

Reg 381003

Topic "Vaccines for the Family"

Regional Insertion Order Agreement

6300 South Syracuse Way, Suite 300 * Centennial, Colorado 80111 * 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: Patricia Garcia patricia.garcia@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 Information Acct. Dir.: Connie Franco Phone: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com |
|---|--|--|

Order: ORD-1809-01099 Type: New

Hidalgo County Theaters- 10 weeks

ON Screen

Seg 2
Start: 11/2/2018 End: 1/10/2019
Weeks: 10.00 Weight: Best Available Duration/Units: 00:30

| Creative # | Theater Code | Theater Name | Location | # Screens | Net Rate | Net Media |
|------------|--------------|------------------------------------|-----------------|-----------|----------|------------|
| 464657 | CNK1080 | Cinemark Movie Bistro - Edinburg** | Edinburg, Texas | 6 | \$20.00 | \$1,200.00 |
| 464657 | CNK114 | Cinemark Movies 6 McAllen | McAllen, Texas | 6 | \$20.00 | \$1,200.00 |
| 464657 | CNK093 | Hollywood USA | McAllen, Texas | 17 | \$20.00 | \$3,400.00 |
| 464657 | CNK212 | Movies 10 Weslaco | Weslaco, Texas | 10 | \$20.00 | \$2,000.00 |
| 464657 | CNK1074 | Pharr Town Center | Pharr, Texas | 16 | \$20.00 | \$3,200.00 |
| 464657 | CNK261 | Tinseltown Mission | Mission, Texas | 17 | \$20.00 | \$3,400.00 |

Regional LEN
Start: 11/2/2018 End: 1/10/2019
Weeks: 10.00 Weight: Best Available Duration/Units: 00:30

Lobby Entertainment Network

| Creative # | Theater Code | Theater Name | Location | # Screens | Net Rate | Net Media |
|------------|--------------|-------------------------|-----------------|-----------|----------|-----------|
| 464657 | CNK1080 | Cinemark Movie Bistro - | Edinburg, Texas | 6 | \$12.00 | \$120.00 |



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| | | Edinburg** | | | | |
|--------|---------|---------------------------|----------------|----|---------|----------|
| 464657 | CNK114 | Cinemark Movies 6 McAllen | McAllen, Texas | 6 | \$12.00 | \$120.00 |
| 464657 | CNK093 | Hollywood USA | McAllen, Texas | 17 | \$12.00 | \$120.00 |
| 464657 | CNK212 | Movies 10 Weslaco | Weslaco, Texas | 10 | \$12.00 | \$120.00 |
| 464657 | CNK1074 | Pharr Town Center | Pharr, Texas | 16 | \$12.00 | \$120.00 |
| 464657 | CNK261 | Tinseltown Mission | Mission, Texas | 17 | \$12.00 | \$120.00 |

Seg 2 placement subject to availability; spots may run in Seg 3 in locations where Seg 2 inventory is unavailable

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| | | | |
|---|---|--------------------------|--------------------|
| Payment | Comments & Special Instructions: | Total Media | \$15,120.00 |
| Payment Terms: Pay in Full Payment Method: Check P.O. Number: | | Media Services | \$0.00 |
| | | Creative Services | \$0.00 |
| | | Other Services | \$0.00 |
| | | Total Due | \$15,120.00 |
| 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 | | | |

Advertiser Name/Title: _____ Date: _____ National CineMedia, LLC *Md Ch* 10/10/18

| | | | | | |
|------------------------------|-----------|-------------------|-----------------|--------|-------|
| Order Number: ORD-1809-01099 | | | | | |
| A | B | C | D | E | F |
| Logged | Scheduled | Creative Approved | Credit Approved | Posted | Audit |

Reg 381003



Billing Acknowledgement

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

| | |
|------------------|----------------------------------|
| Client Name: | Hidalgo County Health Department |
| AP Contact Name: | |
| AP Address: | |
| AP Phone: | |
| AP E-mail: | |

| | |
|------------------------------|---|
| Order Number: | ORD-1809-01099 |
| Billing Frequency Requested: | Bill in Full (payment due 30 days from Contract Start Date) |

Purchase Order number to be referenced (when applicable):

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

*Other Billing Instructions:

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Creative Production Order Form

| | | |
|---|--|---|
| Advertiser Information Hidalgo County Health Department 1304 S 25th Ave Edinburg, TX 78542-7205 Phone: 956-383-6221 Fax: Patricia Garcia patricia.garcia@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: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com |
|---|--|---|

Order: ORD-1809-01099 **Type:** New

Creative Name: Q4 Cinema Advertising -OL2 Hidalgo Health Dpt. 2018-OL7 464657

Start Date: 11/2/2018

Ratings: G, PG, PG-13, R

Notes / Special Instructions: using Tony Wright for creative; pre-approval for this media.

Media Services:

| Description | Fee |
|-----------------------|--------|
| Ad Provided by Client | \$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
6300 South Syracuse Way, Suite 300
Centennial, Colorado 80111

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!

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Hidalgo County Theaters- 10 weeks
10/1/2018 Displayed by Theater/Zip Code

| Seg 2 0:30 11/2/2018 - 1/10/2019 (10 weeks) | | | | | | | | | | |
|---|----------------------------|------------|--------------|------------------------------------|-----------------|--------------|-----------------------|----------|-----------------|-------------|
| DMA # | DMA | Creative # | Theater Code | Theater Name | Location | # of Screens | Projected Impressions | Net Rate | Net Weekly Cost | Net Media |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK1080 | Cinemark Movie Bistro - Edinburg** | Edinburg, Texas | 6 | 56,184 | \$20.00 | \$120.00 | \$1,200.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK114 | Cinemark Movies 6 McAllen | McAllen, Texas | 6 | 60,948 | \$20.00 | \$120.00 | \$1,200.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK093 | Hollywood USA | McAllen, Texas | 17 | 67,978 | \$20.00 | \$340.00 | \$3,400.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK212 | Movies 10 Weslaco | Weslaco, Texas | 10 | 65,173 | \$20.00 | \$200.00 | \$2,000.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK1074 | Pharr Town Center | Pharr, Texas | 16 | 122,435 | \$20.00 | \$320.00 | \$3,200.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK261 | Tinseltown Mission | Mission, Texas | 17 | 106,563 | \$20.00 | \$340.00 | \$3,400.00 |
| | | | | 6 | | 72 | 479,281 | \$20.00 | \$1,440.00 | \$14,400.00 |

| Regional LEN 0:30 11/2/2018 - 1/10/2019 (10 weeks) | | | | | | | | | | |
|--|----------------------------|------------|--------------|------------------------------------|-----------------|--------------|-----------------------|----------|-----------------|-----------|
| DMA # | DMA | Creative # | Theater Code | Theater Name | Location | # of Screens | Projected Impressions | Net Rate | Net Weekly Cost | Net Media |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK1080 | Cinemark Movie Bistro - Edinburg** | Edinburg, Texas | 6 | 15,185 | \$12.00 | \$12.00 | \$120.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK114 | Cinemark Movies 6 McAllen | McAllen, Texas | 6 | 16,472 | \$12.00 | \$12.00 | \$120.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK093 | Hollywood USA | McAllen, Texas | 17 | 18,372 | \$12.00 | \$12.00 | \$120.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK212 | Movies 10 Weslaco | Weslaco, Texas | 10 | 17,614 | \$12.00 | \$12.00 | \$120.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK1074 | Pharr Town Center | Pharr, Texas | 16 | 33,091 | \$12.00 | \$12.00 | \$120.00 |
| 84 | Harlingen-Wslco-Brmsvl-McA | 464657 | CNK261 | Tinseltown Mission | Mission, Texas | 17 | 28,801 | \$12.00 | \$12.00 | \$120.00 |
| | | | | 6 | | 72 | 129,535 | \$12.00 | \$72.00 | \$720.00 |

Program Totals

| | |
|------------------------------|-------------|
| Total Projected Impressions: | 608,816 |
| Total Net Media: | \$15,120.00 |
| Total Media Services: | \$0 |
| Total Creative Services: | \$0 |



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| | |
|-----------------------|-------------|
| Total Other Services: | \$0 |
| Net Total: | \$15,120.00 |

Footnotes:

Seg 2 placement subject to availability; spots may run in Seg 3 in locations where Seg 2 inventory is unavailable

NCM Scenario for - Hidalgo County Health Department - Proprietary & Confidential

ORD-1809-01099

