

ORDER



Orders
Order / Rev: 1944526
Alt Order #: MANUAL
Product Desc: Sima for Texas
Estimate:
Flight Dates: 02/25/20 - 02/27/20
Original Date / Rev: 02/21/20 / 02/21/20
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
02/24/20	02/27/20	8	\$10,170.00	\$8,644.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	8	\$10,170.00	\$8,644.50	0.00
Totals	8	\$10,170.00	\$8,644.50	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	27%	\$10,170.00
Market	100%	\$37,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAZH	0%	\$0.00
KETH	0%	\$0.00
KHSH	0%	\$0.00
KIAH	2%	\$753.33
KLTJ	0%	\$0.00
KNWS	0%	\$0.00
KPRC	19%	\$7,156.67
KPXB	0%	\$0.00
KRIV	17%	\$6,403.33
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	35%	\$13,183.33
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: Sima for Texas
 Estimate: _____
KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	02/25/20	02/27/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	--W----	:30	1	\$580.00	P03	0.00	NM	1	\$580.00
		<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	--W----		1				\$580.00		0.00			
N 2	KHOU	02/25/20	02/27/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	-T-----	:30	1	\$420.00	P03	0.00	NM	1	\$420.00
		<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	-T-----		1				\$420.00		0.00			
N 3	KHOU	02/25/20	02/27/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	--W----	:30	1	\$650.00	P03	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: 02/24/20	03/01/20	--W----		1				\$650.00		0.00			
N 4	KHOU	02/25/20	02/27/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	---T---	:30	1	\$1,200.00	P03	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: 02/24/20	03/01/20	---T---		1				\$1,200.00		0.00			
N 5	KHOU	02/25/20	02/27/20	Wheel of Frtune 630-7p Wheel of Frtune 630-7p	CM	630-7p	-TWT---	:30	3	\$1,800.00	P03	0.00	NM	3	\$5,400.00
		<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	-TWT---		3				\$1,800.00		0.00			
N 6	KHOU	02/25/20	02/27/20	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	-T-----	: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: 02/24/20	03/01/20	-T-----		1				\$1,920.00		0.00			
													Totals	8	\$10,170.00