

# Requisition

Req # 00156739

PO #

Date: 06/09/09

*Consent  
# 15921  
6/15/09*

Bill To: x  
x

Vendor : 370681

NATIONAL CINEMEDIA, LLC  
9110 EAST NICHOLS AVENUE, SUITE 200  
CENTENNIAL CO 80112-3405  
FAX (303)792-8811

Ship To: HEALTH DEPARTMENT  
1304 S. 25TH  
EDINBURG TX 78539

Contact: JOSIE ESCALANT  
956-383-6221

Contract No:

Special Instructions:

QUANTITY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
1.00		DO NOT DUPLICATE ORDER ON SCREEN ADVERTISING: FOR BACK TO SCHOOL NEW IMMUNIZATION REQUIREMENTS DATES: 7/3/09-8/20/09 THEATRES : MAINPLACE 6 SCREENS MOVIES 10 - 10 SCREENS MOVIES 17, 17 SCREENS MOVIES 8, 8 SCREENS TINESELTOWN MISSION 17 SCREENS	4,236.50	4,236.50
1.00		ON SCREEN ADVERTISING: FOR FLU SEASON/FLU SHOTS DATES: 10/02/09-11/12/09 THEATRES : MAINPLACE 6 SCREENS MOVIES 10 - 10 SCREENS MOVIES 17, 17 SCREENS MOVIES 8, 8 SCREENS TINESELTOWN MISSION 17 SCREENS	4,236.50	4,236.50
		Account No _____	Encumbrance	
		9-1293-441-00-340-012-9-540	8,473.00	
			Freight	.00
			Total	8,473.00
		REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233		

Authorized By: \_\_\_\_\_

# Regional Insertion Order Agreement

9110 East Nichols Avenue, Suite 200 \* Centennial, Colorado 80112 \* 800.828.2828



4/14/2009

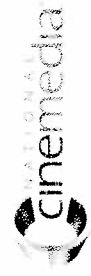
The advertiser listed below ("Advertiser") desires to place the order set forth below ("Order") with National Cinema Media, LLC ("NCM") for the regional exhibition of the advertising set forth below ("Advertising") under the terms set forth in this Regional Advertising Insertion Order and Agreement ("Agreement"), including this Order and the Regional Advertising Insertion Order Agreement Terms and Conditions attached hereto (the "Terms and Conditions"). NCM and Advertiser agree as follows:

<b>Advertiser Information</b> Hidalgo Health Department 1304 S. 25th St Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Delia Garza delia.garza@hchd.org		<b>Billing Information</b> Hidalgo Health Department 1304 S. 25th St Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Delia Garza delia.garza@hchd.org		<b>Account Director: Connie Franco</b> Phone: (956) 318-0810 Fax: (956) 380-0885 Connie.Franco@ncm.com Order # 9699112 New Contract	
---	--	--	--	--	--

Start Date	End Date	Type of Advertising	Duration/ Qty	Weight	Job #	TheatreCode	Theatre Name	State	# of Screens	# Wks	Net Rate	Net Media
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK114	Main Place	TX	6	7	\$1.00	\$42.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK212	Movies 10	TX	10	7	\$20.00	\$1,400.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK093	Movies 17	TX	17	7	\$1.00	\$119.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK108	Movies 8	TX	8	7	\$1.00	\$56.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK261	Tinseltown Mission	TX	17	7	\$20.00	\$2,380.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK114	Main Place	TX	6	6	\$1.00	\$36.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK212	Movies 10	TX	10	6	\$20.00	\$1,200.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK093	Movies 17	TX	17	6	\$20.00	\$2,040.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK108	Movies 8	TX	8	6	\$1.00	\$48.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK261	Tinseltown Mission	TX	17	6	\$1.00	\$102.00
									116			

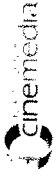
<b>Payment Method:</b> <input checked="" type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> Purchase Order PO Number:		<b>Comments &amp; Special Instructions:</b> Nonprofit organization- Monthly invoice thanks.		<b>Total Media</b> Media Services \$0.00 Creative Services \$1,050.00 Other Services \$0.00 Fulfillment \$0.00 Total Due \$8,473.00	
--	--	--	--	--	--

Promotional items are non-commissionable. Special effects, customized placement, rush charges, and changes are extra. All duplication, creative services, and network implementation fees are at advertiser's expense. Fulfillment costs are estimated and final costs may vary.



# Regional Insertion Order Agreement

9110 East Nichols Avenue, Suite 200 \* Centennial, Colorado 80112 \* 800.828.2828



4/14/2009

BY SIGNING BELOW, ADVERTISER AGREES TO BE LEGALLY BOUND BY THE TERMS OF THIS AGREEMENT (INCLUDING THE TERMS AND CONDITIONS) AS OF THE DATE OF SIGNATURE BY NCM BELOW AND HEREBY AUTHORIZES AND DIRECTS NCM TO PROCEED UNDER THE TERMS OF THIS AGREEMENT WITH THE ADVERTISING AND OTHER SERVICES SET FORTH ON THIS ORDER AND, UNLESS OTHERWISE AGREED BY THE PARTIES, ANY OTHER ORDER PLACED BY ADVERTISER FOR REGIONAL ADVERTISING INSERTIONS ACCEPTED BY NCM.

Advertiser Name/Title:

Date:

National CineMedia, LLC:

Date:

Job Number(s): 147954, 147962

Contract Number: 96991.2

A

B

C

D

E

F

Logged

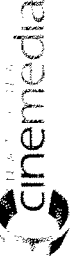
Scheduled

Creative Approved

Credit Approved

Posted

Audit



# Regional Insertion Order Agreement Terms and Conditions

**1. NCM Services.** NCM will arrange for the Advertising and promotions described herein (the "Advertising") to be displayed as required herein, but Advertising shall not be exhibited before a motion picture that has been contractually or otherwise limited. The approximate screen count and theatre locations for the Advertising are described on the first page of this Agreement. The exact screen count and theatre locations shall be mutually agreed upon. If the Advertising is delayed or not exhibited, NCM will make available to Advertiser, as its sole remedy, an alternative time period for exhibition or display of the Advertising. Without limiting the foregoing, NCM may delay the distribution of regional box office handouts.

**2. Duties of Advertiser.** Advertiser shall pay as specified herein, and shall, at its expense, and at its risk of loss, provide NCM with the Advertising material as required by NCM at least seven (7) to twenty (20) business days (dependent upon advertising vehicle selected) in advance of the date scheduled by NCM for transfer of the materials for use or production as advertising. All Advertising material is subject to NCM approval and NCM may reject any such material for any reason. If the Advertising material is deemed unsatisfactory by NCM, NCM shall notify Advertiser and Advertiser will then promptly replace the material so as not to delay NCM's schedule. If Advertiser wants any Advertising material to be retuned, it shall be at Advertiser's expense and requested in writing within sixty (60) days from the last exhibition of the Advertising. NCM shall not be liable for damage to any Advertising material. Advertiser shall provide all authorizations, consents, licenses and clearances (collectively, "Licenses") necessary or appropriate for the exhibition or other use of the Advertising pursuant hereto, including, without limitation, all Licenses necessary for the public performance of musical compositions. This Agreement may not be assigned or transferred by Advertiser. This order is firm and non cancelable by Advertiser. After signing this Agreement, Advertiser may not cancel or modify its obligations under this Agreement without first obtaining NCM's written consent. Advertiser represents and warrants that all of its activities under this Agreement are and will be in full compliance with all applicable federal, state and local laws and regulations.

**3. Content.** If NCM prepares or delivers to Advertiser any advertising, work product or other content ("NCM Content"), Advertiser agrees that no portion of the NCM Content shall be a "work made for hire" (as such term is used in the United States Copyright Act), and that NCM shall retain sole and exclusive title to such NCM Content. That notwithstanding, NCM and Advertiser may agree on additional terms, in the form of a purchase order or other written instrument, for NCM to sell NCM Content to Advertiser, and title to such NCM Content shall transfer to Advertiser; provided, however, that in the event such NCM Content contains any material or elements not specifically created for Advertiser pursuant to this Insertion Order ("Stock Material"), such Stock Material shall not be deemed a "work made for hire" and exclusive title to such Stock Material shall be retained by NCM.

**4. Promotional Materials.** If Advertiser, or anyone acting on Advertiser's behalf, distributes or intends to distribute any toys, food, objects, entry forms or other materials (the "Promotional Materials") to any person, then Advertiser shall insure that all Promotional Materials and all materials used in connection with them comply with all laws and regulations and industry codes and standards, and that all such Promotional Materials are free from defects and design, materials or workmanship. All Promotional Materials shall be delivered to locations at Advertiser's risk of loss, in accordance with the procedures and deadlines established by NCM or the Advertising may be delayed. If Advertiser collects personally identifiable information (such as e-mail addressees, full names, mailing addresses and phone number of theatre patrons), Advertiser shall not transfer such information to any third party. If Advertiser distributes any Promotional Material, such materials shall contain the following: "THIS PROMOTION IS NOT ENDORSED BY AMC ENTERTAINMENT, INC., CINEMARK INC., OR REGAL ENTERTAINMENT GROUP, OR ANY OF THEIR AFFILIATES."

**5. Indemnification.** Advertiser shall indemnify and hold NCM, its subsidiaries and affiliates, and their owners, officers, directors, employees and agents, harmless from and against any and all direct and indirect losses, damages, liabilities, costs and expenses, including reasonable attorneys' fees, resulting from or arising out of: Advertiser's breach of this Agreement; any alleged or actual infringement of any copyright, trademark or intellectual property right based on materials provided by Advertiser; and claims relating to libel, infringement of any intellectual property rights, violation of the right of publicity, plagiarism or invasion of privacy; damage to property or injury to or death of any person which is directly or indirectly caused by any use or misuse of any Promotional Material (and any packaging or other materials used in connection therewith).

**6. Insurance.** Advertiser will obtain a general liability insurance policy (or policies) covering such advertising, with no unusual exclusions, and with policy limits of not less than \$1,000,000 per occurrence and \$3,000,000 in the aggregate. Advertiser will also obtain an advertising errors and omissions policy with similar coverage. NCM and its affiliates shall be named as additional insured's on such policy (or policies), and the policy (or policies) will provide that it (or they) will not be subject to modification or cancellation without at least thirty (30) days' prior written notice to NCM. Advertiser will furnish NCM with a certificate of insurance evidencing the foregoing coverage before the advertising is exhibited.

**7. Rights and License.** Neither party shall obtain by this Agreement any right, title or interest in the trademarks of the other, nor shall this Agreement give either party the right to use, refer to, or incorporate in marketing or other materials the name, logos, trademarks or copyrights of the other without prior written consent. Advertiser grants to NCM the right to use, copy, reproduce, modify, recompose, edit, distribute and transmit any advertising material provided hereunder, in any and all media now known or hereafter developed, as necessary or helpful in the performance of this agreement. Additionally, Advertiser gives NCM the limited right to use portions of the Advertising solely in connection with the promotion of its internal business.

**8. Miscellaneous.** No product, category or other exclusivity is granted to Advertiser. This Agreement shall be governed by the laws of the State of Colorado without giving regard to conflict of laws. All covenants and agreements shall survive termination of this Agreement. Except for Advertiser's remedies as specifically set forth above in paragraph 1, Advertiser agrees that its rights and remedies in connection with this Agreement will be limited, and Advertiser hereby waives all other rights and remedies, including, without limitation, damages and injunctive relief. Every dispute concerning the interpretation or effect of this Agreement must be resolved in the United States District Court for the District of Colorado or the District Court, City and County of Denver, State of Colorado. To the maximum extent permitted by law, NCM (but not any of its individual employees, officers, directors, agents or independent contractors) and Advertiser agree to personal jurisdiction, subject matter jurisdiction, and venue in both courts. In all proceedings to resolve disputes arising under this Agreement, the parties expressly waive all constitutional and statutory rights to trial by jury. In any action to enforce the terms of this Agreement, the prevailing party shall be entitled to recover all of its costs, including attorneys' fees and court costs. If Advertiser fails to timely pay any amount to NCM, Advertiser will be obligated to pay interest on the unpaid amount from the date such unpaid amount was due until it is paid at the rate of twelve percent (12%) per annum. NCM may terminate this Agreement upon not less than 30 days notice to Advertiser, in which event Advertiser's sole remedy shall be to obtain a refund of any money paid for advertising which has not been exhibited.

**Screenvision Direct**  
**12 Week Schedule**

**Digital Slide with movement: Two :10 slides per movie**

Location	Zip Code	Theater	# of Screens	Type of Ad	12 Weeks Contract		Average Cost Per Ad/Per Week
					Per Week	Contract Total	
Edinburg	78539	Carmike Edinburg	17	digita w/movement	\$300.00	\$3,600.00	\$0.25
			17	Total	\$300.00 Supplied Ad	\$3,600.00 \$450.00	\$0.25
						<b>\$4,050.00</b>	

Production Charge: \$450 Supplied Ad  
\$600 SVD to create  
Digital - 2 showing per movie  
Invoiced Monthly

**Production Schedule**

**FRIST DROP**  
Start Date: 3-Jul  
Supplied AD due 7/3/2009  
End Date: 8/13/2009 6 weeks

**SECOND DROP**  
Start Date: 25-Sep  
Supplied AD due 7/3/2009  
End Date: 11/5/2009 6 weeks  
12 Week

**Big Reach.  
Big Return.  
Big Opportunity.**

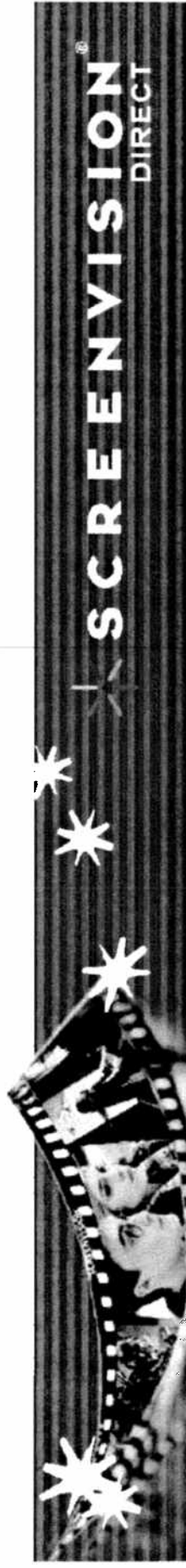


**SCREENVISION**<sup>®</sup>  
DIRECT

**Target Your Best Customers with the  
Magic of Hollywood**

# Screenvision Direct is Your Partner for Cinema Advertising

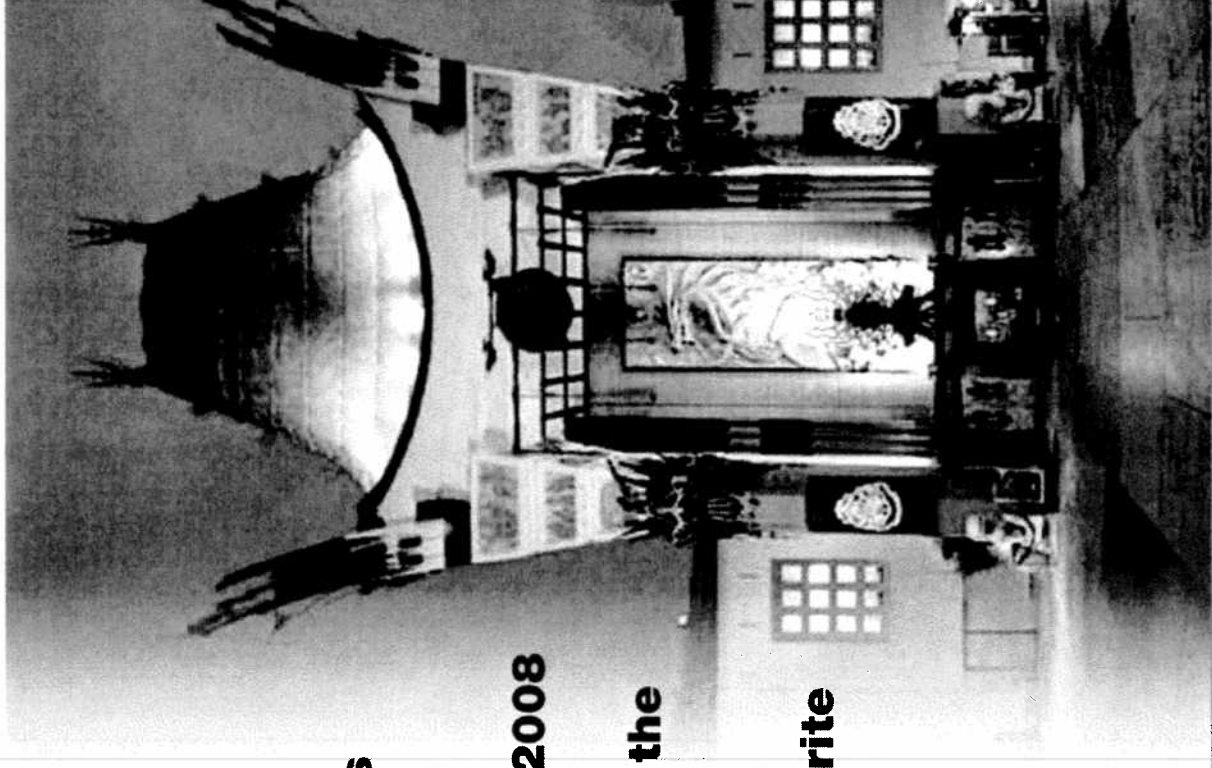
- ✧ **The Screenvision environment garners engaged consumers**
  - With entertaining Preshow
  - 40-foot screens with surround sound
  - Distraction free theatre
- ✧ **Screenvision Direct is the local division of the nation's leading cinema advertising company**
  - Representing over 150 movie theatre companies nationwide
  - Exclusive advertising rights for more than 10,000 screens
- ✧ **Screenvision Direct provides advertisers rich demographics, geographic targeting, and higher recall than traditional media**



# Tap into the Power of Hollywood

- ✧ **Hollywood is the source of the world's greatest entertainment**
- ✧ **1.3 billion movie tickets were sold in 2008**
- ✧ **Admissions have increased 33% over the last two decades**
- ✧ **Going to the movies is America's favorite leisure activity**

Source: MPAA 2007. [Boxofficemojo.com](http://Boxofficemojo.com)



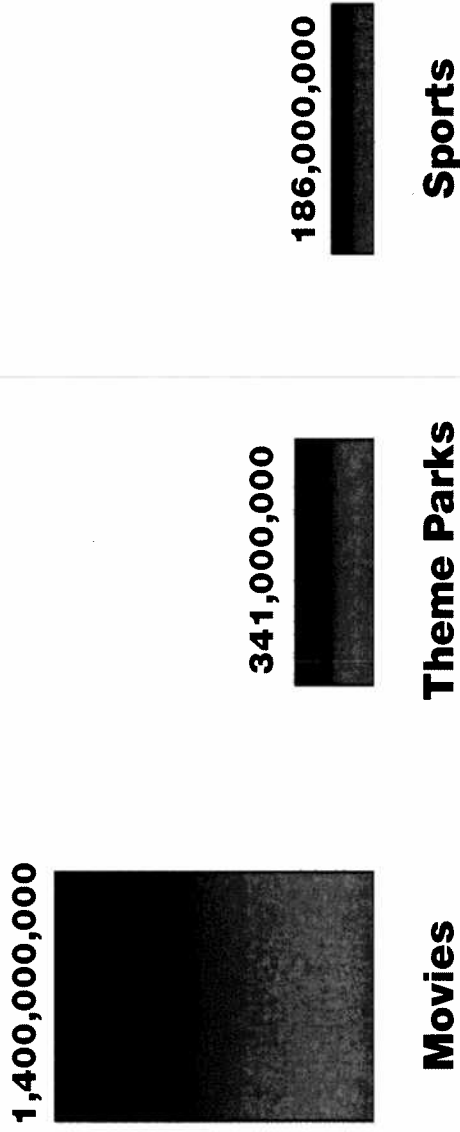
SCREENVISION<sup>®</sup>  
DIRECT

# Going to the Movies: America's Favorite Leisure Activity

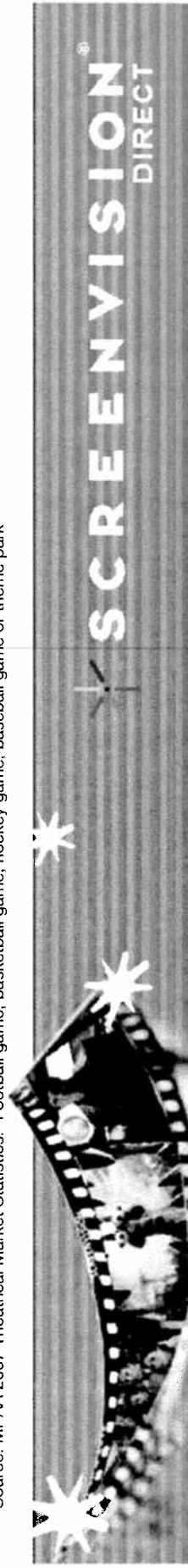
Movies continue to draw more people than either theme parks or the major sports combined in the U.S.

✧ Movie attendance is almost 3 times higher than theme parks and sports combined

## 2007 U.S. Admissions/Attendance



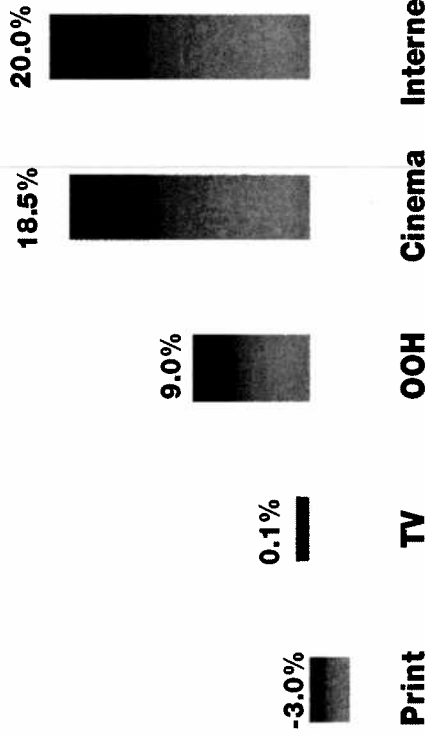
Source: MPAA 2007 Theatrical Market Statistics. \*Football game, basketball game, hockey game, baseball game or theme park



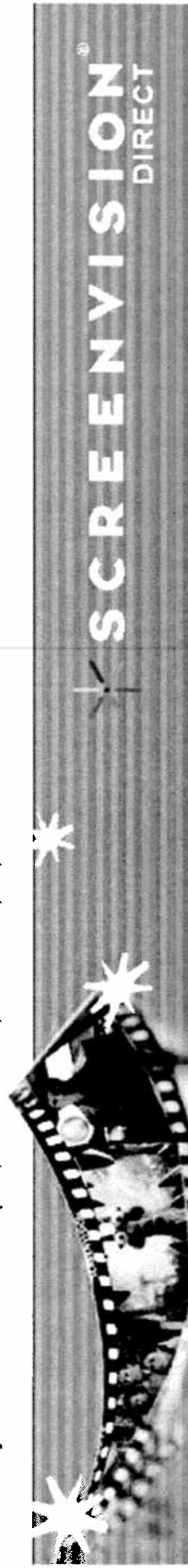
# Big Reach, Big Return, Big Opportunity Drives the Growth of Cinema Advertising

- ✧ Cinema is among the fastest growing advertising mediums, posting 18.5% YOY revenue growth in 2007
- ✧ Cinema advertising has grown +98% in the past 5 years

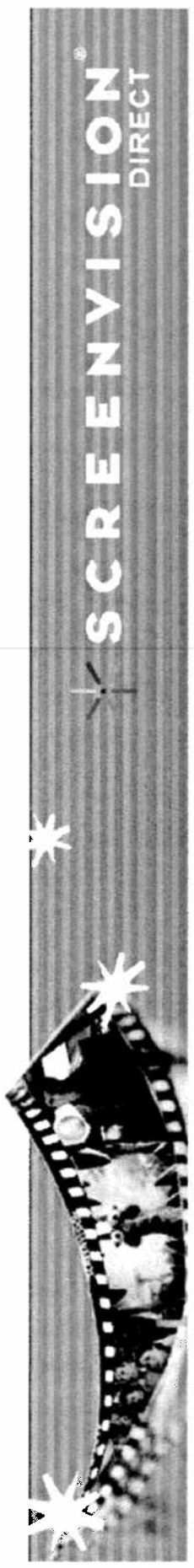
**% Change in Ad Revenue  
2007 vs. 2006**



Sources: Cinema Advertising Council, 2008: ad revenue for CAC members only, does not include beverage category advertising.  
Jack Myers Media Business Report, December 05, 2007: Print, TV, OOH and Internet.



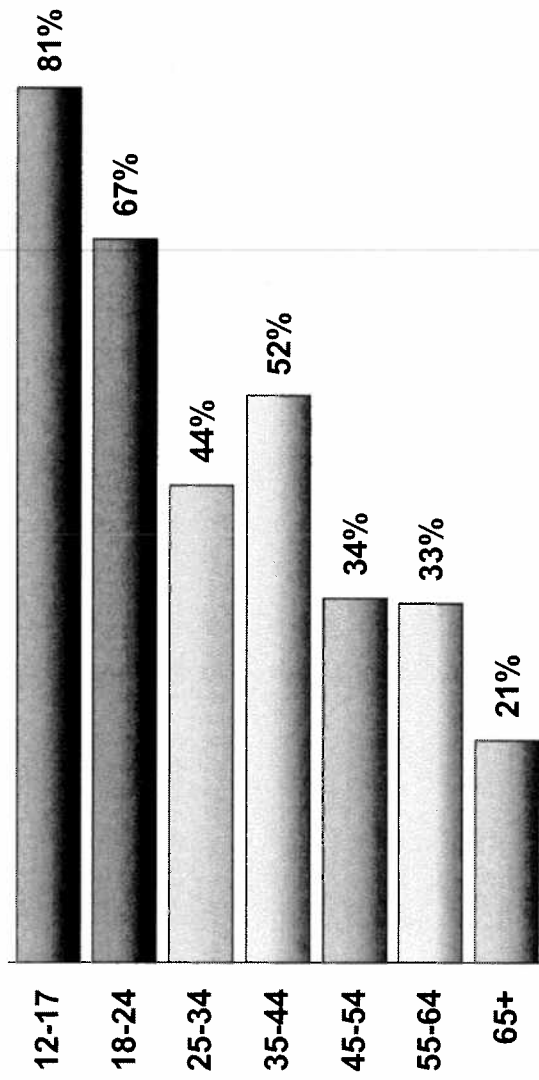
# ... Attracting Premium Local, Regional and National Brands.



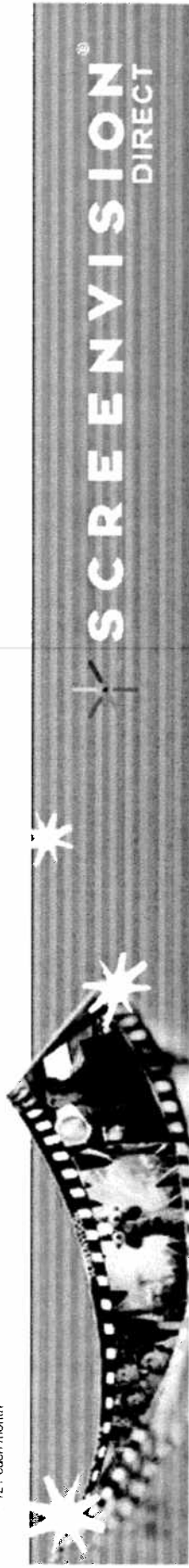
# Cinema Advertising on a Local Level Delivers

✧ **Reach Multiple Demographics in your Targeted Geographic Area**

THE MOVIEGOING AUDIENCE SPANS ACROSS ALL AGES

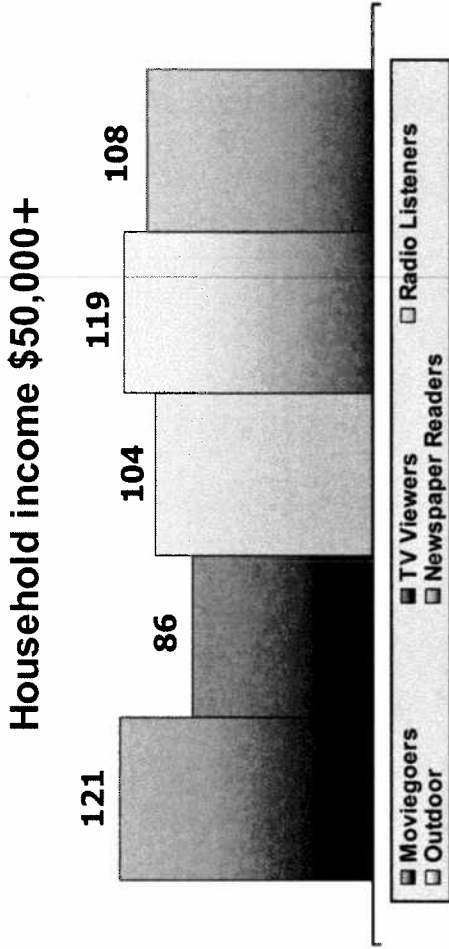


Source: Box Office Mojo, Arbitron Cinema Advertising Study 2007.  
\* 12+ each month



# Screenvision Reaches Audiences with Spending Power

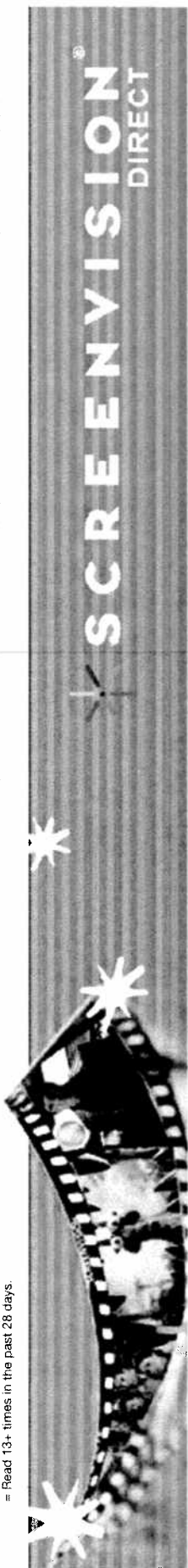
Moviegoers are more affluent consumers than those of competitive media



Adults with a HHI of \$50,000+ are:

- ✘ 21% more likely to be Moviegoers than adults in general
- ✘ 14% less likely to be TV viewers than adults in general
- ✘ 4% more likely to be Radio listeners than adults in general
- ✘ 19% more likely to be exposed to Outdoor media than adults in general
- ✘ 8% more likely to be Newspaper readers than adults in general

Source: MRI Doublebase Study 2008; Base of 18+. Movies = Attended once a month. Television = Viewed 24+ hours in the past week. Outdoor = Driven 101+ miles in the past week. Radio = Listened 16+ times in the past week. Newspaper = Read 13+ times in the past 26 days.

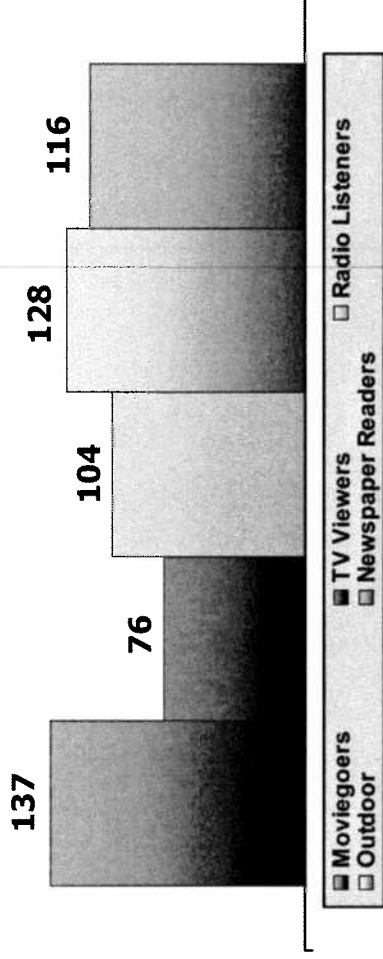


SCREENVISION<sup>®</sup>  
DIRECT

# Screenvision Reaches Audiences with Spending Power

Moviegoers are more affluent consumers than those of competitive media

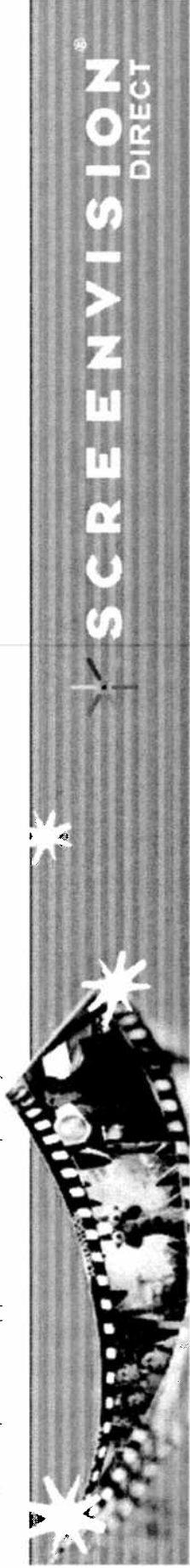
Household income \$100,000+



Adults with a HHI of \$100,000+ are:

- ✘ 37% more likely to be Moviegoers than adults in general
- ✘ 24% less likely to be TV viewers than adults in general
- ✘ 4% more likely to be Radio listeners than adults in general
- ✘ 28% more likely to be exposed to Outdoor media than adults in general
- ✘ 16% more likely to be Newspaper readers than adults in general

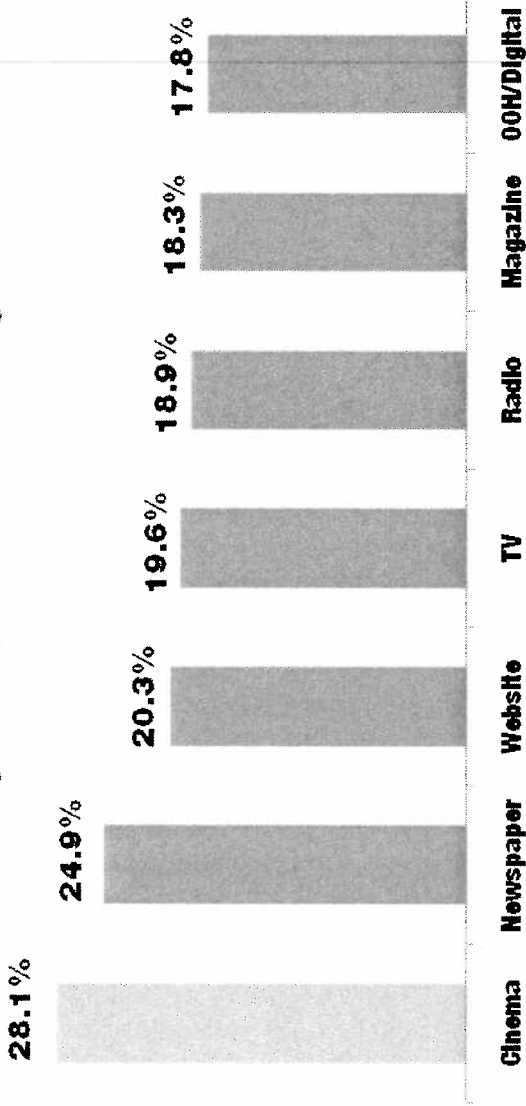
Source: MRI Doublesbase Study 2008; Base of 18+. Movies = Attended once a month. Television = Viewed 24+ hours in the past week. Outdoor = Driven 101+ miles in the past week. Radio = Listened 16+ times in the past week. Newspaper = Read 13+ times in the past 28 days.



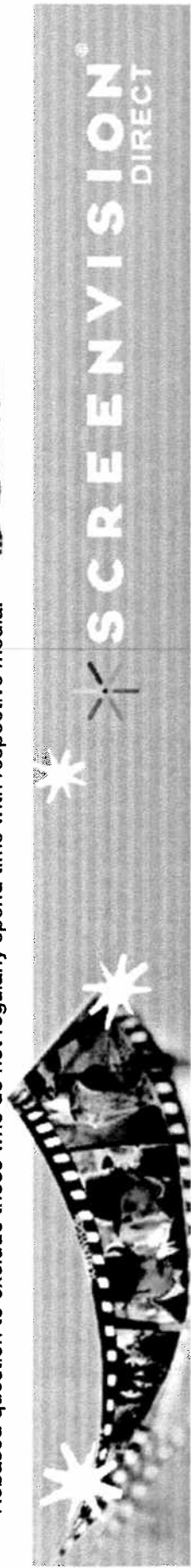
# Our Audience Is Watching

✧ **Cinema out-delivers competitive media in grabbing attention for your message**

% Pay Attention to Advertising in Media



Source: Jack Myers Emotional Connection Study 2007; Base-A15-64; Sample size=8,000.  
Rebased question to exclude those who do not regularly spend time with respective media.




# Cinema and TV A Winning Combination

The Cinema Advertising Council  
Commissioned Integrated Media  
Measurement, Inc (IMMI) to measure  
The media behaviors of consumers  
And the relative impact of advertising  
in Cinema & on Television.

- **A combined television & cinema campaign more than doubled the conversion rate (ROI) as compared to television alone.**
- **Cinema-Television combined buy provided double the lift; extended incremental reach; and ability to target traditional media “ad avoiders.”**

Source: Image reprinted with permission of the Cinema Advertising Council



## Cinema Boosts ROI 100%

A recent IMMI study showed that combining TV and Cinema Advertising delivers double the results of TV alone.

In the study, 49.5% of viewers watched a TV program after seeing an ad in cinema and on TV, compared to 24.7% who saw the ad on TV only.

**A Fully Engaged Audience • Big Screen Impact • No Remote Control**

**Cinema Advertising... Driving Real Results.**



Subscribe to CIAC SmartBrief for the latest cinema information at [cinemaadouncil.org](http://cinemaadouncil.org)



**SCREENVISION®**  
DIRECT

# Screenvision Means Smart Marketing To Influential Consumers

## ✧ **Educated**

- 63% attended college

## ✧ **Tech Savvy**

- 78% use the Internet

## ✧ **Trendsetters**

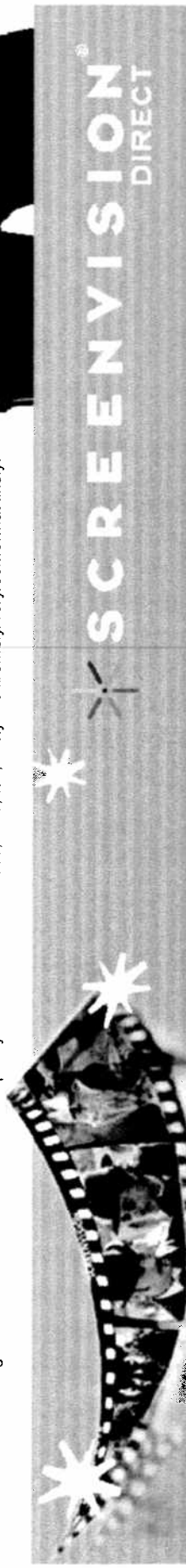
- 20% more likely to be first to try new products and services

## ✧ **Purchase Intent**

- 77% of SV moviegoers who recalled the in-theatre spot said they are likely to purchase the advertised product



Source: MRI Doublebase 2008; Base A18+; Frequent moviegoers = 1+ times per month. Trendsetters: Buying styles: Agree somewhat or mostly. Indices based on average adults. Lieberman Research Group July 2002 – December 2008, n =9,237, likely = extremely/very/somewhat likely.



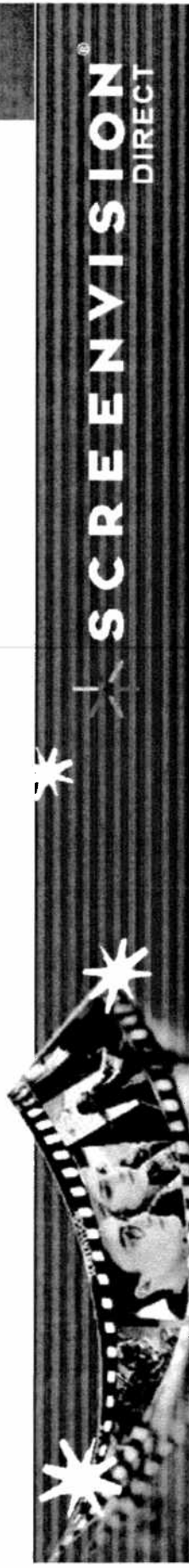
# Screenvision Is Changing The Rules For Cinema Advertising Preshows

✧ **Screenvision has revived the great tradition of pre-feature entertainment programming**

- Magazine-style entertainment segments on a variety of topics including behind-the-scenes of film and TV programming and premiere music videos
- Contemporary music soundtrack of current and emerging artists
- Pop culture entertainment trivia

✧ **95% of moviegoers are receptive to the Screenvision Preshow**

Source: Lieberman Research Group and Taylor Nelson Sofres, 2006 - 2008, all preshows featuring current host Bradford How



# Make Your Brand Part of the Movie Experience

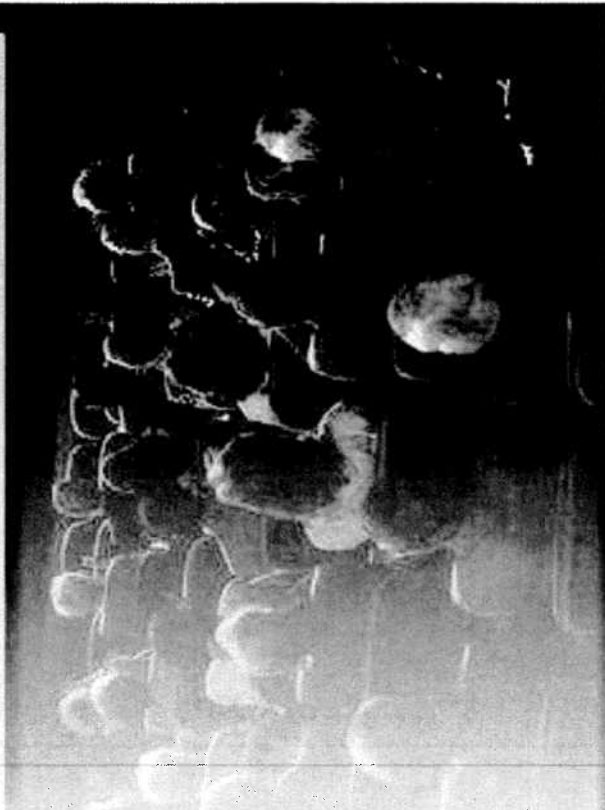
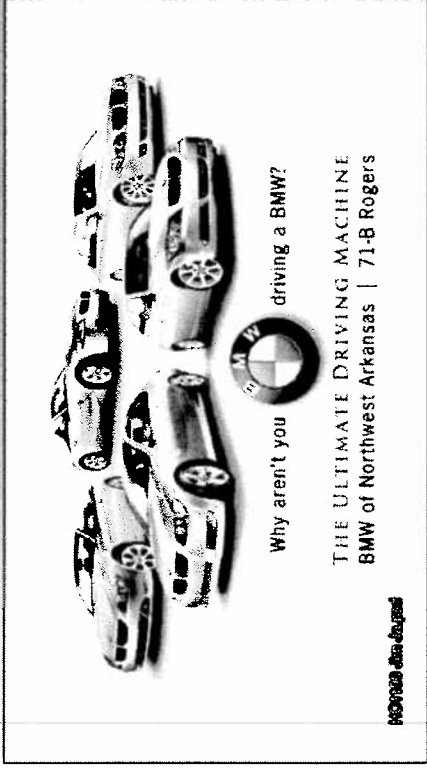
## ✧ Cinema Spots

- Use your 30-second spot for maximum impact on our 40 foot screen

## ✧ When shown the same ad as TV viewers, Screenvision moviegoers

are:

- 44% more likely to remember seeing the ad
- 21% more likely to be involved with the ad
- 70% more likely to be motivated by the ad



Source: Screenvision Impact Study, TNS, Taylor Nelson Sofres, November 2004.



SCREENVISION<sup>®</sup>  
DIRECT

# Screenvision Direct Products Make Your Brand a Star

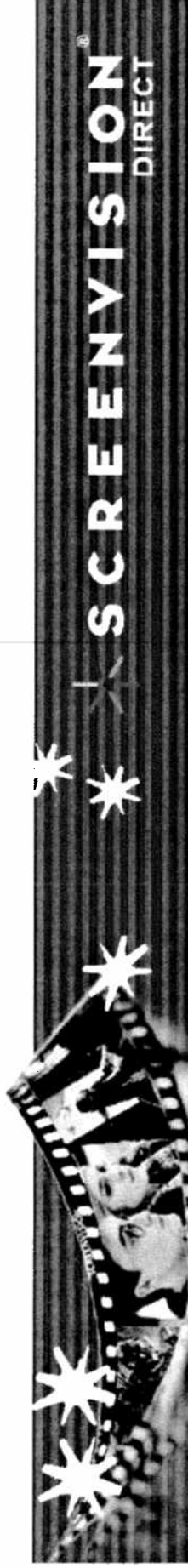
## ✧ **On-screen ads with lobby promotions generates stronger business awareness**

- Total recall of on-screen elements increase nearly 30% when paired with a promotion

## ✧ **In-Lobby Promotions**

- Increase reach, recall and results by reaching the consumer the moment they enter the theatre until the time they exit

Source: Screenvision Impact Study, TNS, Taylor Nelson Sofres, November 2004.



# Screenvision Means More Efficient Marketing

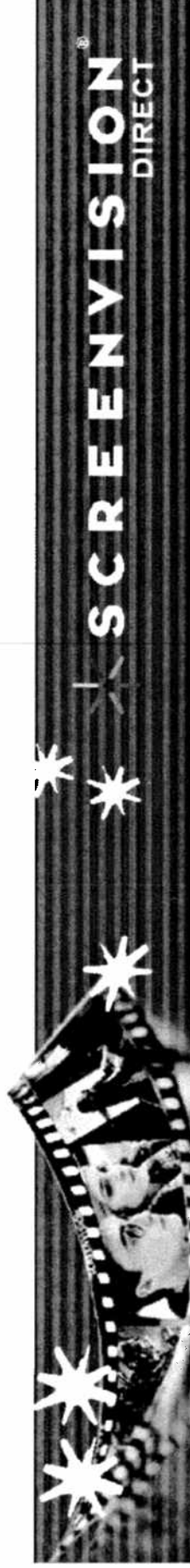
## ✧ Screenvision's Flexible Network Provides Effective

### Geographic Targeting

- Advertise in theatres that match your trading area
- Geographically target your most valuable consumers

## ✧ Cost Efficient

- Geographic targeting and moviegoers with high purchase intent equals excellent cost-efficient marketing



# Partner With Screenvision – Put Hollywood On Your Media Plan

## ✧ **Big Reach**

- Highly-desired consumers
- Exceptional exhibitor partners

## ✧ **Big Return**

- Huge levels of consumer engagement
- Third-party verification of admissions and impressions

## ✧ **Big Opportunity**

- Groundbreaking Digital Preshow format
- Diverse integrated marketing and media solutions



✧ **SCREENVISION**<sup>®</sup>  
DIRECT

Clifford E. Marks  
President, Sales & Marketing  
(212) 931-8106

May 21, 2009

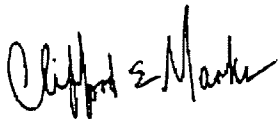
To Whom It May Concern:

This letter is to advise and confirm that National CineMedia, LLC is the exclusive sales representative for Regal Entertainment Group, AMC Entertainment, Inc. and Cinemark, Inc. for sales of on-screen and other in-theatre advertising and promotions.

Our current list of affiliates is as follows:

- Bainbridge Cinemas
- Dollar Theatres
- Georgia Theatres
- Goodrich Theatres
- Hochunk Theatres
- Kerasotes Theatres
- Loews Theatres (lobby only, big screen beginning 6-08)
- Marcus Theatres
- MJR Theatres

Sincerely,



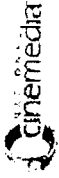
Clifford E. Marks  
President, Sales & Marketing



# Regional Insertion Order Agreement

9110 East Nichols Avenue, Suite 200 \* Centennial, Colorado 80112 \* 800.828.2828

*call Carmike Eddy  
Hollywood McMan*



4/14/2009

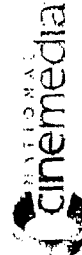
The advertiser listed below ("Advertiser") desires to place the order set forth below ("Order") with National CineMedia, LLC ("NCM") for the regional exhibition of the advertising set forth below ("Advertising") under the terms set forth in this Regional Advertising Insertion Order and Agreement ("Agreement"), including this Order and the Regional Advertising Insertion Order Agreement Terms and Conditions attached hereto (the "Terms and Conditions"). NCM and Advertiser agree as follows:

<b>Advertiser Information</b> Hidalgo Health Department 1304 S. 25th St. Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Delia Garza delia.garza@hchd.org		<b>Billing Information</b> Hidalgo Health Department 1304 S. 25th St. Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Delia Garza delia.garza@hchd.org		<b>Account Director: Connie Franco</b> Phone: (956) 318-0810 Fax: (956) 380-0885 Connie.Franco@ncm.com Order #: 96991.2 New Contract	
---	--	--	--	---	--

Start Date	End Date	Type of Advertising	Duration/ Qty	Weight	Job #	Theatre Code	Theatre Name	State	# of Screens	# Wks	Net Rate	Net Media
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK114	Main Place	TX	6	7	\$1.00	\$42.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK212	Movies 10	TX	10	7	\$20.00	\$1,400.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK093	Movies 17	TX	17	7	\$1.00	\$179.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK108	Movies 8	TX	8	7	\$1.00	\$56.00
7/3/2009	8/20/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147954	CNK261	Tinseltown Mission	TX	17	7	\$20.00	\$2,380.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK114	Main Place	TX	6	6	\$1.00	\$36.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK212	Movies 10	TX	10	6	\$20.00	\$1,200.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK093	Movies 17	TX	17	6	\$20.00	\$2,040.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK108	Movies 8	TX	8	6	\$1.00	\$48.00
10/2/2009	11/12/2009	On Screen Regional Segment 1 0:15	0:15	Best Available	147962	CNK261	Tinseltown Mission	TX	17	6	\$1.00	\$102.00
										116		

<b>Payment Method:</b> <input type="checkbox"/> Check <input checked="" type="checkbox"/> Pay in Full <input type="checkbox"/> Credit Card <input type="checkbox"/> Monthly <input type="checkbox"/> Purchase Order <input type="checkbox"/> NET 30 PO Number:		<b>Comments &amp; Special Instructions:</b> Nonprofit organization- Monthly invoice, thanks.	
Promotional items are non-commissionable. Special effects, customized placement, rush charges, and changes are extra. All duplication, creative services, and network implementation fees are at advertiser's expense. Fulfillment costs are estimated and final costs may vary.			

<b>Total Media</b>	\$7,423.00
Media Services	\$0.00
Creative Services	\$1,050.00
Other Services	\$0.00
Fulfillment	\$0.00
<b>Total Due</b>	\$8,473.00



5/21/09

Carmike 380-2203X  
↓  
Parent Co. 380-2032 - Monica

Screen Vision - Laurie  
800-678-8362. Didn't go through  
called Monica @ 380-2032 she gave me this #  
866-825-4674 spoke w/ Laurie  
she was going to email some info.  
JD

## Yolanda Velasquez

---

**From:** Lori Moreno [lmoreno@screenvision.com]  
**Sent:** Thursday, May 21, 2009 4:35 PM  
**To:** yolanda.Velasquez@co.hidalgo.tx.us  
**Subject:** FW: 12 weeks Edinburg theater.xls  
**Attachments:** svl.HC9980 Draw.wmv; 2009 Client General Presentation (2).pdf; 12 weeks Edinburg theater.xls

Hi Yolanda,

Attached is a price quote, general presentation and a sample of a digital ad with movement. Our start dates are every two weeks. So our schedule times of on and off screen are not the exact dates you requested. Please see schedule on price sheet. Please call me if you have any questions.

Lori Moreno  
**Screenvision Direct**  
**Associate Director**  
(972) 385-3738 office  
(214) 543-2121 cell  
[lmoreno@screenvision.com](mailto:lmoreno@screenvision.com)