

ORDER



Orders
Order / Rev: 1945899
Alt Order #: MANUAL
Product Desc: Sima for Texas
Estimate: 5653
Flight Dates: 02/28/20 - 03/03/20
Original Date / Rev: 02/25/20 / 02/26/20
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	03/03/20	14	\$12,810.00	\$10,888.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	14	\$12,810.00	\$10,888.50	0.00
Totals	14	\$12,810.00	\$10,888.50	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%	\$12,810.00
Market	100%	\$40,031.25

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAZH	0%	\$0.00
KETH	0%	\$0.00
KHSH	0%	\$0.00
KIAH	6%	\$2,401.88
KLTJ	0%	\$0.00
KNWS	0%	\$0.00
KPRC	21%	\$8,406.56
KPXB	0%	\$0.00
KRIV	20%	\$8,006.25
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	21%	\$8,406.56
KTXH	0%	\$0.00
KUHT	0%	\$0.00
KXLN	0%	\$0.00
KZJL	0%	\$0.00
UNKWN	0%	\$0.00

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 Estimate: 5653
KHOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	03/02/20	03/03/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	MT-----	: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:	03/02/20	03/08/20	MT-----		2				\$580.00		0.00			
N 2	KHOU	02/28/20	03/03/20	CBS This Morning CBS This Morning	CM	7-9a	MT--F--	:30	1	\$430.00	P03	0.00	NM	3	\$1,290.00
		<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	----F--		1				\$430.00		0.00			
	Week:	03/02/20	03/08/20	MT-----		2				\$430.00		0.00			
N 3	KHOU	03/01/20	03/01/20	CBS Sunday Morning CBS Sunday Morning	CM	8-930a	-----S	:30	1	\$1,050.00	P03	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:	02/24/20	03/01/20	-----S		1				\$1,050.00		0.00			
N 4	KHOU	02/28/20	03/02/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	M--F--	:30	1	\$420.00	P03	0.00	NM	2	\$840.00
		<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	----F--		1				\$420.00		0.00			
	Week:	03/02/20	03/08/20	M-----		1				\$420.00		0.00			
N 5	KHOU	02/28/20	02/28/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	----F--	: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	----F--		1				\$650.00		0.00			
N 6	KHOU	03/02/20	03/02/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-----	: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:	03/02/20	03/08/20	M-----		1				\$1,200.00		0.00			
N 7	KHOU	02/28/20	03/02/20	Wheel of Fortune 630-7p Wheel of Fortune 630-7p	CM	630-7p	M--F--	:30	1	\$1,800.00	P03	0.00	NM	2	\$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:	02/24/20	03/01/20	----F--		1				\$1,800.00		0.00			
	Week:	03/02/20	03/08/20	M-----		1				\$1,800.00		0.00			
N 8	KHOU	02/28/20	02/28/20	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	----F--	: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	----F--		1				\$1,920.00		0.00			
N 9	KHOU	03/01/20	03/01/20	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:	02/24/20	03/01/20	-----S		1				\$1,100.00		0.00			
													Totals	14	\$12,810.00