

# ORDER



**Orders**  
**Order / Rev:** 2054567  
**Alt Order #:** WOC12629457  
**Product Desc:** TX General  
**Estimate:** 7704  
**Flight Dates:** 10/20/20 - 10/26/20  
**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   | 10/25/20 | 28      | \$35,480.00  | \$30,158.00 |
| 10/26/20   | 10/26/20 | 5       | \$4,440.00   | \$3,774.00  |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2020  | 28        | \$35,480.00        | \$30,158.00        | 0.00        |
| November 2020 | 5         | \$4,440.00         | \$3,774.00         | 0.00        |
| <b>Totals</b> | <b>33</b> | <b>\$39,920.00</b> | <b>\$33,932.00</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%   | \$39,920.00  |
| Market | 100%  | \$159,680.00 |

**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 |

Order / Rev: 2054567  
 Alt Order #: WOC12629457  
 Flight Dates: 10/20/20 - 10/26/20

Advertiser: POL/ Joe Biden / D / PRES / US  
 Product Desc: TX General  
 Estimate: 7704  
**KHOU**

| Ln                                     | Ch   | Start             | End             | Inventory Code                                   | Break             | Start/End Time    | Days          | Len  | Spots | Rate       | Pri | Rtg  | Type | Spots | Amount      |
|--|------|-------------------|-----------------|--|-------------------|-------------------|---------------|------|-------|------------|-----|------|------|-------|-------------|
| N 1                                    | KHOU | 10/20/20          | 10/24/20        | Wheel of Frtune 630-7p<br>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:                                  |      | 10/19/20          | 10/25/20        | -----1-  | 1                 | \$1,360.00        | 0.00          |      |       |            |     |      |      |       |             |
| N 2                                    | KHOU | 10/20/20          | 10/25/20        | Face the Nation<br>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:                                  |      | 10/19/20          | 10/25/20        | -----1   | 1                 | \$760.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 3                                    | KHOU | 10/20/20          | 10/25/20        | Latina Voices 430-5a Su<br>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:                                  |      | 10/19/20          | 10/25/20        | -----1   | 1                 | \$60.00           | 0.00          |      |       |            |     |      |      |       |             |
| N 4                                    | KHOU | 10/20/20          | 10/26/20        | Late Show<br>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:                                  |      | 10/20/20          | 10/26/20        | 1--11--  | 3                 | \$960.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 5                                    | KHOU | 10/20/20          | 10/24/20        | Ins HS Sprts 11-1130p<br>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:                                  |      | 10/19/20          | 10/25/20        | -----1-  | 1                 | \$300.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 6                                    | KHOU | 10/20/20          | 10/23/20        | Wheel of Frtune 630-7p<br>WHEEL OF FORTUNE       | CM                | 6:30 PM-7:00 PM   | -1111--       | 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:                                  |      | 10/19/20          | 10/25/20        | -1111--  | 4                 | \$3,300.00        | 0.00          |      |       |            |     |      |      |       |             |
| N 7                                    | KHOU | 10/20/20          | 10/22/20        | Local News @ 6p M-F<br>11 NEWS AT 6PM            | CM                | 6:00 PM-6:30 PM   | --11---       | 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:                                  |      | 10/19/20          | 10/25/20        | --11---  | 2                 | \$1,960.00        | 0.00          |      |       |            |     |      |      |       |             |
| N 8                                    | KHOU | 10/20/20          | 10/26/20        | Local News @ 5p M-F<br>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:                                  |      | 10/20/20          | 10/26/20        | 1---1--  | 2                 | \$1,100.00        | 0.00          |      |       |            |     |      |      |       |             |
| N 9                                    | KHOU | 10/20/20          | 10/24/20        | Local News @ 6p Sa<br>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:                                  |      | 10/19/20          | 10/25/20        | -----1-  | 1                 | \$960.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 10                                   | KHOU | 10/20/20          | 10/22/20        | Local News @ 4p M-F<br>11 NEWS AT 4PM            | CM                | 4:00 PM-5:00 PM   | -111---       | 1:00 | 3     | \$760.00   | P04 | 0.00 | NM   | 3     | \$2,280.00  |
| (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:                                  |      | 10/19/20          | 10/25/20        | -111---  | 3                 | \$760.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 11                                   | KHOU | 10/20/20          | 10/26/20        | Ellen 3-4p<br>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:                                  |      | 10/20/20          | 10/26/20        | 1---1--  | 2                 | \$760.00          | 0.00          |      |       |            |     |      |      |       |             |
| N 12                                   | KHOU | 10/20/20          | 10/20/20        | Young & the Restless<br>YOUNG & THE RESTLESS     | CM                | 11:00 AM-12:00 PM | 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:                                  |      | 10/19/20          | 10/25/20        | 1-----   | 1                 | \$1,200.00        | 0.00          |      |       |            |     |      |      |       |             |

Order / Rev: 2054567  
 Alt Order #: WOC12629457  
 Flight Dates: 10/20/20 - 10/26/20

Advertiser: POL/ Joe Biden / D / PRES / US  
 Product Desc: TX General  
 Estimate: 7704  
**KHOU**

| Ln     | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots       | Amount     |
|--------|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------------|------------|
| N 13   | KHOU | 10/20/20          | 10/20/20        | Price is Right<br>THE PRICE IS RIGHT<br>(Program: THE PRICE IS RIGHT - P4)       | CM    | 10:00 AM-11:00 AM | 1-----  | 1:00        | 1     | \$1,200.00    | P04 | 0.00 | NM   | 1           | \$1,200.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/19/20    | 10/25/20        | -1-----  |       | 1                 |         | \$1,200.00  |       | 0.00          |     |      |      |             |            |
| N 14   | KHOU | 10/20/20          | 10/22/20        | Local News @ 12p M-F<br>11 NEWS AT NOON<br>(Program: 11 NEWS AT NOON - P4)       | CM    | 12:00 PM-12:30 PM | --1---  | 1:00        | 1     | \$960.00      | P04 | 0.00 | NM   | 1           | \$960.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/19/20    | 10/25/20        | --1---   |       | 1                 |         | \$960.00    |       | 0.00          |     |      |      |             |            |
| N 15   | KHOU | 10/20/20          | 10/26/20        | Bold & the Beautiful<br>BOLD & BEAUTIFUL<br>(Program: BOLD & BEAUTIFUL - P4)     | CM    | 12:30 PM-1:00 PM  | 1-----  | 1:00        | 1     | \$960.00      | P04 | 0.00 | NM   | 1           | \$960.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/20/20    | 10/26/20        | 1-----   |       | 1                 |         | \$960.00    |       | 0.00          |     |      |      |             |            |
| N 16   | KHOU | 10/20/20          | 10/21/20        | Talk<br>THE TALK<br>(Program: THE TALK - P4)                                     | CM    | 1:00 PM-2:00 PM   | -11---- | 1:00        | 2     | \$860.00      | P04 | 0.00 | NM   | 2           | \$1,720.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/19/20    | 10/25/20        | -11----  |       | 2                 |         | \$860.00    |       | 0.00          |     |      |      |             |            |
| N 17   | KHOU | 10/20/20          | 10/23/20        | Let's Make a Deal 2-3p<br>LET'S MAKE A DEAL<br>(Program: LET'S MAKE A DEAL - P4) | CM    | 2:00 PM-3:00 PM   | ----1-- | 1:00        | 1     | \$860.00      | P04 | 0.00 | NM   | 1           | \$860.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/19/20    | 10/25/20        | ----1--  |       | 1                 |         | \$860.00    |       | 0.00          |     |      |      |             |            |
| N 18   | KHOU | 10/20/20          | 10/22/20        | Local News @ 6a M-F<br>#HTownrush @6a<br>(Program: #HTownrush @6a - P4)          | CM    | 6:00 AM-7:00 AM   | --11--- | 1:00        | 2     | \$800.00      | P04 | 0.00 | NM   | 2           | \$1,600.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/19/20    | 10/25/20        | --11---  |       | 2                 |         | \$800.00    |       | 0.00          |     |      |      |             |            |
| N 19   | KHOU | 10/20/20          | 10/26/20        | CBS This Morning<br>CBS This Morning<br>(Program: CBS This Morning - P4)         | CM    | 7:00 AM-9:00 AM   | 11--1-- | 1:00        | 3     | \$660.00      | P04 | 0.00 | NM   | 3           | \$1,980.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |             |            |
|        |      | Week: 10/20/20    | 10/26/20        | 11--1--  |       | 3                 |         | \$660.00    |       | 0.00          |     |      |      |             |            |
| Totals |      |                   |                 |  |       |                   |         |             |       |               |     |      | 33   | \$39,920.00 |            |