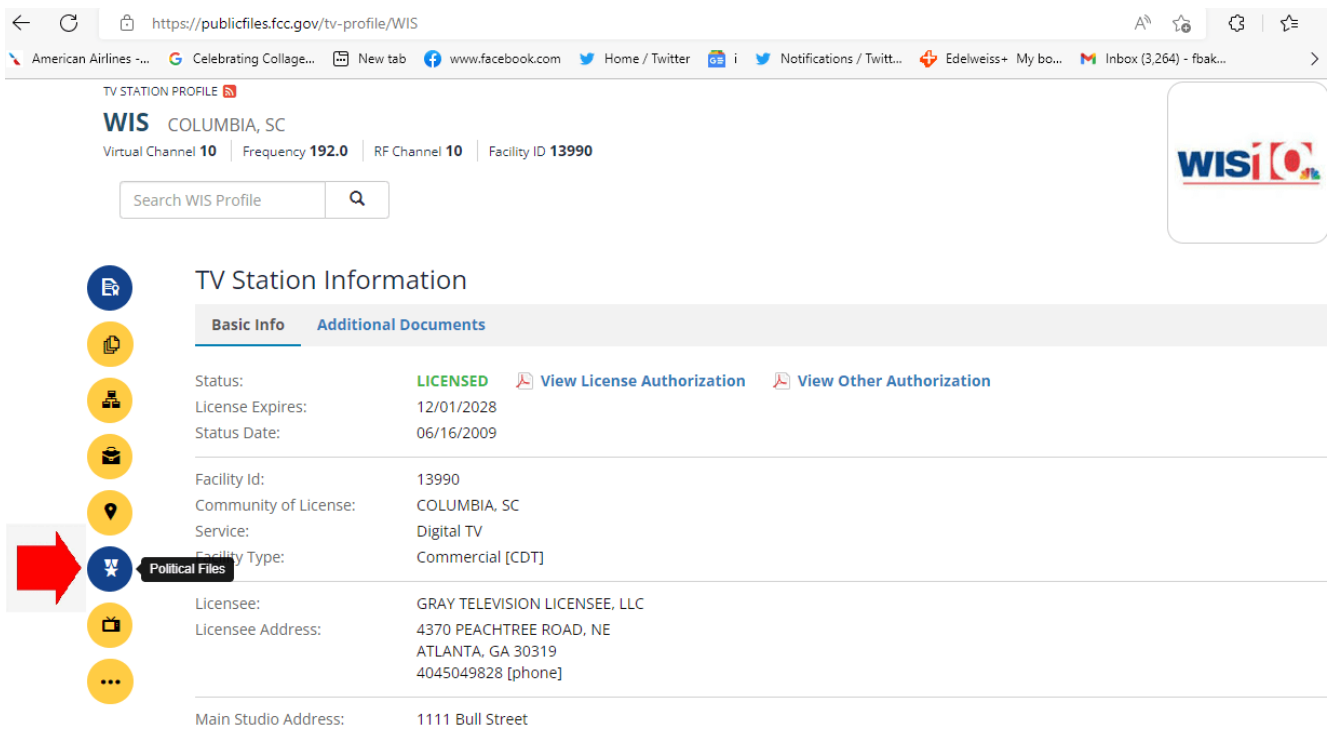


# Political Ad FCC TV Files

This is designed to help educators and students understand the procedure for determining what a specific candidate, or SuperPAC, would pay for a commercial on a specific TV station. Notice the URL at the top of this first graphic: **https://publicfiles.fcc.gov/tv-profile/\_\_\_\_\_** (STATION CALL LETTERS GO HERE)

I have chosen WIS-TV (NBC) in Columbia SC as the example (you can insert the call letters of your station there) and I will be examining how much current Governor McMaster's re-election campaign is paying for commercials on that TV station. (NOTE: stations are prevented by the FCC from increasing rates during election cycles; prices paid are the lowest that station charges all advertisers.)

1. First, click the icon POLITICAL FILES located in the left hand column.



2. The next screen shows you folders of previous and current election cycles. I am selecting 2022.

Search WIS Profile



## Political Files



Some of the files found in these folders may contain terms, abbreviations or other language that require explanation for a full understanding of the documents. If so, these explanations should be found in the *Terms and Disclosures* folder.

**Browse** → **Political Files**

Name	Size	Date Uploaded
2015	0	--
2016	0	--
2018	0	--
2019	0	--
2020	448	--
2021	69	--
2022	64	--



3. For this example, since I am searching for ad prices for the Governor's race, I have selected the STATE option.

Search WIS Profile



## Political Files



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**Browse** → **Political Files** → **2022**

Name	Size	Date Uploaded
Federal	0	--
Local	9	--
Non-Candidate Issue Ads	27	--
State	28	--
Terms and Disclosures	0	--



Showing 1 to 5 of 5 entries







4. This page lists all of the candidates that are running for STATE offices. Again, I am choosing the McMaster folder.


## Political Files

Some of the files found in these folders may contain terms, abbreviations or other language that require explanation for a full understanding of the documents. If so, these explanations should be found in the *Terms and Disclosures* folder.

Browse → Political Files → 2022 → State

Name	Size	Date Uploaded
 JoeforSCNABFuture30	231.64 KB	05/23/2022 11:04 AM
 JoeforSCOrder2562546	166.18 KB	05/23/2022 11:04 AM
 JoeforSCGov	6	--
 McMaster	7	--
 WeatherforComAg	10	--
 WeaverforSuper	3	--

5. So on this next page, I am selecting the top choice because it's dated the latest. This will open a PDF graphic, which you will want to save in order to examine more closely the specific ad costs.


## Political Files

Some of the files found in these folders may contain terms, abbreviations or other language that require explanation for a full understanding of the documents. If so, these explanations should be found in the *Terms and Disclosures* folder.

Browse → Political Files → 2022 → State → McMaster

Name	Size	Date Uploaded
 McMaster Orders 2736442.6473.6316.6522.8124	2,140.84 KB	09/27/2022 4:28 PM
 Order2706924	258.58 KB	09/19/2022 9:55 AM
 Order2706965	234.27 KB	09/19/2022 9:55 AM
 McMasterOrder2706597	205.01 KB	09/16/2022 2:25 PM
 NAB 2682378	149.08 KB	08/29/2022 1:32 PM
 Order 2682378	249.89 KB	08/29/2022 1:32 PM
 Order 2682398	258.18 KB	08/29/2022 1:32 PM

Showing 1 to 7 of 7 entries

6. These are excerpts from the PDF that opened. The bottom of the first image indicates the total cost the campaign paid for ads. The next image gives you more specifics. For example, an ad cost the campaign only \$25 dollars in an early

morning newscast, but increases to \$350 for the later newscast. The reason for the difference in costs is related to the size of the audience tuned in at that time.

# ORDER

**Orders**  
 Order / Rev: 2736442  
 Alt Order #: WOC13824185  
 Product Desc: SC 2022  
 Estimate: 15020  
 Flight Dates: 10/12/22 - 10/18/22  
 Original Date / Rev: 09/26/22 / 09/27/22  
 Order Type: NORMAL  
 Primary AE: WIS  
 Andrea Starr  
 Sales Office: CAE-L  
 Sales Region: Local

**Agency**  
 Name: National Media Research Planning and  
 Buying Contact:  
 Billing Contact:  
 815 Slaters Lane  
 Alexandria, VA 22314  
 Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: McMaster for Governor  
 Demographic: A35+  
 Product Codes: Candidate - State - Governor  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: POL-CAND  
 Priority: P-06  
 New Business End:  
 Advertiser External ID: 550081  
 Agency External ID: 184582  
 Unit Code: General  
 Order Separation: 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/18/22	125	\$42,625.00	\$36,231.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	125	\$42,625.00	\$36,231.25	394.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WIS	10/12/22	10/18/22	M-F 430a News M-F 430a News (Program: WIS SUNRISE AT 430AM) CS-Q4 (sell) - ACTUAL 4Q20 DELIVERY - WIS NEWS AT 430AM.	CM	4:30 AM-5:00 AM	11111--	:30	5	\$25.00	P-06	1.20	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/22	10/18/22	11111--					5	\$25.00		1.20			
N 2	WIS	10/12/22	10/18/22	M-F 5a News M-F 5a News (Program: WIS SUNRISE AT 5AM) CS-Q4 (sell) - ACTUAL 4Q20 DELIVERY - WIS NEWS AT 5AM.	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	11111--	:30	5	\$100.00	P-06	1.42	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/22	10/18/22	11111--					5	\$100.00		1.42			
N 3	WIS	10/12/22	10/18/22	M-F 530a News M-F 530a News (Program: WIS SUNRISE AT 530AM) CS-Q4 (sell) - ACTUAL 4Q20 DELIVERY - WIS NEWS AT 530AM.	CM	5:30 AM-6:00 AM	11111--	:30	5	\$200.00	P-06	1.88	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/22	10/18/22	11111--					5	\$200.00		1.88			
N 4	WIS	10/12/22	10/18/22	M-F 6a News M-F 6a News (Program: WIS SUNRISE AT 6AM) CS-Q4 (sell) - ACTUAL 4Q20 DELIVERY - WIS NEWS AT 6AM.	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	22222--	:30	10	\$350.00	P-06	2.88	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			