

# ORDER



**Orders**  
**Order / Rev:** 2061442  
**Alt Order #:** WOC12646059  
**Product Desc:** Candidate  
**Estimate:** 725  
**Flight Dates:** 08/26/20 - 09/01/20  
**Original Date / Rev:** 08/25/20 / 08/25/20  
**Order Type:** RFP

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

**Agency**  
**Name:** FP1 Strategies, LLC / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** Caitlin McCoy  
3001 Washington Boulevard  
Arlington, VA 22201

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

**Advertiser**  
**Name:** POL/ Wesley Hunt / R/ US HOUSE/ TX  
**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:** \_\_\_\_\_  
**Advertiser External ID:** 187373  
**Agency External ID:** 50362AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/30/20	17	\$29,075.00	\$24,713.75
08/31/20	09/01/20	9	\$13,450.00	\$11,432.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	17	\$29,075.00	\$24,713.75	48.63
September 2020	9	\$13,450.00	\$11,432.50	25.82
<b>Totals</b>	<b>26</b>	<b>\$42,525.00</b>	<b>\$36,146.25</b>	<b>74.45</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	32%	\$42,525.00
Market	100%	\$132,890.62

**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/ Wesley Hunt / R/ US HOUSE/ TX  
 Product Desc: Candidate  
 Estimate: 725  
**KHOU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	08/26/20	09/01/20	CBS This Morning CBS THS MRNG-2<	CM	7:00 AM-9:00 AM	11111--	:30	5	\$530.00	P03	1.10	NM	5	\$2,650.00
(Program: CBS THS MRNG-2<)200410 Index: 96. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	11111--					5	\$530.00		1.10			
N 2	KHOU	08/26/20	08/29/20	Local News @ 8a Sa #HTOWNRUSH SAT	CM	8:00 AM-9:30 AM	-----1-	:30	1	\$315.00	P04	0.84	NM	1	\$315.00
(Program: #HTOWNRUSH SAT)200410 Index: 91. Nielsen: 0.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1-					1	\$315.00		0.84			
N 3	KHOU	08/26/20	09/01/20	Price is Right PRICE IS RIGHT	CM	10:00 AM-11:00 AM	1-1-1--	:30	2	\$1,400.00	P02	2.59	NM	2	\$2,800.00
(Program: PRICE IS RIGHT)200410 Index: 87. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	-1-1---					2	\$1,400.00		2.59			
N 4	KHOU	08/26/20	09/01/20	Local News @ 5p M-F KHOU11 NWS @ 5<	CM	5:00 PM-5:30 PM	11111--	:30	5	\$900.00	P03	2.39	NM	5	\$4,500.00
(Program: KHOU11 NWS @ 5<)200410 Index: 91. Nielsen: 1.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	11111--					5	\$900.00		2.39			
N 5	KHOU	08/26/20	08/31/20	Local News @ 6p M-F KHOU11 NWS @ 6	CM	6:00 PM-6:30 PM	1--1---	:30	2	\$2,380.00	P02	3.43	NM	2	\$4,760.00
(Program: KHOU11 NWS @ 6)200410 Index: 91. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	1--1---					2	\$2,380.00		3.43			
N 6	KHOU	08/26/20	08/30/20	Local News @ 530p Su NEWS	CM	5:30 PM-6:00 PM	-----1	:30	1	\$550.00	P03	2.49	NM	1	\$550.00
(Program: NEWS)200410 Index: 98. Nielsen: 5.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1					1	\$550.00		2.49			
N 7	KHOU	08/26/20	09/01/20	Wheel of Frtune 630-7p WHEEL-FORTNE	CM	6:30 PM-7:00 PM	11111--	:30	5	\$2,330.00	P03	4.81	NM	5	\$11,650.00
(Program: WHEEL-FORTNE)200410 Index: 89. Nielsen: 3.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	11111--					5	\$2,330.00		4.81			
N 8	KHOU	08/26/20	08/30/20	Sun Prime A 60 MINUTES-CBS	CM	6:00 PM-7:00 PM	-----1	:30	1	\$6,950.00	P02	5.51	NM	1	\$6,950.00
(Program: 60 MINUTES-CBS)200410 Index: 99. Nielsen: 6.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1					1	\$6,950.00		5.51			
N 9	KHOU	08/26/20	09/01/20	Local News @ 10p M-F KHOU11 NW @ 10	CM	10:00 PM-10:30 PM	111---	:30	3	\$2,150.00	P03	3.20	NM	3	\$6,450.00
(Program: KHOU11 NW @ 10)200410 Index: 95. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	-111---					3	\$2,150.00		3.20			
N 10	KHOU	08/26/20	08/30/20	Local News @ 10p Su KHOU11 NW @ 10	CM	10:00 PM-11:00 PM	-----1	:30	1	\$1,900.00	P03	2.47	NM	1	\$1,900.00
(Program: KHOU11 NW @ 10)200410 Index: 102. Nielsen: 1.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1					1	\$1,900.00		2.47			
													Totals	26	\$42,525.00