

# ORDER



**Orders**  
**Order / Rev:** 2054589  
**Alt Order #:** WOC12629506  
**Product Desc:** TX General  
**Estimate:** 7700  
**Flight Dates:** 10/06/20 - 10/12/20  
**Original Date / Rev:** 08/10/20 / 08/10/20  
**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:** A18+  
**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
09/28/20	10/12/20	55	\$31,620.00	\$26,877.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	55	\$31,620.00	\$26,877.00	0.00
<b>Totals</b>	<b>55</b>	<b>\$31,620.00</b>	<b>\$26,877.00</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	25%	\$31,620.00
Market	100%	\$126,480.00

**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	75%	\$94,860.00

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 Product Desc: TX General  
 Estimate: 7700  
**KHOU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	10/06/20	10/11/20	Latina Voices 430-5a Su	CM	4:30 AM-5:00 AM	-----1	:30	1	\$30.00	P04	0.00	NM	1	\$30.00
				Latina Voices - (Program: Latina Voices - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1		1				\$30.00		0.00			
N 2	KHOU	10/06/20	10/11/20	CBS Sunday Morning	CM	8:00 AM-9:30 AM	-----1	:30	1	\$880.00	P04	0.00	NM	1	\$880.00
				CBS Sun Morn @8A - (Program: CBS Sun Morn @8A - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1		1				\$880.00		0.00			
N 3	KHOU	10/06/20	10/11/20	Face the Nation	CM	9:30 AM-10:30 AM	-----1	:30	1	\$380.00	P04	0.00	NM	1	\$380.00
				Face the Nation - (Program: Face the Nation - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1		1				\$380.00		0.00			
N 4	KHOU	10/06/20	10/10/20	Local News @ 8a Sa	CM	8:00 AM-9:30 AM	-----1-	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
				11 NEWS SAT MORN @ 8A - (Program: 11 NEWS SAT MORN @ 8A - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1-		1				\$250.00		0.00			
N 5	KHOU	10/06/20	10/11/20	Local News @ 7a Su	CM	7:00 AM-8:00 AM	-----1	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
				11 News Sun Morn - (Program: 11 News Sun Morn - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1		1				\$150.00		0.00			
N 6	KHOU	10/06/20	10/10/20	CBS This Morning Sa	CM	6:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
				CBS THIS MORNING SAT - (Program: CBS THIS MORNING SAT - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1-		1				\$150.00		0.00			
N 7	KHOU	10/06/20	10/12/20	Late Show	CM	10:35 PM-11:37 PM	1-11---	:30	3	\$480.00	P04	0.00	NM	3	\$1,440.00
				Late Show - (Program: Late Show - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/06/20	10/12/20	1-11---		3				\$480.00		0.00			
N 8	KHOU	10/06/20	10/10/20	Ins HS Sprts 11-1130p	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
				Inside HS Sports - (Program: Inside HS Sports - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1-		1				\$150.00		0.00			
N 9	KHOU	10/06/20	10/12/20	Wheel of Frtune 630-7p	CM	6:30 PM-7:00 PM	11111--	:30	5	\$1,650.00	P04	0.00	NM	5	\$8,250.00
				WHEEL OF FORTUNE - (Program: WHEEL OF FORTUNE - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/06/20	10/12/20	11111--		5				\$1,650.00		0.00			
N 10	KHOU	10/06/20	10/10/20	Wheel of Frtune 630-7p	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$680.00	P04	0.00	NM	1	\$680.00
				WHEEL OF FORTUNE (SAT) - (Program: WHEEL OF FORTUNE (SAT) - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-----1-		1				\$680.00		0.00			
N 11	KHOU	10/06/20	10/08/20	TEGNA Special Non-Pri	CM	6:00 PM-6:30 PM	-111---	:30	3	\$980.00	P04	0.00	NM	3	\$2,940.00
				11 NEWS AT 6PM - (Program: 11 NEWS AT 6PM - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/20	10/11/20	-111---		3				\$980.00		0.00			
N 12	KHOU	10/06/20	10/12/20	Local News @ 5p M-F	CM	5:00 PM-5:30 PM	11-1---	:30	3	\$550.00	P04	0.00	NM	3	\$1,650.00
				11 NEWS AT 5PM - (Program: 11 NEWS AT 5PM - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/06/20	10/12/20	11-1---		3				\$550.00		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
N13	KHOU	10/06/20	10/10/20	Local News @ 6p Sa 11 NEWS AT 6PM SAT -	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$480.00	P04	0.00	NM	1	\$480.00
		(Program: 11 NEWS AT 6PM SAT - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----1-		1				\$480.00		0.00			
N14	KHOU	10/06/20	10/12/20	Local News @ 4p M-F 11 NEWS AT 4PM -	CM	4:00 PM-5:00 PM	1--11--	:30	3	\$380.00	P04	0.00	NM	3	\$1,140.00
		(Program: 11 NEWS AT 4PM - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/20	10/12/20	1--11--		3				\$380.00		0.00			
N15	KHOU	10/06/20	10/09/20	Ellen 3-4p ELLEN -	CM	3:00 PM-4:00 PM	-1111--	:30	4	\$380.00	P04	0.00	NM	4	\$1,520.00
		(Program: ELLEN - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-1111--		4				\$380.00		0.00			
N16	KHOU	10/06/20	10/07/20	Price is Right THE PRICE IS RIGHT - P4	CM	10:00 AM-11:00 AM	-11----	:30	2	\$600.00	P04	0.00	NM	2	\$1,200.00
		(Program: THE PRICE IS RIGHT - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-11----		2				\$600.00		0.00			
N17	KHOU	10/06/20	10/12/20	Let's Make a Deal 2-3p LET'S MAKE A DEAL -	CM	2:00 PM-3:00 PM	1-11---	:30	3	\$430.00	P04	0.00	NM	3	\$1,290.00
		(Program: LET'S MAKE A DEAL - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/20	10/12/20	1-11---		3				\$430.00		0.00			
N18	KHOU	10/06/20	10/12/20	Local News @ 12p M-F 11 NEWS AT NOON -	CM	12:00 PM-12:30 PM	111-1--	:30	4	\$480.00	P04	0.00	NM	4	\$1,920.00
		(Program: 11 NEWS AT NOON - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/20	10/12/20	111-1--		4				\$480.00		0.00			
N19	KHOU	10/06/20	10/09/20	Young & the Restless YOUNG & THE RESTLESS -	CM	11:00 AM-12:00 PM	-1-11--	:30	3	\$600.00	P04	0.00	NM	3	\$1,800.00
		(Program: YOUNG & THE RESTLESS - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-1-11--		3				\$600.00		0.00			
N20	KHOU	10/06/20	10/12/20	Bold & the Beautiful BOLD & BEAUTIFUL -	CM	12:30 PM-1:00 PM	1-1-1--	:30	3	\$480.00	P04	0.00	NM	3	\$1,440.00
		(Program: BOLD & BEAUTIFUL - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/20	10/12/20	1-1-1--		3				\$480.00		0.00			
N21	KHOU	10/06/20	10/09/20	Talk THE TALK -	CM	1:00 PM-2:00 PM	-11-1--	:30	3	\$430.00	P04	0.00	NM	3	\$1,290.00
		(Program: THE TALK - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-11-1--		3				\$430.00		0.00			
N22	KHOU	10/06/20	10/09/20	CBS This Morning CBS This Morning -	CM	7:00 AM-9:00 AM	-1-11--	:30	3	\$330.00	P04	0.00	NM	3	\$990.00
		(Program: CBS This Morning - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-1-11--		3				\$330.00		0.00			
N23	KHOU	10/06/20	10/12/20	Local News @ 6a M-F #HTownrush @6a -	CM	6:00 AM-7:00 AM	11-11--	:30	4	\$400.00	P04	0.00	NM	4	\$1,600.00
		(Program: #HTownrush @6a - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/20	10/12/20	11-11--		4				\$400.00		0.00			
													Totals	55	\$31,620.00