

UPDATED 2/23/2024

**POLICIES AND PROCEDURES
FOR
POLITICAL ADVERTISING ON WWL-TV and WUPL-TV
2024**

(DISCLOSURE STATEMENT)

The following are descriptions of classes of time available for purchase on WWL-TV and WUPL-TV and the estimated degree of preemption.

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 WWL/WUPL-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, WWL/WUPL will notify the advertiser within 72 hours after the preemption and offer a make good. If WWL/WUPL-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 Non Preemptible Rate Section 2 and Preemptible with Notice Rate Section 3. Immediately preemptible Rate Section 4 spots have no guarantee of a make good offer if preempted. If WWL/WUPL 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.

Immediately Preemptible Rate Section 5 – is for spots ordered for specific programs or sold in a very narrow rotation crossing adjacent time periods (e.g. 6-9am, 3-5pm, 5-6:30pm). If there is inventory available within the time parameters of the rotation, these spots will be placed in the programs with available inventory. If all spots in each program within the rotation are sold out to advertisers that bought specific time periods at Rate Sections 2, 3 and 4, Immediately Preemptible Rate Section 5 will be preempted with no make good offer and no notification. Preemption levels for these spots will vary based on available inventory and prevailing rates. In general, spots booked as Immediately Preemptible Rate Section 5 can expect to experience preemption levels of 80%-100% of the spots booked. Preemption levels will vary based on the available inventory load and current demand.