

OPIF POLITICAL FILE INTAKE CHECKLIST

A. Advertiser Identity (Required for ALL political ads)

- Full legal name of advertiser
- Contact person
- Phone number
- Email address
- Agency name (if applicable)
- Agency contact information

B. Candidate or Issue Identification

Candidate Ads

- Candidate name
- Office sought
- Election (primary, general, special)
- Authorized committee name
- Candidate certification (signed)

Issue Ads

- Issue description (must be specific)
- List of all issues referenced in the ad
- Names of officers/directors of sponsoring entity
- Federal Issue Certification (signed)
- State/Local Issue Certification (signed)

C. Request for Time (the actual request)

- Order form **OR** email request
- Date request was received
- Requested dates/dayparts
- Requested class of time (fixed, preemptible, ROS, etc.)
- Requested number of spots
- Requested spot length(s)

D. Proposed Rates & Class of Time

- Proposed rate(s)
- Class of time definitions (station's standard classes)
- Any discounts applied
- Any package allocations (if part of a bundle)
- Any value-added elements (bonus spots, online, ROS)

E. Final Disposition (station decision)

- Accepted or rejected
- Reason for rejection (if applicable)
- Final rate
- Final schedule
- Final class of time
- Any makegoods or bonus spots included

F. Sponsor Identification & Ad Description

- Sponsor ID as spoken/shown in the ad
- Brief description of ad content
- List of candidates/issues referenced in the ad

G. Upload Timing

- All materials ready for upload
- Upload will occur **within 1 business day** of disposition (FCC interpretation of “immediately”)