

# ORDER



**Orders**  
**Order / Rev:** 1923818  
 Alt Order #:  
**Product Desc:** TX HD-28  
**Estimate:** 1015  
**Flight Dates:** 01/20/20 - 01/28/20  
**Original Date / Rev:** 01/16/20 / 01/27/20  
**Order Type:** RFP

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

**Agency Name:** Political Communications, LLC / POL  
**Buying Contact:**  
**Billing Contact:**  
 811 E. Call Street  
 Tallahassee, FL 32301

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

**Advertiser Name:** POL/ Gary Gates/ R/ ST HOUSE/ TX  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:**  
**Advertiser External ID:** 186893  
**Agency External ID:** 28818AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/26/20	40	\$29,780.00	\$25,313.00
01/27/20	01/28/20	15	\$7,150.00	\$6,077.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	40	\$29,780.00	\$25,313.00	0.00
February 2020	15	\$7,150.00	\$6,077.50	0.00
<b>Totals</b>	<b>55</b>	<b>\$36,930.00</b>	<b>\$31,390.50</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	31%	\$36,930.00
Market	100%	\$119,129.03

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAZH	0%	\$0.00
KETH	0%	\$0.00
KHSH	0%	\$0.00
KIAH	3%	\$3,573.87
KLTJ	0%	\$0.00
KNWS	0%	\$0.00
KPRC	23%	\$27,399.68
KPXB	0%	\$0.00
KRIV	24%	\$28,590.97
KTBU	0%	\$0.00
KTMD	0%	\$0.00
KTRK	19%	\$22,634.52
KTXH	0%	\$0.00
KUHT	0%	\$0.00
KXLN	0%	\$0.00
KZJL	0%	\$0.00

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 Estimate: 1015  
**KHOU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHOU	01/20/20	01/28/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	11111--	:30	5	\$380.00	P04	0.00	NM	7	\$2,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	11111--		5				\$380.00		0.00			
		Week: 01/27/20	02/02/20	11-----		2				\$380.00		0.00			
N 2	KHOU	01/20/20	01/28/20	CBS This Morning CBS This Morning	CM	7-9a	11111--	:30	5	\$280.00	P04	0.00	NM	7	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	11111--		5				\$280.00		0.00			
		Week: 01/27/20	02/02/20	11-----		2				\$280.00		0.00			
N 3	KHOU	01/20/20	01/27/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	11111--	:30	5	\$270.00	P04	0.00	NM	6	\$1,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	11111--		5				\$270.00		0.00			
		Week: 01/27/20	02/02/20	1-----		1				\$270.00		0.00			
N 4	KHOU	01/20/20	01/27/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	11111--	:30	5	\$650.00	P03	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	11111--		5				\$650.00		0.00			
		Week: 01/27/20	02/02/20	1-----		1				\$650.00		0.00			
N 5	KHOU	01/20/20	01/27/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$800.00	P04	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	MTWTF--		5				\$800.00		0.00			
		Week: 01/27/20	02/02/20	M-----		1				\$800.00		0.00			
N 6	KHOU	01/20/20	01/27/20	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	11111--	:30	5	\$1,270.00	P04	0.00	NM	6	\$7,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	11111--		5				\$1,270.00		0.00			
		Week: 01/27/20	02/02/20	1-----		1				\$1,270.00		0.00			
N 7	KHOU	01/25/20	01/25/20	Local News @ 6p Sa Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$570.00	P03	0.00	NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	-----S-		1				\$570.00		0.00			
N 8	KHOU	01/26/20	01/26/20	Local News @ 530p Su Local News @ 530p Su	CM	530-6p	-----S	:30	1	\$550.00	P03	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	-----S		1				\$550.00		0.00			
N 9	KHOU	01/26/20	01/26/20	CBS Sunday Morning CBS Sunday Morning	CM	8-930a	-----S	: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: 01/20/20	01/26/20	-----S		1				\$650.00		0.00			
N 10	KHOU	01/26/20	01/26/20	Face the Nation Face the Nation	CM	930-10a	-----S	:30	1	\$450.00	P04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	-----S		1				\$450.00		0.00			
N 11	KHOU	01/25/20	01/25/20	Local News @ 10p Sa Local News @ 10p Sa	CM	10-11p	-----S-	: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: 01/20/20	01/26/20	-----S-		1				\$650.00		0.00			
N 12	KHOU	01/26/20	01/26/20	Local News @ 10p Su Local News @ 10p Su (10:00 PM-10:35 PM)	CM	10:00 PM-10:35 PM	-----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: 01/20/20	01/26/20	-----S		1				\$1,100.00		0.00			

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**KHOU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	-----S					1	\$1,100.00		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	01/20/20-01/26/20	Local News @ 10p Su			10:00 PM-10:35	-----Su	:30		<del>(\$1,100.00)</del>		0.00	NM		
See MG 12.2															
2	<HOU	01/20/20-01/26/20	Local News @ 10p Su DB			10:30 PM-11:30	-----Su	:30		\$1,100.00		0.00	NM		
Ⓜ MG for 12.1 01/26															
N 13	KHOU	01/28/20	01/28/20	Local News @ 10p M-F	CM	10-1035p	-T-----	:30	1	\$1,270.00	P04	0.00	NM	0	\$0.00
				Local News @ 10p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	-T-----					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	01/27/20-02/02/20	Local News @ 10p M-F			10-1035p	-T-----	:30		<del>(\$1,270.00)</del>		0.00	NM		
See MG 14.2,14.3,14.4,14.5,14.6 [no spots after noon]															
N 14	KHOU	01/28/20	01/28/20	Local News @ 4p M-F	CM	4-5p	-T-----	:30	1	\$420.00	P03	0.00	NM	5	\$2,050.00
				Local News @ 4p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	-T-----					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	01/27/20-02/02/20	Local News @ 4p M-F			4-5p	-T-----	:30		<del>(\$420.00)</del>		0.00	NM		
See MG 14.2,14.3,14.4,14.5,14.6 [no spots after noon]															
2	<HOU	01/28/20-01/28/20	Great Day Houston 9-10a			9-10a	-T-----	:30		\$170.00		0.00	NM		
Ⓜ MG for 16.1,13.1,15.1,14.1															
3	<HOU	01/28/20-01/28/20	Price is Right			10-11a	-T-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 16.1,13.1,15.1,14.1															
4	<HOU	01/28/20-01/28/20	Young & the Restless			11a-12p	-T-----	:30		\$620.00		0.00	NM		
Ⓜ MG for 16.1,13.1,15.1,14.1															
5	<HOU	01/28/20-01/28/20	Local News @ 6a M-F			6-7a	-T-----	:30		\$380.00		0.00	NM		
Ⓜ MG for 16.1,13.1,15.1,14.1															
6	<HOU	01/28/20-01/28/20	CBS This Morning			7-9a	-T-----	:30		\$280.00		0.00	NM		
Ⓜ MG for 16.1,13.1,15.1,14.1															
N 15	KHOU	01/28/20	01/28/20	Local News @ 5p M-F	CM	5-530p	-T-----	:30	1	\$650.00	P03	0.00	NM	0	\$0.00
				Local News @ 5p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	-T-----					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	01/27/20-02/02/20	Local News @ 5p M-F			5-530p	-T-----	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 14.2,14.3,14.4,14.5,14.6 [no spots after noon]															
N 16	KHOU	01/28/20	01/28/20	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$1,200.00	P03	0.00	NM	0	\$0.00
				Local News @ 6p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	-T-----					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	01/27/20-02/02/20	Local News @ 6p M-F			6-630p	-T-----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 14.2,14.3,14.4,14.5,14.6 [no spots after noon]															
N 17	KHOU	01/26/20	01/26/20	Red Carpet Special	CM	Various	-----S	:30	1	\$5,400.00	P03	0.00	NM	1	\$5,400.00
				Red Carpet Special											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	-----S					1	\$5,400.00		0.00			
N 21	KHOU	01/24/20	01/24/20	Wheel of Fortune 630-7p	CM	630-7p	----F--	:30	1	\$1,800.00	P03	0.00	NM	1	\$1,800.00
				Wheel of Fortune 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	----F--					1	\$1,800.00		0.00			
N 22	KHOU	01/25/20	01/25/20	CBS This Morning Sa	CM	6-8a	-----S-	:30	2	\$180.00	P03	0.00	NM	2	\$360.00
				CBS This Morning Sa											

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	-----S-		2				\$180.00		0.00			
N23	KHOU	01/28/20	01/28/20	Young & the Restless	CM	11a-12p	-T-----	:30	1	\$620.00	P03	0.00	NM	1	\$620.00
				Young & the Restless											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/27/20	02/02/20	-T-----		1				\$620.00		0.00			
N24	KHOU	01/28/20	01/28/20	Great Day Houston 9-10a	CM	9-10a	-T-----	:30	1	\$170.00	P04	0.00	NM	1	\$170.00
				Great Day Houston 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/27/20	02/02/20	-T-----		1				\$170.00		0.00			
													Totals	55	\$36,930.00