

## ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<b>200777</b>	
	Alt Order #:	WOC10837106	
	Product Desc:	DAN PATRICK FOR LT. GOVERNOR	
	Estimate:	33	<b>KTRK-TV</b>
	Flight Dates:	02/26/18 - 03/04/18	Primary AE: Neal Cuevas
	Original Date / Rev:	01/23/18 / 02/21/18	Sales Office: N-PH
	Order Type:	GEN	Sales Region: National

  

<b>Agency</b>	<b>Name:</b>	<b>Davis Lenz Media, Inc.</b>	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		6060 N. Central Expressway	Billing Cycle: EOM/EOC
		Dallas, TX 75206	Agency Commission: 15%

  

<b>Advertiser</b>	<b>Name:</b>	<b>Texans for Dan Patrick</b>	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	Candidates	Advertiser External ID:
	Priority:	P-02	Agency External ID:
	Revenue Codes:	AGY, POL, POL-CAND	Unit Code: General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/04/18	63	\$90,225.00	\$76,691.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	63	\$90,225.00	\$76,691.25	0.00
<b>Totals</b>	<b>63</b>	<b>\$90,225.00</b>	<b>\$76,691.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Neal Cuevas			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KTRK-TV	30%	\$90,225.00
Market	100%	\$300,750.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KHOU	31%	\$93,232.50
KIAH	0%	\$0.00
KPRC	25%	\$75,187.50
KRIV	14%	\$42,105.00
KTXH	0%	\$0.00
Other	0%	\$0.00
RTRK	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTRK	02/26/18	03/02/18	6a-7a M-F	CM	Cc 6a-7a	11111--	:30	5	\$1,140.00	P-02	0.00	NM	5	\$5,700.00
Eyewitness News @ 6a															
(Program: Eyewitness News 6AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/26/18	03/04/18	11111--		5				\$1,140.00		0.00			
E 2	KTRK	02/26/18	03/02/18	GMA 7a-9a M-F	CM	Cc 7a-9a	11111--	:30	5	\$1,140.00	P-02	0.00	NM	5	\$5,700.00
7a-9a GMA															
(Program: Good Morning America)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/26/18	03/04/18	11111--		5				\$1,140.00		0.00			

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Advertiser: Texans for Dan Patrick  
 Product Desc: DAN PATRICK FOR LT. GOVERNOR  
 Estimate: 33  
**KTRK-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KTRK	02/26/18	03/02/18	GMA 7a-9a M-F 7a-9a GMA (Program: Good Morning America)	CM	Cc 7a-9a	11111--	:30	5	\$1,140.00	P-02	0.00	NM	5	\$5,700.00
E 3	KTRK	02/26/18	03/02/18	9a-10a M-F 9a-10a M-F (Program: Live with Kelly & Ryan)	CM	Cc 9a-10a	11111--	:30	5	\$615.00	P-02	0.00	NM	5	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$615.00		0.00						
E 4	KTRK	02/26/18	03/02/18	11a-12p M-F 11a-12p M-F (Program: Eyewitness News 11AM)	CM	Cc 11a-12p	11111--	:30	5	\$520.00	P-02	0.00	NM	5	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$520.00		0.00						
E 5	KTRK	02/26/18	03/02/18	3p-4p M-F 3p-4p M-F (Program: Jeopardy)	CM	Cc 3:00 PM-3:30 PM (3:00 PM-3:30 PM)	11111--	:30	5	\$475.00	P-02	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$475.00		0.00						
E 6	KTRK	02/26/18	03/02/18	4p-5p M-F 4p-5p M-F (Program: Eyewitness News 4PM)	CM	Cc 4p-5p	11111--	:30	5	\$855.00	P-02	0.00	NM	5	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$855.00		0.00						
E 7	KTRK	02/26/18	03/02/18	5p-5:30p M-F 5p-530p M-F (Program: Live at 5)	CM	Cc 5p-530p	11111--	:30	5	\$1,330.00	P-02	0.00	NM	5	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$1,330.00		0.00						
E 8	KTRK	02/26/18	03/02/18	6p-7p M-F 6p-7p M-F (Program: Eyewitness News 6P)	CM	Cc 6p-7p	11111--	:30	5	\$1,615.00	P-02	0.00	NM	5	\$8,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$1,615.00		0.00						
E 9	KTRK	02/26/18	03/02/18	10p-1035p M-F/Su 10-11p 10-1035p M-F/Su 10-11p (Program: Eyewit News 10P M-F/Su 10-11P)	CM	Cc 10:00 PM-10:35 PM (10:00 PM-10:35 PM)	11111--	:30	5	\$3,000.00	P-02	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$3,000.00		0.00						
E 10	KTRK	02/26/18	03/02/18	1138p-1208a M-F 1137p-1208a M-F (Program: Nightline)	CM	Cc 1137p-1208a	11111--	:30	5	\$380.00	P-02	0.00	NM	5	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	11111--	5		\$380.00		0.00						
E 11	KTRK	02/26/18	03/03/18	7a-8a Sa GMA Saturday GMA (Program: Good Morning America Sat)	CM	Cc 7a-8a	-----1-	:30	1	\$950.00	P-02	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	-----1-	1		\$950.00		0.00						
E 17	KTRK	02/26/18	03/04/18	10a-11a Su This Week (Program: This Week)	CM	Cc 10a-11a	-----1	:30	1	\$1,425.00	P-02	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	-----1	1		\$1,425.00		0.00						
E 19	KTRK	02/26/18	03/04/18	Late News Academy Awards Late News Academy Awards (Program: Eyewit News 10P /Su 10-11P)	CM	Cc 1000-1035p	-----	:30	0	\$6,650.00	P-02	0.00	NM	1	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/26/18	03/04/18	-----1	1		\$6,650.00		0.00						
N22	KTRK	03/02/18	03/02/18	Fri Prime Hour C 20/20	CM	Cc 9p-10p	----F--	:30	1	\$4,750.00	P-02	0.00	NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Estimate: 33  
**KTRK-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	KTRK	03/02/18	03/02/18	Fri Prime Hour C 20/20	CM	Cc 9p-10p	----F--	:30	1	\$4,750.00	P-02	0.00	NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	----F--		1				\$4,750.00		0.00			
N25	KTRK	02/26/18	03/02/18	GMA 7a-9a M-F 7a-9a GMA	CM	Cc 7a-9a	MTWTF--	:30	5	\$1,520.00	P-02	0.00	NM	5	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	MTWTF--		5				\$1,520.00		0.00			
N26	KTRK	02/28/18	02/28/18	10p-1035p M-F/Su10-11p 10-1035p M-F/Su 10-11p	CM	Cc 10-1035p M-F/Su1	--W----	:30	1	\$3,050.00	P-02	0.00	NM	1	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	--W----		1				\$3,050.00		0.00			
N27	KTRK	03/04/18	03/04/18	6a-7a Su Eyewitness News Su @ 6a	CM	Cc 6a-7a	-----S	:30	1	\$475.00	P-02	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	-----S		1				\$475.00		0.00			
N28	KTRK	03/01/18	03/01/18	Thurs Prime Hour A Grey's Anatomy	CM	Cc 658p-8p	---T---	:30	1	\$9,500.00	P-02	0.00	NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	---T---		1				\$9,500.00		0.00			
N29	KTRK	02/27/18	02/27/18	3p-4p M-F 3p-4p M-F	CM	Cc 3p-4p	-T-----	:30	1	\$475.00	P-02	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/26/18	03/04/18	-T-----		1				\$475.00		0.00			
													Totals	63	\$90,225.00