

WHAS Classes of Time

The following are descriptions of classes of time available for purchase on WHAS with the estimated degree of preemptibility and opportunities for makegoods.

Fixed Rate Section 2 – is for spots bought at non preemptible rates, no negotiation. Non preemptible spots must be ordered for specific programs. Spots booked are non preemptible with the exception of the recapture of time if the station needs to recoup inventory for the purpose of providing candidates equal opportunity. Additionally, preempts may occur due to breaking news or technical difficulties.

Preemptible with Notice Rate (Settle Rate) Section 3 –spots must be ordered for specific programs. Spots purchased at Preemptible with Notice Rate Section 3 are preemptible by spots purchased at Fixed Rate Section 2 with 7 days notice. Preemptible with Notice Rate Section 3 spots are entitled to a make good if preempted. If WHAS cannot replace the spot in the daypart ordered, other comparable dayparts will be offered, or the spot will be credited back to the candidate. In general, spots booked as Preemptible with Notice Rate Section 3 can expect to experience preemption levels of 20-40% 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.

High Preemptible Rate Section 4 –spots must be ordered for specific programs. Spots purchased at High Preemptible Rate Section 4 are preemptible by spots purchased at Fixed Rate Section 2 and Preemptible with Notice Rate Section 3. High preemptible Rate Section 4 spots have no guarantee of a make good if preempted. If WHAS 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 Preemptible with Notice 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.