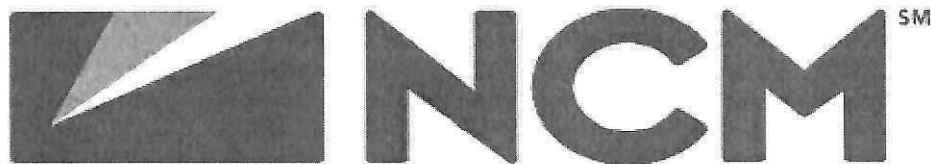


Key 468455



AMERICA'S MOVIE NETWORK

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: Hidalgo Department of Health and Human Services Contact: Patricia Garcia	Billing: Hidalgo Department of Health and Human Services 1304 S 25th Ave Edinburg, TX 78542-7205	NCM Account Director: Connie Franco Phone: +1 (512) 430-7975 Email: Connie.Franco@ncm.com
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Order: 2301-0205-002

2023 COVID Awareness

ONSCREEN

Segment 2 CPT - Seg 2 Pharr Town Center

2301-0205-002-011

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK1074	Pharr Town Center	PHARR, TX	16	\$549.80	\$8,247.00

Segment 2 CPT - Seg 2 Hollywood USA

2301-0205-002-012

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK093	Hollywood USA	MCALLEN, TX	17	\$164.00	\$2,460.00

Segment 2 CPT - Seg 2 Tinseltown Mission

2301-0205-002-013

Period: 05/01/2023-08/20/2023

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK261	Tinseltown Mission	MISSION, TX	17	\$293.93	\$4,702.95

Segment 2 CPT - Seg 2 Cinemark Movie Bistro - Edinburg

2301-0205-002-014

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK1080	Cinemark Movie Bistro - Edinburg**	EDINBURG, TX	6	\$178.80	\$2,682.00

ONSCREEN

Segment 2 CPT - Seg 2 Cinemark Movies 6 McAllen

2301-0205-002-015

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

Reg # 468935

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK114	Cinemark Movies 6 McAllen	MCALLEN, TX	6	\$51.80	\$777.00

Segment 2 CPT - Seg 2 Movies 10 Weslaco

2301-0205-002-016

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
619683	CNK212	Movies 10 Weslaco	WESLACO, TX	10	\$243.80	\$3,657.00

LEN

LEN CPT - Lobby Entertainment/LEN

2301-0205-002-005

Period: 05/01/2023-08/13/2023

Weeks: 15

Duration: 30

Total weeks: 15

LEN Pods: 3

Creative #	Theater Code	Theater Name	Location	Net Rate [CPT]	Net Media
619683	CNK093	Hollywood USA	MCALLEN, TX	\$0.00	\$0.00
619683	CNK1074	Pharr Town Center	PHARR, TX	\$0.00	\$0.00
619683	CNK1080	Cinemark Movie Bistro - Edinburg**	EDINBURG, TX	\$0.00	\$0.00
619683	CNK114	Cinemark Movies 6 McAllen	MCALLEN, TX	\$0.00	\$0.00
619683	CNK212	Movies 10 Weslaco	WESLACO, TX	\$0.00	\$0.00
619683	CNK261	Tinseltown Mission	MISSION, TX	\$0.00	\$0.00

DIGITAL

Noovie Audience Accelerator Full Panel Local - Full Panel

2301-0205-002-008

Period: 05/01/2023-08/13/2023

Weeks: 15

Total weeks: 15

Digital Unit: (320x480) (768x1024) (1024x768)

Digital Targeting: NCM Moviegoer

Creative #	Impressions	Net Rate	Net Media
619660, 619686	89,807	\$22.27	\$2,000.00

Noovie Audience Accelerator Banners Local - Banners

2301-0205-002-009

Period: 05/01/2023-08/13/2023

Weeks: 15

Total weeks: 15

Digital Unit: (300x250, 320x50, 728x90, 160x600, 300x600)

Digital Targeting: NCM Moviegoer

Creative #	Impressions	Net Rate	Net Media
619684	260,078	\$7.69	\$2,000.00

Noovie Audience Accelerator Video + OTT Local - Video + OTT

2301-0205-002-010

Period: 05/01/2023-08/13/2023

Weeks: 15

Reg # 468935

DIGITAL

Total weeks: 15

Digital Unit: 16:9 aspect ratio, 640x360-1920x1080, :15 or :30 sec

Digital Targeting: NCM Moviegoer

	Creative #	Impressions	Net Rate	Net Media
	619685	199,269	\$30.11	\$5,999.99

FOOTNOTES

Comments & Special Instructions:	Total Media	
		\$32,525.94
	Creative/Media Services	\$0.00
	Production	\$0.00
	Total Due	\$32,525.94

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 Advertiser (or Agency, if applicable) signing below, Advertiser agrees to purchase the Advertising described in this Order, which is subject to the NATIONAL CINEMEDIA, LLC Standard Media Terms and Conditions available at <https://ncm.com/mediatermsandconditions>.

Advertiser Signature:

Date: National CineMedia, LLC

Date:



Reg # 468935

January 5, 2023

Re: Sole Source Advertising

To Whom It May Concern:

Please be advised that National CineMedia ("NCM") is the single, exclusive sales and marketing representative for the sales of all on-screen and other in-theatre advertising and promotions for the following theatre exhibitors ("Exhibitors"):

Aliance Management (Xscape), AMC*, Atrium Stadium Cinemas, Ayrslay Theatre, Bernardsville Cinema, Cinemark*, Cinepolis* (only former Movie House & Eatery locations), Cinergy, Coming Attractions, Fairchild, Far Away Entertainment*, Fox Theatres, Fountain Stone Theaters, Fremont Theaters, Galaxy Theatres*, Georgia Theatre Company, Golden Star, Goodrich, Harkins Theatres*, High Sierra, Kerasotes/ICON, LA Live*, Legacy Theaters, Loeks/Celebration Cinemas/Studio C, Main Street Theatres, Marquee, MCIC, Metropolitan, Misty Fairchild, MJR*, MovieScoop, Movie Tavern*, Odyssey, O'Neil*, PictureShow Cinemas, Regal Cinemas*, Santikos*, ShowBiz, Southeast Cinemas, Southern Theatres, Star Cinema Grill, Texas Cinema/EVO, UEC Theatres, Venue Cinema, West Mall Theater, White Mountain Entertainment.

* Please note: Exhibitors marked with an asterisk may have limited exceptions to NCM's exclusivity.

In addition, NCM is the single, exclusive sales and marketing representative for the sales of national on-screen advertising for all Exhibitors partnered with Pecan Pie Productions.

Best regards,

A handwritten signature in black ink, appearing to read 'Scott Felenstein', written over a light blue horizontal line.

Scott Felenstein
President
National CineMedia