

Regional Insertion Order Agreement

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

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:

Advertiser Information Hidalgo County Health Department 1304 S 25th Ave Edinburg, TX 78542-7205 Phone: 956-383-6221 Fax: Nelda Mendez nelda.mendez@hchd.org	Billing Information Hidalgo County Health Department 1304 S 25th Ave Edinburg, TX 78542-7205 Phone: (956) 383-6221 Fax: Sylvia Pena sylvia.pena@hchd.org	Account Director: Connie Franco Phone: 956-318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com Order: ORD-1408-01040 Type: New
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Pertussis 8 weeks

Regional Premium

Start: 10/24/2014 End: 12/18/2014
 Weeks: 8.00 Weight: Best Available Duration/Units: 00:30

Job	Code	Theater	Location	# Screens	Net Rate	Net Media
199425	CNK093	Movies 17	Mcallen, Texas	17	\$25.00	\$3,400.00
199425	CNK261	Tinseltown Mission	Mission, Texas	17	\$25.00	\$3,400.00
199425	CNK114	Main Place	Mcallen, Texas	6	\$25.00	\$1,200.00
199425	CNK1080	Trenton Crossing	Edinburg, Texas	6	\$25.00	\$1,200.00
199425	CNK212	Movies 10	Weslaco, Texas	10	\$25.00	\$2,000.00
199425	CNK1074	Pharr Town Center	Pharr, Texas	16	\$25.00	\$3,200.00

Regional LEN

Start: 10/24/2014 End: 12/18/2014
 Weeks: 8.00 Weight: Best Available Duration/Units: 00:30

Job	Code	Theater	Location	# Screens	Net Rate	Net Media
199425	CNK114	Main Place	Mcallen, Texas	6	\$10.00	\$80.00
199425	CNK093	Movies 17	Mcallen, Texas	17	\$10.00	\$80.00
199425	CNK212	Movies 10	Weslaco, Texas	10	\$10.00	\$80.00



17 screens
 x 25⁰⁰
 =
 x 8 wks
 = 3,400⁰⁰

7/23
 46310

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199425	CNK1080	Trenton Crossing	Edinburg, Texas	6	\$10.00	\$80.00
199425	CNK261	Tinseltown Mission	Mission, Texas	17	\$10.00	\$80.00
199425	CNK1074	Pharr Town Center	Pharr, Texas	16	\$10.00	\$80.00

Regional Segment 2

Start: 10/24/2014

End: 12/18/2014

Weeks: 8.00

Weight: Best Available

Duration/Units: 00:30

Job	Code	Theater	Location	# Screens	Net Rate	Net Media
199425	CNK114	Main Place	Mcallen, Texas	6	\$1.00	\$48.00
199425	CNK212	Movies 10	Weslaco, Texas	10	\$1.00	\$80.00
199425	CNK093	Movies 17	Mcallen, Texas	17	\$1.00	\$136.00
199425	CNK261	Tinseltown Mission	Mission, Texas	17	\$1.00	\$136.00
199425	CNK1074	Pharr Town Center	Pharr, Texas	16	\$1.00	\$128.00
199425	CNK1080	Trenton Crossing	Edinburg, Texas	6	\$1.00	\$48.00

Premium placement subject to availability; spots may run in Regional Segment 1 in locations where premium inventory is unavailable.

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Payment	Comments & Special Instructions:	Total Media	\$15,456.00
Payment Terms: Monthly	Premium placement 8 weeks - Added Value Included.	Media Services	\$0.00
Payment Method: Check		Creative Services	\$200.00
P.O. Number:		Other Services	\$0.00
		Total Due	\$15,656.00
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.			
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			

Hon. Ramon Garcia County Judge
 Advertiser Name/Title: _____ Date: 9/ /2014 National CineMedia, LLC Date: _____

Order Number: ORD-1408-01040					
A	B	C	D	E	F
Logged	Scheduled	Creative Approved	Credit Approved	Posted	Audit

