

South Seas Broadcasting, Inc.

Political Advertising Terms & Conditions

Revised December 1, 2019 - Supersedes all previous versions

All broadcast stations are required to adhere to certain federal regulations regarding political advertising. Stations are also required to adhere to consistent policies for all candidates.

Listed below are this station's policies applicable to all political advertising.

Applicability:

Stations are required to offer "lowest unit rate" advertising to all qualified candidates, subject to certain restrictions. To qualify for "lowest unit rate" political advertising, the advertising must be a non-exempt use by a legally qualified candidate. Non-candidate "issue" advertising or advertising purchased by Political Action Committees does not qualify for "lowest unit rate" pricing.

The "lowest unit rate" is applicable 45-days prior to any primary election and 60-days prior to any general election.

The candidate's voice must appear on the commercial and the appearance must be controlled, approved, or sponsored by the candidate or candidate's authorized committee. In accordance with Section 317 of the Communications Act, all political commercials must include an appropriate disclaimer. ("I'm Barak Obama and I approved this message" or "This ad paid for by the Committee to Elect Abraham Lincoln governor.")

The station reserves the right to add appropriate identifying information to any commercial and to edit said commercial to fit within the appropriate time limit.

Access:

Reasonable access will be provided to all legally qualified candidates for FEDERAL office. In addition, the station may choose to provide, without discrimination, access to all state, county and local candidates.

News sponsorships, adjacencies, or commercials in the news are not allowed. Live interviews are not allowed between 6am and 9am.

The station reserves the right to determine time and availability of political advertising.

Order/Production Requirements:

All political orders must be accompanied by the NAB "Agreement Form For Political Broadcasts", which must be signed by the candidate or by an authorized agent.

All political orders must be paid in full prior to broadcast.

The deadline for all political advertising is 12 Noon on the day prior to broadcast. The deadline for Sunday and Monday is 12 Noon on the preceding Friday. Political clients acknowledge that last minute orders cause an undue burden on scheduling and staff and that the station cannot make exceptions to this policy.

You must supply your own "talent" for political ads. Our announcers are not permitted to record commercials for any candidate due to what might be considered as an endorsement for a particular candidate. We can supply "out-of-market" voice talent for radio commercials for a fee of \$100 per commercial.

If producing your commercial at the station, an appointment is required for studio time. If you make an appointment and do not show, a fee of \$100 will be charged. A maximum of 15-minutes studio time is allowed for each recording session. Additional studio time is available @ \$100 per hour or any fraction thereof.

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Order/Production Requirements (cont'd):

If you have commercials produced elsewhere and supply us with a copy, the audio must be of acceptable broadcast quality. MP3 files on CD or delivered via e-mail are preferred. Cassettes are not allowed. "Home produced" spots are not allowed. Ads produced elsewhere may not contain narration over music with a vocal background. (For example, if you have a theme song recorded for your campaign, the announcer must not talk over the singing portion of the song.) Ads may not contain copyrighted songs. (For example, you may not include any portion of a copyrighted song anywhere in the ad.) The station reserves the right to refuse any ad that does not meet appropriate quality standards.

KKHJ-FM and KKBT-FM broadcast only 30-second and 60-second commercials. Longer lengths are not permitted. WVUV-FM broadcasts 30-second and 60-second commercials. Longer length ads are available on WVUV-FM only..

Rates:

Rates may change at station discretion.

Any political candidate desiring to run advertising that does not meet the requirements outlined in APPLICABILITY (above), must do so at the applicable regular rate.

All rates are "net to station." To calculate commissionable rate to agencies, multiply the net rate by 1.1765.

Make Goods/Rebates:

Station reserves the right to make good commercials missed due to pre-emption, technical problems, or if orders are not submitted in a timely manner. All make goods will be in a comparable time period prior to the conclusion of the election. Should make goods not be possible, a refund will be issued.

It is station policy to review all political contracts and to rebate any difference in cost in the event the actual "lowest unit rate" is lower than that charged.

Rotations/Classes of Time:

Rotations and classes of time are listed on the applicable Political Rate Schedule.

Other:

All political contracts are subject to review and approval by station management.

All political contracts, along with the NAB "Agreement Form For Political Broadcasts", are retained in the station's Public Inspection File and are available for review by any member of the public, including other candidates. Copies of all post-broadcast invoices and statements are also retained in the Public File.

Any questions concerning this station's political advertising policies should be directed to the Station Manager.

Acknowledgement:

I have read and understand the Terms and Conditions outlined herein.

Candidate or Candidate's Agent

Date