

# ORDER



**Orders**  
**Order / Rev:** 2060806  
**Alt Order #:** WOC12644601  
**Product Desc:** General  
**Estimate:** 636  
**Flight Dates:** 08/24/20 - 08/27/20  
**Original Date / Rev:** 08/26/20 / 08/26/20  
**Order Type:** RFP

**KHOU**  
**Primary AE:** Ben Stecker  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency**  
**Name:** Ashton Media LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 PO BOX 122  
 Ashton, MD 20861

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** ISS/ Lincoln Project, The  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:**  
**Advertiser External ID:** 188296  
**Agency External ID:** 73349AG  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/27/20   | 08/27/20 | 21      | \$54,000.00  | \$45,900.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2020   | 21        | \$54,000.00        | \$45,900.00        | 0.00        |
| <b>Totals</b> | <b>21</b> | <b>\$54,000.00</b> | <b>\$45,900.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Ben Stecker       |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KHOU   | 32%   | \$54,000.00  |
| Market | 100%  | \$168,750.00 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| KAZH  | 0%    | \$0.00       |
| KETH  | 0%    | \$0.00       |
| KHSH  | 0%    | \$0.00       |
| KIAH  | 0%    | \$0.00       |
| KLTJ  | 0%    | \$0.00       |
| KNWS  | 0%    | \$0.00       |
| KPRC  | 0%    | \$0.00       |
| KPXB  | 0%    | \$0.00       |
| KRIV  | 0%    | \$0.00       |
| KTBU  | 0%    | \$0.00       |
| KTMD  | 0%    | \$0.00       |
| KTRK  | 0%    | \$0.00       |
| KTXH  | 0%    | \$0.00       |
| KUHT  | 0%    | \$0.00       |
| KXLN  | 0%    | \$0.00       |
| KZJL  | 0%    | \$0.00       |
| UNKWN | 68%   | \$114,750.00 |

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 Alt Order #: WOC12644601  
 Flight Dates: 08/24/20 - 08/27/20

Advertiser: ISS/ Lincoln Project, The  
 Product Desc: General  
 Estimate: 636  
**KHOU**

| Ln                           | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time                       | Days     | Len  | Spots             | Rate        | Pri | Rtg           | Type | Spots       | Amount      |
|------------------------------|------|-------------------|-----------------|--|-------|--------------------------------------|----------|------|-------------------|-------------|-----|---------------|------|-------------|-------------|
| N 1                          | KHOU | 08/24/20          | 08/27/20        | Local News @ 5a M-F<br>#Htownrush @5a      | CM    | 5:00 AM-6:00 AM                      | - 1111-- | 1:00 | 4                 | \$550.00    | P04 | 0.00          | NM   | 3           | \$1,650.00  |
| (Program: #Htownrush @5a)    |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$550.00    |     | 0.00          |      |             |             |
| N 2                          | KHOU | 08/24/20          | 08/27/20        | Local News @ 6a M-F<br>#HTownrush @6a      | CM    | 6:00 AM-7:00 AM                      | - 1111-- | 1:00 | 4                 | \$850.00    | P04 | 0.00          | NM   | 3           | \$2,550.00  |
| (Program: #HTownrush @6a)    |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$850.00    |     | 0.00          |      |             |             |
| N 3                          | KHOU | 08/24/20          | 08/27/20        | CBS This Morning<br>CBS This Morning       | CM    | 7:00 AM-9:00 AM<br>(7:00 AM-9:00 AM) | - 1111-- | 1:00 | 4                 | \$1,000.00  | P04 | 0.00          | NM   | 3           | \$3,000.00  |
| (Program: CBS This Morning)  |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$1,000.00  |     | 0.00          |      |             |             |
| N 4                          | KHOU | 08/24/20          | 08/27/20        | Local News @ 5p M-F<br>11 News at 5p       | CM    | 5:00 PM-5:30 PM                      | - 1111-- | 1:00 | 4                 | \$1,800.00  | P03 | 0.00          | NM   | 3           | \$5,400.00  |
| (Program: 11 News at 5p)     |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$1,800.00  |     | 0.00          |      |             |             |
| N 5                          | KHOU | 08/24/20          | 08/27/20        | Local News @ 6p M-F<br>11 News at 6p       | CM    | 6:00 PM-6:30 PM                      | - 1111-- | 1:00 | 4                 | \$3,200.00  | P03 | 0.00          | NM   | 3           | \$9,600.00  |
| (Program: 11 News at 6p)     |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$3,200.00  |     | 0.00          |      |             |             |
| N 6                          | KHOU | 08/24/20          | 08/27/20        | Wheel of Frtune 630-7p<br>Wheel of Fortune | CM    | 6:30 PM-7:00 PM                      | - 1111-- | 1:00 | 4                 | \$6,000.00  | P03 | 0.00          | NM   | 3           | \$18,000.00 |
| (Program: Wheel of Fortune)  |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$6,000.00  |     | 0.00          |      |             |             |
| N 7                          | KHOU | 08/24/20          | 08/27/20        | Local News @ 10p M-F<br>11 News at 10P MF  | CM    | 10:00 PM-10:35 PM                    | - 1111-- | 1:00 | 4                 | \$4,600.00  | P03 | 0.00          | NM   | 3           | \$13,800.00 |
| (Program: 11 News at 10P MF) |      |                   |                 |  |       |                                      |          |      |                   |             |     |               |      |             |             |
|                              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                      |          |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |             |             |
| Week:                        |      | 08/24/20          | 08/30/20        | - 111---                                   |       |                                      |          |      | 3                 | \$4,600.00  |     | 0.00          |      |             |             |
| Totals                       |      |                   |                 |  |       |                                      |          |      |                   |             |     |               | 21   | \$54,000.00 |             |