

ORDER



Orders
Order / Rev: 549725
Alt Order #: 09813474
Product Desc: HOUSE MAJORITY PAC
Estimate: 8168
Flight Dates: 10/27/20 - 11/02/20
Original Date / Rev: 04/07/20 / 04/07/20
Order Type: GENERAL

KPRC TV

Primary AE: Aaron Ashe
Sales Office: DC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

Billing Type: Trade
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: POL/ISS/House Maj Pac
Demographic: A35+
Product Codes: PL-Non-Ballot-Related,PA-Democrat
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISSUE
Priority: P-2

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	128	\$235,350.00	\$235,350.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	128	\$235,350.00	\$235,350.00	0.00
Totals	128	\$235,350.00	\$235,350.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPRC TV	21%	\$235,350.00
Market	100%	\$1,120,714.29

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KHOU	29%	\$325,007.14
KIAH	1%	\$11,207.14
KNWS	0%	\$0.00
KRIV	20%	\$224,142.86
KTBV	0%	\$0.00
KTRK	27%	\$302,592.86
KTXH	2%	\$22,414.29
KXLN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPRC	10/27/20	11/02/20	530a-6 News M-F KPRC News	CM	530-6a	MTWTF--	:30	7	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/27/20		10/27/20	11/02/20	MTWTF--			7		\$900.00		0.00				
N 2	KPRC	10/27/20	11/02/20	6-7a News M-F KPRC News	CM	6-7a	MTWTF--	:30	7	\$1,600.00	P-2	0.00	NM	7	\$11,200.00

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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:		10/27/20	11/02/20	MTWTF--			7		\$1,600.00	0.00					
N 3	KPRC	10/27/20	11/02/20	7-9a Today Show Today Show	CM	7-9a	MTWTF--	:30	15	\$1,500.00	P-2	0.00	NM	15	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			15		\$1,500.00	0.00					
N 4	KPRC	11/01/20	11/01/20	7-8a Sun Today Show Sun Today Show	CM	7-8a	-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/20	11/01/20	-----1			1		\$700.00	0.00					
N 5	KPRC	11/01/20	11/01/20	10-1030a Sun News Sun News	CM	10-1030a	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/20	11/01/20	-----1			1		\$500.00	0.00					
N 6	KPRC	10/27/20	11/02/20	9-10a Today Third Hr M- Today Third Hour	CM	9-10a	MTWTF--	:30	7	\$600.00	P-2	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			7		\$600.00	0.00					
N 7	KPRC	10/27/20	11/02/20	10-11a Today Hoda/Jen Today Hoda & Jenna	CM	10-11a	MTWTF--	:30	7	\$500.00	P-2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			7		\$500.00	0.00					
N 8	KPRC	10/27/20	11/02/20	11-1230p KPRC News KPRC News	CM	11-1230p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$500.00	0.00					
N 9	KPRC	10/27/20	11/02/20	11a-3p M-F Rotation M-F Rotation	CM	11-3p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$400.00	0.00					
N 10	KPRC	10/27/20	11/02/20	1230-1p 1230-1p	CM	1230-1p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$400.00	0.00					
N 11	KPRC	10/27/20	11/02/20	1-2p Houston Life Houston Life	CM	1-2p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$300.00	0.00					
N 12	KPRC	10/27/20	11/02/20	2-3p Days of Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$400.00	0.00					
N 13	KPRC	10/27/20	11/02/20	3-4p Dr Phil Dr Phil	CM	3-4p	MTWTF--	:30	7	\$600.00	P-2	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			7		\$600.00	0.00					
N 14	KPRC	10/27/20	11/02/20	4-5p News M-F KPRC News M-F	CM	4-5p	MTWTF--	:30	10	\$750.00	P-2	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			10		\$750.00	0.00					
N 15	KPRC	10/27/20	11/02/20	5-530p News M-F KPRC News	CM	5-530p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			5		\$1,200.00	0.00					
N 16	KPRC	10/27/20	11/02/20	530-6p NBC Nightly M-F NBC Nightly News	CM	530-6p	MTWTF--	:30	2	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/27/20	11/02/20	MTWTF--			2		\$10,000.00	0.00					
N 17	KPRC	10/27/20	11/02/20		CM	6-630p		:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00

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				6-630p News M-F			MTWTF--								
				KPRC News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5			\$1,800.00			0.00			
N18	KPRC	10/31/20	10/31/20	6-630p Sat News	CM	6-630p	-----1-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Sat News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1-		1			\$750.00			0.00			
N19	KPRC	11/01/20	11/01/20	5-530p Sun News	CM	5-530p	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1		1			\$750.00			0.00			
N20	KPRC	10/27/20	11/02/20	630-7p M-F ET	CM	630-7p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5			\$2,500.00			0.00			
N21	KPRC	11/02/20	11/02/20	7-9p Mon	CM	7-9p	1-----	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
				The Voice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/02/20	11/08/20	1-----		1			\$15,000.00			0.00			
N22	KPRC	10/27/20	10/27/20	7-8p Tue	CM	7-8P	-1-----	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
				The Voice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-1-----		1			\$15,000.00			0.00			
N23	KPRC	10/27/20	10/27/20	8-9p Tue	CM	8-9P	-1-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
				Council of Dads											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-1-----		1			\$18,000.00			0.00			
N24	KPRC	10/30/20	10/30/20	7-8p Fri	CM	7-8P	----1--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				The Blacklist											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	----1--		1			\$4,000.00			0.00			
N25	KPRC	10/27/20	11/02/20	10-1034p News M-F	CM	10-1034p	MTWTF--	:30	5	\$3,000.00	P-2	0.00	NM	5	\$15,000.00
				KRPC News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5			\$3,000.00			0.00			
N26	KPRC	10/31/20	10/31/20	10-1030p Sat News	CM	10-1030p	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				KPRC News Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1-		1			\$2,500.00			0.00			
N27	KPRC	10/27/20	11/02/20	1035-1137p Fallon	CM	1035-1135p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
				Tonight Show W/Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5			\$1,500.00			0.00			
N28	KPRC	10/27/20	11/02/20	1137-1237x Late/Seth	CM	1137p-1237x	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
				Late Night											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5			\$350.00			0.00			
N29	KPRC	10/31/20	10/31/20	1030p-12x SNL	CM	1030p-12x	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Saturday Night Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1-		1			\$2,000.00			0.00			
N30	KPRC	11/01/20	11/01/20	NFL/Sun Night FB	CM	715-1030p	-----1	:30	1	\$35,000.00	P-2	0.00	NM	1	\$35,000.00
				NFL/Sun Night FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1		1			\$35,000.00			0.00			
													Totals	128	\$235,350.00