

# ORDER



**Orders**  
**Order / Rev:** 2054642  
**Alt Order #:** WOC12629468  
**Product Desc:** TX General  
**Estimate:** 7703  
**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	69	\$32,640.00	\$27,744.00
10/26/20	10/26/20	15	\$7,650.00	\$6,502.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	69	\$32,640.00	\$27,744.00	0.00
November 2020	15	\$7,650.00	\$6,502.50	0.00
<b>Totals</b>	<b>84</b>	<b>\$40,290.00</b>	<b>\$34,246.50</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%	\$40,290.00
Market	100%	\$161,160.00

**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

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Advertiser: POL/ Joe Biden / D / PRES / US  
 Product Desc: TX General  
 Estimate: 7703  
**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	10/25/20	Latina Voices 430-5a SuCM Latina Voices		4:30 AM-5:00 AM	-----1	:30	1	\$30.00	P04	0.00	NM	1	\$30.00
(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	\$30.00	0.00								
N 2	KHOU	10/20/20	10/25/20	CBS Sunday Morning CM CBS Sun Morn @8A		8:00 AM-9:30 AM	-----1	:30	1	\$880.00	P04	0.00	NM	1	\$880.00
(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:		10/19/20	10/25/20	-----1	1	\$880.00	0.00								
N 3	KHOU	10/20/20	10/25/20	Face the Nation CM Face the Nation		9:30 AM-10:30 AM	-----1	:30	1	\$380.00	P04	0.00	NM	1	\$380.00
(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	\$380.00	0.00								
N 4	KHOU	10/20/20	10/24/20	Local News @ 8a Sa CM 11 NEWS SAT MORN @ 8A		8:00 AM-9:30 AM	-----1-	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
(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:		10/19/20	10/25/20	-----1-	1	\$250.00	0.00								
N 5	KHOU	10/20/20	10/25/20	NCIS NO 12-1a Su CM NCIS: New Orleans		12:00 XM-1:00 XM	-----1	:30	1	\$80.00	P04	0.00	NM	1	\$80.00
(Program: NCIS: New Orleans - 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	\$80.00	0.00								
N 6	KHOU	10/20/20	10/24/20	CBS This Morning Sa CM CBS THIS MORNING SAT		6:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
(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:		10/19/20	10/25/20	-----1-	1	\$150.00	0.00								
N 7	KHOU	10/20/20	10/25/20	Madam Sec 1-2a Su CM Madam Secretary 1		1:00 XM-2:00 XM	-----1	:30	1	\$30.00	P04	0.00	NM	1	\$30.00
(Program: Madam Secretary 1 - 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	\$30.00	0.00								
N 8	KHOU	10/20/20	10/26/20	Late Show CM Late Show		10:35 PM-11:37 PM	111-1--	:30	4	\$480.00	P04	0.00	NM	4	\$1,920.00
(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	111-1--	4	\$480.00	0.00								
N 9	KHOU	10/20/20	10/26/20	Late Late Show CM Late Late Show		11:37 PM-12:37 AM	111--	:30	4	\$200.00	P04	0.00	NM	4	\$800.00
(Program: Late 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	1-111--	4	\$200.00	0.00								
N 10	KHOU	10/20/20	10/22/20	M-F 137-212a CM LATE NEWS REPEAT		1:30 XM-2:00 XM	-111---	:30	3	\$30.00	P04	0.00	NM	3	\$90.00
(Program: LATE NEWS REPEAT - 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	\$30.00	0.00								
N 11	KHOU	10/20/20	10/26/20	Daily Blast Live1237-107M CM DAILY BLAST		12:35 XM-1:05 XM	1-1----	:30	2	\$80.00	P04	0.00	NM	2	\$160.00
(Program: DAILY BLAST - 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	\$80.00	0.00								
N 12	KHOU	10/20/20	10/24/20	Ins HS Sprts 11-1130p S3M CM Inside HS Sports		11:00 PM-11:30 PM	1-----1-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
(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	\$150.00	0.00								

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**KHOU**

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N13	KHOU	10/20/20	10/26/20	Wheel of Frtune 630-7p WHEEL OF FORTUNE	CM	6:30 PM-7:00 PM	11111--	:30	5	\$1,650.00	P04	0.00	NM	5	\$8,250.00
(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:		10/20/20	10/26/20	11111--					5	\$1,650.00		0.00			
N14	KHOU	10/20/20	10/24/20	Wheel of Frtune 630-7p WHEEL OF FORTUNE (SAT)	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$680.00	P04	0.00	NM	1	\$680.00
(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	\$680.00		0.00			
N15	KHOU	10/20/20	10/26/20	Local News @ 6p M-F 11 NEWS AT 6PM	CM	6:00 PM-6:30 PM	11111--	:30	5	\$980.00	P04	0.00	NM	5	\$4,900.00
(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:		10/20/20	10/26/20	11111--					5	\$980.00		0.00			
N16	KHOU	10/20/20	10/23/20	Local News @ 5p M-F 11 NEWS AT 5PM	CM	5:00 PM-5:30 PM	-1111--	:30	4	\$550.00	P04	0.00	NM	4	\$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:		10/19/20	10/25/20	-1111--					4	\$550.00		0.00			
N17	KHOU	10/20/20	10/24/20	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:		10/19/20	10/25/20	-----1-					1	\$480.00		0.00			
N18	KHOU	10/20/20	10/25/20	Local News @ 530p Su 11 NEWS AT 530PM SUN	CM	5:30 PM-6:00 PM	-----1	:30	1	\$450.00	P04	0.00	NM	1	\$450.00
(Program: 11 NEWS AT 530PM SUN - 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	\$450.00		0.00			
N19	KHOU	10/20/20	10/26/20	Local News @ 4p M-F 11 NEWS AT 4PM	CM	4:00 PM-5:00 PM	11111--	:30	5	\$380.00	P04	0.00	NM	5	\$1,900.00
(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:		10/20/20	10/26/20	11111--					5	\$380.00		0.00			
N20	KHOU	10/20/20	10/26/20	Ellen 3-4p ELLEN	CM	3:00 PM-4:00 PM	11111--	:30	5	\$380.00	P04	0.00	NM	5	\$1,900.00
(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	11111--					5	\$380.00		0.00			
N21	KHOU	10/20/20	10/26/20	Price is Right THE PRICE IS RIGHT	CM	10:00 AM-11:00 AM	11-1---	:30	3	\$600.00	P04	0.00	NM	3	\$1,800.00
(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:		10/20/20	10/26/20	11-1---					3	\$600.00		0.00			
N22	KHOU	10/20/20	10/26/20	Let's Make a Deal 2-3p LET'S MAKE A DEAL	CM	2:00 PM-3:00 PM	1-111--	:30	4	\$430.00	P04	0.00	NM	4	\$1,720.00
(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:		10/20/20	10/26/20	1-111--					4	\$430.00		0.00			
N23	KHOU	10/20/20	10/26/20	Local News @ 12p M-F 11 NEWS AT NOON	CM	12:00 PM-12:30 PM	1111----	:30	3	\$480.00	P04	0.00	NM	3	\$1,440.00
(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:		10/20/20	10/26/20	111----					3	\$480.00		0.00			
N24	KHOU	10/20/20	10/26/20	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:		10/20/20	10/26/20	1--11--					3	\$600.00		0.00			
N25	KHOU	10/20/20	10/23/20		CM	12:30 PM-1:00 PM	11-1--	:30	3	\$480.00	P04	0.00	NM	3	\$1,440.00

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Advertiser: POL/ Joe Biden / D / PRES / US  
 Product Desc: TX General  
 Estimate: 7703

KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Bold & the Beautiful											
				BOLD & BEAUTIFUL											
				(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:		10/19/20	10/25/20	- 11- 1--					3	\$480.00		0.00			
N26	KHOU	10/20/20	10/26/20	Talk	CM	1:00 PM-2:00 PM	1-- 1---	:30	2	\$430.00	P04	0.00	NM	2	\$860.00
				THE TALK											
				(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:		10/20/20	10/26/20	1-- 1---					2	\$430.00		0.00			
N27	KHOU	10/20/20	10/23/20	Great Day Houston 9-106M	CM	9:00 AM-10:00 AM	1-- 11--	:30	3	\$250.00	P04	0.00	NM	3	\$750.00
				GREAT DAY HOUSTON											
				(Program: GREAT DAY HOUSTON - 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- 11--					3	\$250.00		0.00			
N28	KHOU	10/20/20	10/26/20	CBS This Morning	CM	7:00 AM-9:00 AM	11111--	:30	5	\$330.00	P04	0.00	NM	5	\$1,650.00
				CBS This Morning											
				(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:		10/20/20	10/26/20	11111--					5	\$330.00		0.00			
N29	KHOU	10/20/20	10/26/20	Local News @ 6a M-F	CM	6:00 AM-7:00 AM	11111--	:30	5	\$400.00	P04	0.00	NM	5	\$2,000.00
				#HTownrush @6a											
				(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:		10/20/20	10/26/20	11111--					5	\$400.00		0.00			
N30	KHOU	10/20/20	10/26/20	Local News @ 5a M-F	CM	5:00 AM-6:00 AM	11111--	:30	5	\$230.00	P04	0.00	NM	5	\$1,150.00
				#Htownrush @5a											
				(Program: #Htownrush @5a - 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	11111--					5	\$230.00		0.00			
													Totals	84	\$40,290.00