

ORDER



Orders
Order / Rev: 1940778
 Alt Order #: _____
Product Desc: Sima for Texas
Estimate: 5556
Flight Dates: 02/18/20 - 02/24/20
Original Date / Rev: 02/17/20 / 02/17/20
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	02/23/20	12	\$13,710.00	\$11,653.50
02/24/20	02/24/20	4	\$3,720.00	\$3,162.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	12	\$13,710.00	\$11,653.50	0.00
March 2020	4	\$3,720.00	\$3,162.00	0.00
Totals	16	\$17,430.00	\$14,815.50	0.00

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%	\$17,430.00
Market	100%	\$54,468.75

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAZH	0%	\$0.00
KETH	0%	\$0.00
KHSH	0%	\$0.00
KIAH	6%	\$3,268.12
KLTJ	0%	\$0.00
KNWS	0%	\$0.00
KPRC	21%	\$11,438.44
KPXB	0%	\$0.00
KRIV	20%	\$10,893.75
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	21%	\$11,438.44
KTXH	0%	\$0.00
KUHT	0%	\$0.00
KXLN	0%	\$0.00
KZJL	0%	\$0.00

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 Flight Dates: 02/18/20 - 02/24/20

Advertiser: POL/ Sima Ladjevardian/D/US House/ T:
 Product Desc: Sima for Texas **KHOU**
 Estimate: 5556

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	02/24/20	02/24/20	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	M-----	:30	1	\$200.00	P04	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/24/20	03/01/20	M-----		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	02/24/20-03/01/20	Local News @ 5a M-F		5-6a	M-----	:30		(\$200.00)		0.00	NM		
			See MG 1.2, 1.3 [NA/Political]												
	2	KHOU	02/24/20-02/24/20	Local News @ 5a M-F		5-6a	M-----	:30		\$300.00		0.00	NM		
			MG for 4.1, 1.1												
	3	KHOU	02/24/20-02/24/20	Local News @ 4p M-F		4-5p	M-----	:30		\$420.00		0.00	NM		
			MG for 4.1, 1.1												
N 2	KHOU	02/18/20	02/20/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-T-T---	:30	2	\$580.00	P03	0.00	NM	2	\$1,160.00
		<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	-T-T---		2				\$580.00		0.00			
N 3	KHOU	02/21/20	02/21/20	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$430.00	P03	0.00	NM	1	\$430.00
		<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	----F--		1				\$430.00		0.00			
N 4	KHOU	02/24/20	02/24/20	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: 02/24/20	03/01/20	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	02/24/20-03/01/20	Local News @ 4p M-F		4-5p	M-----	:30		(\$270.00)		0.00	NM		
			See MG 1.2, 1.3 [NA/Political]												
N 5	KHOU	02/18/20	02/20/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-T-T---	:30	2	\$650.00	P03	0.00	NM	2	\$1,300.00
		<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	-T-T---		2				\$650.00		0.00			
N 6	KHOU	02/19/20	02/24/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-WF--	:30	2	\$1,200.00	P03	0.00	NM	3	\$3,600.00
		<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	--WTF--		2				\$1,200.00		0.00			
		Week: 02/24/20	03/01/20	M-----		1				\$1,200.00		0.00			
N 7	KHOU	02/18/20	02/24/20	Wheel of Fortune 630-7p Wheel of Fortune 630-7p	CM	630-7p	MT-TF--	:30	2	\$1,800.00	P03	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	-T-TF--		3				\$1,800.00		0.00			
		Week: 02/24/20	03/01/20	M-----		1				\$1,800.00		0.00			
N 8	KHOU	02/19/20	02/19/20	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	--W----	:30	1	\$1,920.00	P03	0.00	NM	1	\$1,920.00
		<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	--W----		1				\$1,920.00		0.00			
N 9	KHOU	02/23/20	02/23/20	Local News @ 10p Su Local News @ 10p Su	CM	10-11p	-----S	:30	1	\$1,100.00	P04	0.00	NM	1	\$1,100.00
		<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	-----S		1				\$1,100.00		0.00			
													Totals	16	\$17,430.00