



Our Pledge to Political Advertisers

*We are dedicated to the success of our Political Advertisers.
We set forth the following provisions to insure the maximum value
and results of your campaign investment in Spot Cable.*

- I. We will make **all insertable networks available** to qualified political advertisers where our programming agreements allow.
- II. We will provide **reasonable access to our ad inventory** for political campaigns.
- III. We will **accept issue advertising** that satisfies legal, ethical, and community standards.
- IV. We will **provide clear and consistent political rate card** formats for qualified candidate uses.
- V. We will provide prompt and efficient traffic instruction, copy approval and log clearance processes, and deliver order confirmation within **24 hours or less** on business days.
- VI. We will **offer alternative networks** if orders accepted exceed available inventory due to market conditions.
- VII. We will offer **make-goods** for any missed spots within **24 hours**.
- VIII. We will provide the most **accurate and timely research data** available for your advertising campaign analysis.
- IX. We will continue to lead the advertising industry in business efficiencies with **electronic confirmation and invoicing**.
- X. We will **provide Advanced Advertising** opportunities where enabled that will engage voters with your campaign objectives.