

# ORDER



**Orders**  
**Order / Rev:** 2054625  
**Alt Order #:** WOC12629516  
**Product Desc:** TX General  
**Estimate:** 7699  
**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	30	\$37,740.00	\$32,079.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	30	\$37,740.00	\$32,079.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$37,740.00</b>	<b>\$32,079.00</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%	\$37,740.00
Market	100%	\$150,960.00

**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%	\$113,220.00

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 Product Desc: TX General  
 Estimate: 7699  
**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	10/10/20	Wheel of Frtune 630-7p 6M WHEEL OF FORTUNE (SAT)	CM	6:30 PM-7:00 PM	-----1-	1:00	1	\$1,360.00	P04	0.00	NM	1	\$1,360.00
(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	\$1,360.00	0.00								
N 2	KHOU	10/06/20	10/11/20	Face the Nation Face the Nation	CM	9:30 AM-10:30 AM	-----1	1:00	1	\$760.00	P04	0.00	NM	1	\$760.00
(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	\$760.00	0.00								
N 3	KHOU	10/06/20	10/11/20	Latina Voices 430-5a SuCM Latina Voices	CM	4:30 AM-5:00 AM	-----1	1:00	1	\$60.00	P04	0.00	NM	1	\$60.00
(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	\$60.00	0.00								
N 4	KHOU	10/06/20	10/12/20	Late Show Late Show	CM	10:35 PM-11:37 PM	1-11---	1:00	3	\$960.00	P04	0.00	NM	3	\$2,880.00
(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	\$960.00	0.00								
N 5	KHOU	10/06/20	10/10/20	Ins HS Sprts 11-1130p 3M Inside HS Sports	CM	11:00 PM-11:30 PM	-----1-	1:00	1	\$300.00	P04	0.00	NM	1	\$300.00
(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	\$300.00	0.00								
N 6	KHOU	10/06/20	10/12/20	Wheel of Frtune 630-7p CM WHEEL OF FORTUNE	CM	6:30 PM-7:00 PM	111-1--	1:00	4	\$3,300.00	P04	0.00	NM	4	\$13,200.00
(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	111-1--	4	\$3,300.00	0.00								
N 7	KHOU	10/06/20	10/08/20	Local News @ 6p M-F CM 11 NEWS AT 6PM	CM	6:00 PM-6:30 PM	-1-1---	1:00	2	\$1,960.00	P04	0.00	NM	2	\$3,920.00
(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	-1-1---	2	\$1,960.00	0.00								
N 8	KHOU	10/06/20	10/12/20	Local News @ 5p M-F CM 11 NEWS AT 5PM	CM	5:00 PM-5:30 PM	1-1----	1:00	2	\$1,100.00	P04	0.00	NM	2	\$2,200.00
(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	1-1----	2	\$1,100.00	0.00								
N 9	KHOU	10/06/20	10/10/20	Local News @ 6p Sa CM 11 NEWS AT 6PM SAT	CM	6:00 PM-6:30 PM	-----1-	1:00	1	\$960.00	P04	0.00	NM	1	\$960.00
(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	\$960.00	0.00								
N 10	KHOU	10/06/20	10/12/20	Local News @ 4p M-F CM 11 NEWS AT 4PM	CM	4:00 PM-5:00 PM	1-----	1:00	1	\$760.00	P04	0.00	NM	1	\$760.00
(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-----	1	\$760.00	0.00								
N 11	KHOU	10/06/20	10/09/20	Ellen 3-4p ELLEN	CM	3:00 PM-4:00 PM	--1-1--	1:00	2	\$760.00	P04	0.00	NM	2	\$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	--1-1--	2	\$760.00	0.00								
N 12	KHOU	10/06/20	10/08/20	Young & the Restless CM YOUNG & THE RESTLESS	CM	11:00 AM-12:00 PM (11:00 AM-12:00 PM)	PI---1---	1:00	1	\$1,200.00	P04	0.00	NM	1	\$1,200.00
(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---	1	\$1,200.00	0.00								

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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	KHOU	10/06/20	10/12/20	Price is Right THE PRICE IS RIGHT	CM	10:00 AM-11:00 AM	1-----	1:00	1	\$1,200.00	P04	0.00	NM	1	\$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:		10/06/20	10/12/20	1-----					1	\$1,200.00		0.00			
N 14	KHOU	10/06/20	10/07/20	Local News @ 12p M-F 11 NEWS AT NOON	CM	12:00 PM-12:30 PM	--1----	1:00	1	\$960.00	P04	0.00	NM	1	\$960.00
(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:		10/05/20	10/11/20	--1----					1	\$960.00		0.00			
N 15	KHOU	10/06/20	10/09/20	Bold & the Beautiful BOLD & BEAUTIFUL	CM	12:30 PM-1:00 PM	----1--	1:00	1	\$960.00	P04	0.00	NM	1	\$960.00
(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:		10/05/20	10/11/20	----1--					1	\$960.00		0.00			
N 16	KHOU	10/06/20	10/09/20	Talk THE TALK	CM	1:00 PM-2:00 PM	-1-1--	1:00	2	\$860.00	P04	0.00	NM	2	\$1,720.00
(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	-1-1--					2	\$860.00		0.00			
N 17	KHOU	10/06/20	10/08/20	Let's Make a Deal 2-3p LET'S MAKE A DEAL	CM	2:00 PM-3:00 PM	---1---	1:00	1	\$860.00	P04	0.00	NM	1	\$860.00
(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:		10/05/20	10/11/20	---1---					1	\$860.00		0.00			
N 18	KHOU	10/06/20	10/08/20	Local News @ 6a M-F #HTownrush @6a	CM	6:00 AM-7:00 AM	-1-1---	1:00	2	\$800.00	P04	0.00	NM	2	\$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:		10/05/20	10/11/20	-1-1---					2	\$800.00		0.00			
N 19	KHOU	10/06/20	10/09/20	CBS This Morning CBS This Morning	CM	7:00 AM-9:00 AM	-1-1--	1:00	2	\$660.00	P04	0.00	NM	2	\$1,320.00
(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	-1-1--					2	\$660.00		0.00			
													Totals	30	\$37,740.00