

# ORDER



**Orders**  
**Order / Rev:** 1947662  
**Alt Order #:** WOC12404052  
**Product Desc:** Primary  
**Estimate:** 7144  
**Flight Dates:** 02/28/20 - 03/03/20  
**Original Date / Rev:** 02/27/20 / 03/05/20  
**Order Type:** RFP

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

**Agency**  
**Name:** Media Buying & Analytics LLC / POL  
**Buying Contact:**  
**Billing Contact:**  
 2020 Howell Mill Road NW Suite D-348  
 Atlanta, GA 30318

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

**Advertiser**  
**Name:** POL/ Joe Biden / D / PRES / US  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:**  
**Advertiser External ID:** 147415  
**Agency External ID:** 50530AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	03/03/20	63	\$30,010.00	\$25,508.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	63	\$30,010.00	\$25,508.50	0.00
<b>Totals</b>	<b>63</b>	<b>\$30,010.00</b>	<b>\$25,508.50</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	25%	\$30,010.00
Market	100%	\$120,040.00

**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	30%	\$36,012.00
KPXB	0%	\$0.00
KRIV	12%	\$14,404.80
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	33%	\$39,613.20
KTXH	0%	\$0.00
KUHT	0%	\$0.00
KXLN	0%	\$0.00
KZJL	0%	\$0.00
UNKWN	0%	\$0.00

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KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	02/28/20	03/03/20	Local News @ 5a M-F #HTOWNRUSH @5A	CM	5:00 AM-6:00 AM	- 1-----	:30	1	\$300.00	P03	0.00	NM	1	\$300.00
(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:		02/28/20	03/05/20	- 1-----					1	\$300.00		0.00			
N 2	All	02/28/20	03/02/20	Local News @ 6a M-F #HTOWNRUSH @6A	CM	6:00 AM-7:00 AM	1-----	:30	1	\$580.00	P03	0.00	NM	1	\$580.00
(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:		02/28/20	03/05/20	1-----					1	\$580.00		0.00			
N 3	All	02/28/20	03/03/20	CBS This Morning CBS THIS MORNING	CM	7:00 AM-9:00 AM	22-- 2--	:30	6	\$430.00	P03	0.00	NM	6	\$2,580.00
(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:		02/28/20	03/05/20	22-- 2--					6	\$430.00		0.00			
N 4	All	02/28/20	03/03/20	CBS Early Morning News CBS MORNING NEWS	CM	4:00 AM-4:30 AM	11-- 1--	:30	3	\$50.00	P03	0.00	NM	2	\$100.00
(Program: CBS MORNING NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	11-- 1--					3	\$50.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	All	02/28/20-03/05/20	CBS Early Morning News			4:00 AM-4:30 AM	MT---F----	:30		<del>(\$50.00)</del>		0.00	NM		
Credited															
N 5	All	02/28/20	03/03/20	Local News @ 430a M-F 11NEWS FIRST LOOK	CM	4:30 AM-5:00 AM	11-- 1--	:30	3	\$80.00	P03	0.00	NM	3	\$240.00
(Program: 11NEWS FIRST LOOK)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	11-- 1--					3	\$80.00		0.00			
N 6	All	02/28/20	02/29/20	CBS This Morning Sa CBS THIS MORNING: SAT	CM	6:00 AM-8:00 AM	----- 2-	:30	2	\$180.00	P03	0.00	NM	2	\$360.00
(Program: CBS THIS MORNING: SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	----- 2-					2	\$180.00		0.00			
N 7	All	02/28/20	02/29/20	Local News @ 8a Sa 11 NEWS SAT MORN @ 8A	CM	8:00 AM-9:30 AM	----- 2-	:30	2	\$280.00	P03	0.00	NM	2	\$560.00
(Program: 11 NEWS SAT MORN @ 8A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	----- 2-					2	\$280.00		0.00			
N 8	All	02/28/20	03/01/20	CBS Sunday Morning CBS SUNDAY MORNING	CM	8:00 AM-9:30 AM	----- 1	:30	1	\$1,050.00	P03	0.00	NM	1	\$1,050.00
(Program: CBS SUNDAY MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	----- 1					1	\$1,050.00		0.00			
N 9	All	02/28/20	03/02/20	Great Day Houston 9-10 GREAT DAY HOUSTON	CM	9:00 AM-10:00 AM	1--- 1--	:30	2	\$280.00	P03	0.00	NM	2	\$560.00
(Program: GREAT DAY HOUSTON)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1--- 1--					2	\$280.00		0.00			
N 10	All	02/28/20	03/03/20	Price is Right THE PRICE IS RIGHT	CM	10:00 AM-11:00 AM	11-- 1--	:30	3	\$600.00	P03	0.00	NM	3	\$1,800.00
(Program: THE PRICE IS RIGHT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	11-- 1--					3	\$600.00		0.00			
N 11	All	02/28/20	03/02/20	Young & the Restless YOUNG & THE RESTLESS	CM	11:00 AM-12:00 PM	1--- 1--	:30	2	\$620.00	P03	0.00	NM	2	\$1,240.00
(Program: YOUNG & THE RESTLESS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1--- 1--					2	\$620.00		0.00			
N 12	All	02/28/20	03/02/20	Local News @ 12p M-F 11 NEWS AT NOON	CM	12:00 PM-12:30 PM	1--- 1--	:30	2	\$550.00	P03	0.00	NM	2	\$1,100.00
(Program: 11 NEWS AT NOON)															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	All	02/28/20	03/02/20	Bold & the Beautiful	CM	12:30 PM-1:00 PM	1--1--	:30	2	\$550.00	P03	0.00	NM	2	\$1,000.00
				BOLD & BEAUTIFUL											
				(Program: BOLD & BEAUTIFUL)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1--1--					2	\$550.00		0.00			
N 14	All	02/28/20	02/28/20	Talk	CM	1:00 PM-2:00 PM	----1--	:30	1	\$470.00	P03	0.00	NM	1	\$470.00
				THE TALK											
				(Program: THE TALK)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1--1--					2	\$500.00		0.00			
Week:		02/24/20	03/01/20	----1--					1	\$470.00		0.00			
N 15	All	02/28/20	03/02/20	Let's Make a Deal 2-3p	CM	2:00 PM-3:00 PM	1-----	:30	1	\$720.00	P02	0.00	NM	1	\$720.00
				LET'S MAKE A DEAL											
				(Program: LET'S MAKE A DEAL)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1-----					1	\$720.00		0.00			
N 16	All	02/28/20	03/02/20	Ellen 3-4p	CM	3:00 PM-4:00 PM	2---2--	:30	4	\$420.00	P03	0.00	NM	4	\$1,680.00
				ELLEN											
				(Program: ELLEN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	2---2--					4	\$420.00		0.00			
N 17	All	02/28/20	03/02/20	Local News @ 4p M-F	CM	4:00 PM-5:00 PM	2---2--	:30	4	\$420.00	P03	0.00	NM	4	\$1,680.00
				11 NEWS AT 4PM											
				(Program: 11 NEWS AT 4PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	2---2--					4	\$420.00		0.00			
N 18	All	02/28/20	03/02/20	Local News @ 5p M-F	CM	5:00 PM-5:30 PM	1---1--	:30	2	\$650.00	P03	0.00	NM	2	\$1,300.00
				11 NEWS AT 5PM											
				(Program: 11 NEWS AT 5PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1---1--					2	\$650.00		0.00			
N 19	All	02/28/20	03/02/20	Local News @ 6p M-F	CM	6:00 PM-6:30 PM	1---1--	:30	2	\$1,200.00	P03	0.00	NM	2	\$2,400.00
				11 NEWS AT 6PM											
				(Program: 11 NEWS AT 6PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1---1--					2	\$1,200.00		0.00			
N 20	All	02/28/20	02/29/20	Local News @ 6p Sa	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$570.00	P03	0.00	NM	1	\$570.00
				11 NEWS AT 6PM SAT											
				(Program: 11 NEWS AT 6PM SAT)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----1-					1	\$570.00		0.00			
N 21	All	02/28/20	03/01/20	Local News @ 530p Su	CM	5:30 PM-6:00 PM	-----1	:30	1	\$550.00	P03	0.00	NM	1	\$550.00
				11 NEWS AT 530PM SUN											
				(Program: 11 NEWS AT 530PM SUN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----1					1	\$550.00		0.00			
N 22	All	02/28/20	03/02/20	Wheel of Fortune 630-7p	CM	6:30 PM-7:00 PM	1---1--	:30	2	\$1,800.00	P03	0.00	NM	2	\$3,600.00
				WHEEL OF FORTUNE											
				(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:		02/28/20	03/05/20	1---1--					2	\$1,800.00		0.00			
N 23	All	02/28/20	02/29/20	Wheel of Fortune 630-7p	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$950.00	P03	0.00	NM	1	\$950.00
				WHEEL OF FORTUNE (SAT)											
				(Program: WHEEL OF FORTUNE (SAT))											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----1-					1	\$950.00		0.00			
N 24	All	02/28/20	03/02/20	Local News @ 10p M-F	CM	10:00 PM-10:35 PM	1-----	:30	1	\$1,920.00	P03	0.00	NM	1	\$1,920.00
				11 NEWS AT 10P											
				(Program: 11 NEWS AT 10P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1-----					1	\$1,920.00		0.00			

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 Estimate: 7144

KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1-----		1				\$1,920.00		0.00			
N25	All	02/28/20	02/29/20	Local News @ 10p Sa 11 NEWS AT 10P	CM	10:00 PM-11:00 PM	-----1-	:30	1	\$650.00	P03	0.00	NM	1	\$650.00
		(Program: 11 NEWS AT 10P)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----1-		1				\$650.00		0.00			
N26	All	02/28/20	03/02/20	Late Show THE LATE SHOW-COLBERT	CM	10:35 PM-11:35 PM	1---1--	:30	2	\$520.00	P03	0.00	NM	2	\$1,040.00
		(Program: THE LATE SHOW-COLBERT)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1---1--		2				\$520.00		0.00			
N27	All	02/28/20	02/28/20	Late Late Show LATE LATE SHOW	CM	11:35 PM-12:35 AM	----1--	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
		(Program: LATE LATE SHOW)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	----1--		1				\$250.00		0.00			
N28	All	02/28/20	03/02/20	Daily Blast Live1237-107AM DAILY BLAST	CM	12:35 XM-1:05 XM	---1--	:30	2	\$50.00	P04	0.00	NM	2	\$100.00
		(Program: DAILY BLAST)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/28/20	03/05/20	1---1--		2				\$50.00		0.00			
N29	All	02/28/20	02/29/20	NCIS NO 1130p-1230a NCIS: NEW ORLEANS	CM	11:00 PM-12:00 AM	-----2-	:30	2	\$150.00	P04	0.00	NM	2	\$300.00
		(Program: NCIS: NEW ORLEANS)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----2-		2				\$150.00		0.00			
N30	All	02/28/20	02/29/20	Madam Sec 1230-130a MADAM SECRETARY	CM	12:00 XM-1:00 XM (12:00 XM-1:00 XM)	-----2-	:30	2	\$50.00	P04	0.00	NM	2	\$100.00
		(Program: MADAM SECRETARY)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----2-		2				\$50.00		0.00			
N31	All	02/28/20	03/01/20	NCIS NO 12-1a Su NCIS: NEW ORLEANS	CM	11:30 PM-12:30 AM	-----2	:30	2	\$80.00	P04	0.00	NM	2	\$160.00
		(Program: NCIS: NEW ORLEANS)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----2		2				\$80.00		0.00			
N32	All	02/28/20	03/01/20	Madam Sec 1-2a Su MADAM SECRETARY	CM	12:30 XM-1:30 XM (12:30 XM-1:30 XM)	-----2	:30	2	\$50.00	P04	0.00	NM	2	\$100.00
		(Program: MADAM SECRETARY)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	-----2		2				\$50.00		0.00			

Totals 63 \$30,010.00