

Ref# 346507  
Quote # 1

# 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	Billing Information	Account Director Information
Hidalgo department of Health and Human services 1304 S 25th Ave  Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Misti Rains- Palacios misit.rains@hchd.org	Hidalgo department of Health and Human services 1304 S 25th Ave  Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Misti Rains- Palacios misit.rains@hchd.org	Acct. Dir.: Connie Franco Phone: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com

Order: ORD-1706-01981 Type: New

## Healthy Communities, Healthy Habits Q3 2017

Regional Premium

Start: 8/11/2017

End: 9/28/2017

Weeks: 7.00

Weight: Best Available

Duration/Units: 00:30

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate	Net Media
424819	CNK1080	Cinemark Movie Bistro - Edinburg**	Edinburg, Texas	6	\$30.00	\$1,260.00
424819	CNK114	Cinemark Movies 6	Mcallen, Texas	6	\$30.00	\$1,260.00
424819	CNK212	Movies 10	Weslaco, Texas	10	\$30.00	\$2,100.00
424819	CNK1074	Pharr Town Center	Pharr, Texas	16	\$38.00	\$4,256.00

915-69

Regional LEN

Start: 8/11/2017

End: 9/28/2017

Weeks: 7.00

Weight: A

Duration/Units: 00:30

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate	Net Media
424819	CNK1080	Cinemark Movie Bistro - Edinburg**	Edinburg, Texas	6	\$15.00	\$105.00



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Reg # 346507  
quote # 1

424819	CNK114	Cinemark Movies 6	Mcallen, Texas	6	\$15.00	\$105.00
424819	CNK212	Movies 10	Weslaco, Texas	10	\$15.00	\$105.00
424819	CNK1074	Pharr Town Center	Pharr, Texas	16	\$15.00	\$105.00

Lobby Standees -3'x5'

Start: 8/11/2017

End: 9/28/2017

Weeks: 7.00

Weight: Best Available

Duration/Units: 1 units

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate	Net Media
424820	CNK114	Cinemark Movies 6	Mcallen, Texas	6	\$155.00	\$1,085.00
424820	CNK212	Movies 10	Weslaco, Texas	10	\$155.00	\$1,085.00

Cross Platform Banners Cinema Accelerator

Start: 8/11/2017

End: 9/28/2017

Weeks: 7.00

Creative #	Impressions	Net Rate	Net Media
424821	570,342	\$7.89	\$4,500.00

Premium placement subject to availability; spots may run in Regional Segment 1 in locations where premium inventory is unavailable.  
Proposed rates are held 4 weeks from the date of this proposal

Rf # 346501  
quote # 2

# Regional Insertion Order Agreement

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<b>Payment</b>		<b>Comments &amp; Special Instructions:</b>	<b>Total Media</b>	<b>\$15,966.00</b>
<b>Payment Terms:</b> Pay in Full			<b>Media Services</b>	<b>\$250.00</b>
<b>Payment Method:</b> Check			<b>Creative Services</b>	<b>\$0.00</b>
<b>P.O. Number:</b>			<b>Other Services</b>	<b>\$0.00</b>
			<b>Total Due</b>	<b>\$16,216.00</b>
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				

Advertiser Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_ National CineMedia, LLC Date: \_\_\_\_\_

Order Number: ORD-1706-01981					
A	B	C	D	E	F
Logged	Scheduled	Creative Approved	Credit Approved	Posted	Audit





**Billing Acknowledgement**

*To be completed by the Client's accounts payable/accounting department*

Client Name:	
AP Contact Name:	
AP Address:	
AP Phone:	
AP E-mail:	

Order Number:	
Billing Frequency Requested:	<input type="checkbox"/> Bill in Full (payment due 30 days from Contract Start Date)  <input type="checkbox"/> Monthly Installments <i>PLEASE NOTE: Online advertising is billed based on the number of actual monthly impressions and cannot be billed in equal monthly installments.</i> <input type="checkbox"/> Other*

Purchase Order number to be referenced (when applicable):

**Check this box if you would like to receive electronic invoices:**

\*Other Billing Instructions:



# NCM Digital Delivery Instructions

AMERICA'S MOVIE NETWORK

Order Number: ORD-1706-01981

Creative Name	Creative Number	URL
Healthy Community, Healthy Habits - Cinema Advertising 18 weeks-OL15	424819	<a href="http://delivery.ncm.com/SouthCentral/ORD170601981/424819">http://delivery.ncm.com/SouthCentral/ORD170601981/424819</a>
Healthy Community, Healthy Habits - Promotions lobby 18 weeks-OL17	424820	<a href="http://delivery.ncm.com/SouthCentral/ORD170601981/424820">http://delivery.ncm.com/SouthCentral/ORD170601981/424820</a>
Healthy Community, Healthy Habits - Cinema mobile/online 18 weeks-OL16	424821	<a href="http://delivery.ncm.com/SouthCentral/ORD170601981/424821">http://delivery.ncm.com/SouthCentral/ORD170601981/424821</a>

## To Upload Media:

1. Click on the link provided with the Creative above to upload your spot,

**Important:** You will be prompted to download the Aspera plugin. The Aspera plugin works best with the latest version of any browser, but is not compatible with Safari. Click the *Download Aspera Connect* link, and follow the Install Wizard to ensure that you are able to upload media to NCM.

2. Confirm that the **Order Number** and **Creative Number** fields have been populated,

**Note:** These fields are optional, but are required to guarantee an on-time start.

3. Complete any additional fields as applicable,

**Note:** To receive a confirmation email that the upload was successful, the Email Address field must be completed.

4. Click **Select File** to select the desired file, or **Select Directory** to upload a group of files,

5. Click the **Upload** button to submit your file(s).

**Note:** A progress bar will show the status of the transfer.



Need Help? Call NCM's Helpdesk @ 1-855-4-ADSPEC

Additional Notes: Order Number and Creative Number are required at the point of creative submission to ensure an on-time start. If you are unable to locate your NCM Account Director, please contact us at 1-855-4-ADSPEC.



# NCM Digital Delivery Instructions

AMERICA'S MOVIE NETWORK

For every piece of creative, each piece of creative requires a unique Creative Number for upload.  
- All creative must be in PDF format and should not be uploaded.  
- Do not use spaces in file names for the File of Your Creative or [SCI] code.

# Healthy Communities, Healthy Habits Q3 2017

## 7/18/2017 Displayed by Theater/Zip Code

Regional Premium 0:30 8/11/2017 - 9/28/2017 (7 weeks)										
DMA #	DMA	Creative #	Theater Code	Theater Name	Location	# of Screens	Projected Impressions	Net Rate	Net Weekly Cost	Net Media
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK1080	Cinemark Movie Bistro - Edinburg**	Edinburg, Texas	6	25,749	\$30.00	\$180.00	\$1,260.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK114	Cinemark Movies 6	Mcallen, Texas	6	27,589	\$30.00	\$180.00	\$1,260.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK212	Movies 10	Weslaco, Texas	10	25,487	\$30.00	\$300.00	\$2,100.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK1074	Pharr Town Center	Pharr, Texas	16	67,077	\$38.00	\$608.00	\$4,256.00
				4		38	145,902	\$32.00	\$1,268.00	\$8,876.00

Regional LEN 0:30 8/11/2017 - 9/28/2017 (7 weeks)										
DMA #	DMA	Creative #	Theater Code	Theater Name	Location	# of Screens	Projected Impressions	Net Rate	Net Weekly Cost	Net Media
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK1080	Cinemark Movie Bistro - Edinburg**	Edinburg, Texas	6	6,960	\$15.00	\$15.00	\$105.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK114	Cinemark Movies 6	Mcallen, Texas	6	7,457	\$15.00	\$15.00	\$105.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK212	Movies 10	Weslaco, Texas	10	6,889	\$15.00	\$15.00	\$105.00
84	Harlingen-Wslco-Brnsvl-McA	424819	CNK1074	Pharr Town Center	Pharr, Texas	16	18,131	\$15.00	\$15.00	\$105.00
				4		38	39,437	\$15.00	\$60.00	\$420.00

Lobby Standaees -3'x5' 8/11/2017 - 9/28/2017 (7 weeks)										
DMA #	DMA	Creative #	Theater Code	Theater Name	Location	# of Screens	Projected Impressions	Net Rate	Net Weekly Cost	Net Media
84	Harlingen-Wslco-Brnsvl-McA	424820	CNK114	Cinemark Movies 6	Mcallen, Texas	6	37,282	\$155.00	\$155.00	\$1,085.00
84	Harlingen-Wslco-Brnsvl-McA	424820	CNK212	Movies 10	Weslaco, Texas	10	34,441	\$155.00	\$155.00	\$1,085.00
				2		16	71,723	\$155.00	\$310.00	\$2,170.00

Cross Platform Banners Cinema Accelerator 8/11/2017 - 9/28/2017 (7 weeks)					
Creative #	Zip Code	Net Weekly Cost	Projected Impressions	Net Rate	Net Media
424821	78501	\$29.22	25,925	\$7.89	\$204.55

424821	78502	\$29.22	25,924	\$7.89	\$204.55
424821	78503	\$29.22	25,924	\$7.89	\$204.55
424821	78504	\$29.22	25,924	\$7.89	\$204.55
424821	78505	\$29.22	25,924	\$7.89	\$204.55
424821	78516	\$29.22	25,925	\$7.89	\$204.54
424821	78537	\$29.22	25,925	\$7.89	\$204.54
424821	78539	\$29.22	25,925	\$7.89	\$204.54
424821	78540	\$29.22	25,925	\$7.89	\$204.54
424821	78541	\$29.22	25,925	\$7.89	\$204.55
424821	78542	\$29.22	25,924	\$7.89	\$204.55
424821	78543	\$29.22	25,924	\$7.89	\$204.55
424821	78557	\$29.22	25,925	\$7.89	\$204.54
424821	78570	\$29.22	25,925	\$7.89	\$204.54
424821	78572	\$29.22	25,925	\$7.89	\$204.54
424821	78573	\$29.22	25,925	\$7.89	\$204.54
424821	78574	\$29.22	25,924	\$7.89	\$204.55
424821	78577	\$29.22	25,925	\$7.89	\$204.54
424821	78579	\$29.22	25,925	\$7.89	\$204.55
424821	78589	\$29.22	25,925	\$7.89	\$204.54
424821	78596	\$29.22	25,924	\$7.89	\$204.55
424821	78599	\$29.22	25,925	\$7.89	\$204.55
	22	\$642.86	570,342	\$7.89	\$4,500.00

**Program Totals**

<b>Total Projected Impressions:</b>	<b>827,404</b>
<b>Total Net Media:</b>	<b>\$15,966.00</b>
<b>Total Media Services:</b>	<b>\$250</b>
<b>Total Creative Services:</b>	<b>\$0</b>
<b>Total Other Services:</b>	<b>\$0</b>
<b>Net Total:</b>	<b>\$16,216.00</b>



**Footnotes:**

Premium placement subject to availability; spots may run in Regional Segment 1 in locations where premium inventory is unavailable.  
Proposed rates are held 4 weeks from the date of this proposal

NCM Scenario for - Hidalgo department of Health and Human services - Proprietary & Confidential  
ORD-1706-01981



# Creative Production Order Form

<b>Advertiser Information</b> Hidalgo department of Health and Human services 1304 S 25th Ave  Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Misti Rains- Palacios misit.rains@hchd.org	<b>Billing Information</b> Hidalgo department of Health and Human services 1304 S 25th Ave  Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Misti Rains- Palacios misit.rains@hchd.org	<b>Account Director:</b> Connie Franco Phone: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com
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**Order:** ORD-1706-01981      **Type:** New

**Creative Name:** Healthy Community, Heathly Habits - Cinema Advertising 18 weeks-OL15 **424819**  
**Start Date:** 7/21/2017  
**Ratings:** G, PG, PG-13, R  
**Notes / Special Instructions:**

**Media Services:**

Description	Fee
Ad Provided by Client	\$250.00

**Media Services SubTotal:** \$250.00

**Creative Services:**

Description	Fee

**Creative Services SubTotal:** \$0.00

**Creative Name:** Healthy Community, Heathly Habits - Promotions lobby 18 weeks-OL17 **424820**  
**Start Date:** 7/21/2017  
**Ratings:** G, PG, PG-13, R  
**Notes / Special Instructions:**

**Media Services:**

Description	Fee
Lobby Promotions	\$0.00

**Media Services SubTotal:** \$0.00

**Creative Services:**

Description	Fee

**Creative Services SubTotal:** \$0.00

# Creative Production Order Form

**Creative Name:** Healthy Community, Healthy Habits - Cinema mobile/online 18 weeks-OL16 424821

**Start Date:** 7/21/2017

**Ratings:** G, PG, PG-13, R

**Notes / Special Instructions:**

**Media Services:**

Description	Fee
Completed Cross Platform Banners	\$0.00

**Media Services SubTotal:** \$0.00

**Creative Services:**

Description	Fee

**Creative Services SubTotal:** \$0.00

When sending your media/creative materials to us, please include this Creative Production Order Form with your materials.

Send materials to:

National CineMedia

Attention: Sales Operations

9110 East Nichols Avenue Suite 200

Centennial, Colorado 80112

Please submit all creative materials promptly. If your creative is not received within NCM's standard production turnaround time, the on-screen start date for your ad will be delayed.

Thank you!