_, a legally qualified candidate for public office. In that

capacity, I acknowledge receipt and understanding of the stations' foregoing Political

Disclosure Statement on \_\_\_\_\_, 2024.

Signature: \_\_\_\_\_

CANDIDATE CERTIFICATION FORM

I, \_\_\_\_\_, hereby certify that the programming to be broadcast on station \_\_\_\_\_ will comply with the requirements of the Bipartisan Campaign Finance Reform Act of 2002 ("BCRA").

Specifically, I certify that the programming either:

\_\_\_\_\_ does not refer to an opposing candidate;

or

\_\_\_\_\_ does refer to an opposing candidate, but contains the mandatory BCRA disclosure statement, consisting of an audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.

\_\_\_\_\_  
Signature of Candidate or Authorized Committee

\_\_\_\_\_  
Printed Name of Candidate or Authorized Committee

Dated: \_\_\_\_\_



WAJI POLITICAL RATES  
MAY 7, 2024 PRIMARY ELECTION

GROSS “LOWEST UNIT” RATES  
FOR LEGALLY QUALIFIED CANIDATES

		SPECIFIED TIME PERIODS		<b>60 SEC</b>	<b>30 SEC</b>
AAA	Mon – Fri	6AM – 10AM		\$20.00	\$18.75
	Mon – Fri	10AM – 3PM		\$20.00	\$18.75
	Mon – Fri	3PM – 7PM		\$20.00	\$18.75
AA	Sat	5AM – 10AM		\$10.00	\$8.00
	Sat	10AM – 3PM		\$10.00	\$8.00
	Sat	3PM – 7PM		\$10.00	\$8.00
A	Mon – Fri	5AM – 6AM		\$10.00	\$8.00
	Sun	6AM – 7PM		\$10.00	\$8.00
	Mon – Sun	7PM – 12Mid		\$10.00	\$8.00



WLDE POLITICAL RATES  
MAY 7, 2024 PRIMARY ELECTION

GROSS "LOWEST UNIT" RATES  
FOR LEGALLY QUALIFIED CANDIDATES

		SPECIFIED TIME PERIODS			
				<b>60 SEC</b>	<b>30 SEC</b>
AAA	Mon – Fri	6AM – 10AM		\$20.00	\$18.75
	Mon – Fri	10AM – 3PM		\$20.00	\$18.75
	Mon – Fri	3PM – 7PM		\$20.00	\$18.75
AA	Sat	5AM – 10AM		\$10.00	\$8.00
	Sat	10AM – 3PM		\$10.00	\$8.00
	Sat	3PM – 7PM		\$10.00	\$8.00
A	Mon – Fri	5AM – 6AM		\$10.00	\$8.00
	Sun	6AM – 7PM		\$10.00	\$8.00
	Mon – Sun	7PM – 12Mid		\$10.00	\$8.00





WGBJ/WAJI HD-2 POLITICAL RATES  
MAY 7, 2024 PRIMARY ELECTION

GROSS "LOWEST UNIT" RATES  
FOR LEGALLY QUALIFIED CANDIDATES

		SPECIFIED TIME PERIODS		<b>60 SEC</b>	<b>30 SEC</b>
AAA	Mon – Fri	6AM – 10AM		\$10.00	\$8.00
	Mon – Fri	10AM – 3PM		\$10.00	\$8.00
	Mon – Fri	3PM – 7PM		\$10.00	\$8.00
AA	Sat	5AM – 10AM		\$8.00	\$5.00
	Sat	10AM – 3PM		\$8.00	\$5.00
	Sat	3PM – 7PM		\$8.00	\$5.00
A	Mon – Fri	5AM – 6AM		\$8.00	\$5.00
	Sun	6AM – 7PM		\$8.00	\$5.00
	Mon – Sun	7PM – 12Mid		\$8.00	\$5.00