

# ORDER



**Orders**  
**Order / Rev:** 1938785  
**Alt Order #:** MANUAL  
**Product Desc:** TX-02  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 02/14/20 - 02/17/20  
**Original Date / Rev:** 02/12/20 / 02/14/20  
**Order Type:** RFP

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

**Agency**  
**Name:** Screen Strategies / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
11150 Fairfax Blvd, Suite 505  
Fairfax, VA 22030

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

**Advertiser**  
**Name:** POL/ Sima Ladjevardian/D/US House/  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:** 02/12/20  
**Advertiser External ID:** 187313  
**Agency External ID:** 11212AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/17/20	11	\$11,430.00	\$9,715.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	11	\$11,430.00	\$9,715.50	0.00
<b>Totals</b>	<b>11</b>	<b>\$11,430.00</b>	<b>\$9,715.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker	TSWAS	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KHOU	32%	\$11,430.00
Market	100%	\$35,718.75

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAZH	0%	\$0.00
KETH	0%	\$0.00
KHSH	0%	\$0.00
KIAH	6%	\$2,143.12
KLTJ	0%	\$0.00
KNWS	0%	\$0.00
KPRC	21%	\$7,500.94
KPXB	0%	\$0.00
KRIV	20%	\$7,143.75
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	21%	\$7,500.94
KTXH	0%	\$0.00
KUHT	0%	\$0.00
KXLN	0%	\$0.00
KZJL	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: POL/ Sima Ladjevardian/D/US House/ T:  
 Product Desc: TX-02  
 Estimate: KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	02/14/20	02/14/20	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	----F--	:30	1	\$200.00	P04	0.00	NM	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: 02/10/20	02/16/20	----F--		1				\$200.00		0.00			
N 2	KHOU	02/14/20	02/17/20	CBS This Morning CBS This Morning	CM	7-9a	M--F--	:30	2	\$280.00	P04	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	----F--		1				\$280.00		0.00			
		Week: 02/17/20	02/23/20	M-----		1				\$280.00		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	KHOU	02/17/20-02/23/20	CBS This Morning		7-9a	M-----	:30		<del>(\$280.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												
N 3	KHOU	02/14/20	02/14/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$650.00	P04	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	----F--		1				\$650.00		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>		
	1	KHOU	02/10/20-02/16/20	Local News @ 5p M-F		5-530p	----F--	:30		\$650.00		0.00	NM		
N 4	KHOU	02/14/20	02/14/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	----F--	:30	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: 02/10/20	02/16/20	----F--		1				\$1,200.00		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>		
	1	KHOU	02/10/20-02/16/20	Local News @ 6p M-F		6-630p	----F--	:30		\$1,200.00		0.00	NM		
N 5	KHOU	02/14/20	02/14/20	Wheel of Fortune 630-7p Wheel of Fortune 630-7p	CM	630-7p	----F--	:30	1	\$1,800.00	P04	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	----F--		1				\$1,800.00		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>		
	1	KHOU	02/10/20-02/16/20	Wheel of Fortune 630-7p		630-7p	----F--	:30		\$1,800.00		0.00	NM		
N 6	KHOU	02/15/20	02/15/20	Wheel of Fortune 630-7p Sa Wheel of Fortune 630-7p Sa	CM	630-7p	-----S-	:30	1	\$950.00	P04	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	-----S-		1				\$950.00		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>		
	1	KHOU	02/10/20-02/16/20	Wheel of Fortune 630-7p Sa		630-7p	-----S-	:30		\$950.00		0.00	NM		
N 7	KHOU	02/16/20	02/16/20	CBS Sunday Morning CBS Sunday Morning	CM	8-930a	-----S	:30	1	\$1,050.00	P04	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	-----S		1				\$1,050.00		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>		
	1	KHOU	02/10/20-02/16/20	CBS Sunday Morning		8-930a	-----S	:30		\$1,050.00		0.00	NM		
N 9	KHOU	02/17/20	02/17/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	M-----	:30	1	\$270.00	P04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	M-----		1				\$270.00		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>		
	1	KHOU	02/17/20-02/23/20	Local News @ 4p M-F		4-5p	M-----	:30		<del>(\$270.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												
N 10	KHOU	02/17/20	02/17/20	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	M-----	:30	1	\$1,270.00	P04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	M-----		1				\$1,270.00		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>		
	1	KHOU	02/17/20-02/23/20	Local News @ 10p M-F		10-1035p	M-----	:30		<del>(\$1,270.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												

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 Product Desc: TX-02  
 Estimate:   
**KHOU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	KHOU	02/17/20	02/17/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$420.00	P04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	M-----		1				\$420.00		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>		
	1	KHOU	02/17/20-02/23/20	Local News @ 5p M-F		5-530p	M-----	:30		<del>(\$420.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												
N12	KHOU	02/17/20	02/17/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-----	:30	1	\$800.00	P04	0.00	NM	2	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	M-----		1				\$800.00		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>		
	1	KHOU	02/17/20-02/23/20	Local News @ 6p M-F		6-630p	M-----	:30		<del>(\$800.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												
	2	<HOU	02/17/20-02/17/20	Local News @ 6p M-F		6-630p	M-----	:30		\$1,200.00		0.00	NM		
			Ⓜ MG for 10.1,12.1,14.2,11.1,2.2,9.1												
	3	<HOU	02/17/20-02/17/20	Local News @ 10p M-F		10-1035p	M-----	:30		\$1,920.00		0.00	NM		
			Ⓜ MG for 10.1,12.1,14.2,11.1,2.2,9.1												
N13	KHOU	02/17/20	02/17/20	Wheel of Frtune 630-7p Wheel of Frtune 630-7p	CM	630-7p	M-----	:30	1	\$1,800.00	P04	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	M-----		1				\$1,800.00		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>		
	1	<HOU	02/17/20-02/23/20	Wheel of Frtune 630-7p		630-7p	M-----	:30		\$1,800.00		0.00	NM		
N14	KHOU	02/14/20	02/17/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	M--F--	:30	1	\$380.00	P04	0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	----F--		1				\$380.00		0.00			
		Week: 02/17/20	02/23/20	M-----		1				\$380.00		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	KHOU	02/17/20-02/23/20	Local News @ 6a M-F		6-7a	M-----	:30		<del>(\$380.00)</del>		0.00	NM		
			See MG 12.2, 12.3 [Per Management]												
													Totals	11	\$11,430.00