

Reg 371563
Quote #1

In-Theater Advertising Proposal
Prepared for Hidalgo department of Health and Human services
Created for Rick Salinas

Stroke Awareness 2018

MAY 07 2018



2018 NCM & NCM Inc. All Rights Reserved

FILED	
AT 11:00	O'CLOCK A M
MAY 23 2018	
ARTURO GUJARDO, JR. COUNTY CLERK HIDALGO COUNTY, TEXAS	
BY	DEPUTY



April 27, 2018
Created by Connie Franco
Email: Connie.Franco@ncm.com
Phone: +1 (956) 318-0810
Fax: (956) 380-0885

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: Rick Salinas ricardo.salinas@hchhd.org	Hidalgo department of Health and Human services 1304 S 25th Ave Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Rick Salinas ricardo.salinas@hchhd.org	Acct. Dir.: Connie Franco Phone: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com

Order: ORD-1804-01920 Type: New

Hidalgo County Health dept.- Stroke Awareness2018

Seg 2

Start: 6/1/2018

End: 8/30/2018

Weeks: 13.00

Weight: Best Available

Duration/Units: 00:30

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate	Net Media
451373	CNK212	Movies 10 Weslaco	Weslaco, Texas	10	\$25.00	\$3,250.00
451373	CNK1074	Pharr Town Center	Pharr, Texas	16	\$38.00	\$7,904.00
451373	CNK261	Tinseltown Mission	Mission, Texas	17	\$30.00	\$6,630.00

Seg 2

Start: 6/1/2018

End: 8/9/2018

Weeks: 10.00

Weight: Best Available

Duration/Units: 00:30

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate	Net Media
451373	CNK114	Cinemark Movies 6 McAllen	McAllen, Texas	6	\$25.00	\$1,500.00

Req 371563
Quote 1

Regional Insertion Order Agreement

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

Seg 2 placement subject to availability; spots may run in Seg 3 in locations where Seg 2 inventory is unavailable
Proposed rates are held 4 weeks from the date of this proposal

Reg 371563
Quote #1

Req# 371563
quote #1



Billing Acknowledgement

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

Client Name:	Hidalgo department of Health and Human services
AP Contact Name:	
AP Address:	
AP Phone:	
AP E-mail:	

Order Number:	ORD-1804-01920
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:

4/27/2018 Displayed by Theater/Zip Code

Seg 2 0:30 6/1/2018 - 8/30/2018 (13 weeks)

DMA #	DMA	Creative #	Theater Code	Theater Name	Location	# of Screens	Projected Impressions	Net Rate	Net Weekly Cost	Net Media
84	Harlingen-Wsico-Brnsvl-McA	451373	CNK212	Movies 10 Weslaco	Weslaco, Texas	10	88,685	\$25.00	\$250.00	\$3,250.00
84	Harlingen-Wsico-Brnsvl-McA	451373	CNK1074	Pharr Town Center	Pharr, Texas	16	166,607	\$38.00	\$608.00	\$7,904.00
84	Harlingen-Wsico-Brnsvl-McA	451373	CNK261	Tinseltown Mission	Mission, Texas	17	145,008	\$30.00	\$510.00	\$6,630.00
				3		43	400,300	\$31.00	\$1,368.00	\$17,784.00

Seg 2 0:30 6/1/2018 - 8/9/2018 (10 weeks)

DMA #	DMA	Creative #	Theater Code	Theater Name	Location	# of Screens	Projected Impressions	Net Rate	Net Weekly Cost	Net Media
84	Harlingen-Wsico-Brnsvl-McA	451373	CNK114	Cinemark Movies 6 McAllen	McAllen, Texas	6	67,885	\$25.00	\$150.00	\$1,500.00
				1		6	67,885	\$25.00	\$150.00	\$1,500.00

Total Projected Impressions:	468,185
Total Net Media:	\$19,284.00
Total Media Services:	\$0
Total Creative Services:	\$0
Total Other Services:	\$0
Net Total:	\$19,284.00

Footnotes:
 Seg 2 placement subject to availability; spots may run in Seg 3 in locations where Seg 2 inventory is unavailable
 Proposed rates are held 4 weeks from the date of this proposal

Reg 371563
 quote # 7

NCM Scenario for - Hidalgo department of Health and Human services - Proprietary & Confidential
 ORD-1804-01920



Reg # 37563
Quote # 1





NCM Digital Delivery Instructions

Req 371563
Quote #1

Order Number: ORD-1804-01920

Creative Name	Creative Number	URL
Stroke Awareness 2018-OL9	451373	http://delivery.ncm.com/SouthCentral/ORD180401920/451373

To Upload Media:

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

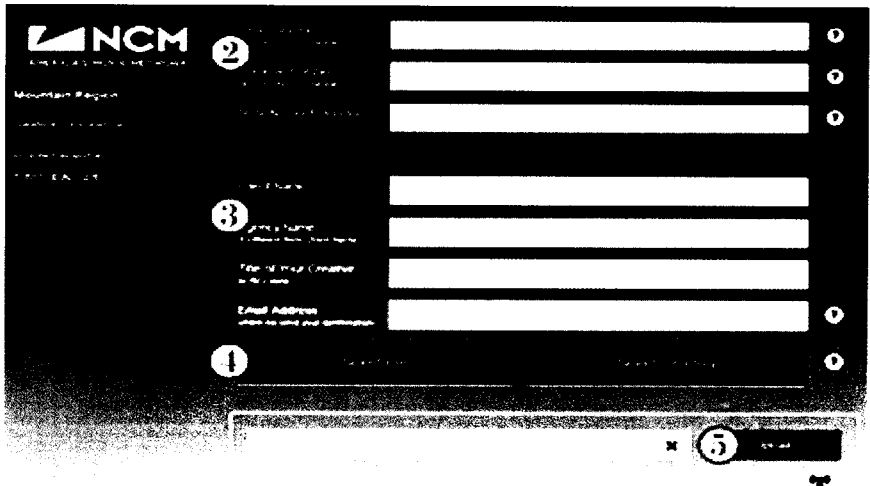
Important: You will be prompted to download the Aspera plugin. The Aspera plugin works best with the latest version of any browser, but is not compatible with Safari. Click the *Download Aspera Connect* link, and follow the Install Wizard to ensure that you are able to upload media to NCM.

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 submittal to ensure an on-time start. If you do not know these, please contact your NCM Account Director.
- If you are adding multiple creative, each piece of creative requires a unique Creative Number for upload.
- Zip files may get rejected and should not be uploaded.
- Do not use special characters for the Title of Your Creative or ISCI code.

RCg 371563
 Quote # 1
 Page 1

Advertiser Information Hidalgo department of Health and Human services 1304 S 25th Ave Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Rick Salinas ricardo.salinas@hchd.org	Billing Information Hidalgo department of Health and Human services 1304 S 25th Ave Edinburg, TX 78542 Phone: (956) 383-6221 Fax: Rick Salinas ricardo.salinas@hchd.org	Account Director: Connie Franco Phone: +1 (956) 318-0810 Fax: (956) 380-0885 Email: Connie.Franco@ncm.com
--	---	---

Order: ORD-1804-01920 Type: New

Creative Name: Stroke Awareness 2018-OL9 451373

Start Date: 6/1/2018

Ratings: G, PG, PG-13, R

Notes / Special Instructions: wiaived becasue client is using Tony wright to create 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
 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!

Regional Insertion Order Agreement

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

Payment	Comments & Special Instructions:	Total Media	\$19,284.00
Payment Terms: Pay in Full	Client using Tony Wright for External ad. non-profit discounts applied	Media Services	\$0.00
Payment Method: Check		Creative Services	\$0.00
P.O. Number:		Other Services	\$0.00
		Total Due	\$19,284.00

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

Ramon Garcia
 Advertiser Name/Title: *Ramon Garcia, Co. Supt.* Date: *5/22/18*

National CineMedia, LLC

Date:

Order Number: ORD-1804-01920			
A	B	C	D
			E
			F
Logged	Scheduled	Creative Approved	Credit Approved
			Posted
			Audit

APPROVED BY
 COMMISSIONERS' COURT
5/22/18

Reg 371563
 quote #1



Reg # 371563
Quote # 1

Regional Insertion Order Agreement

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

INITIALS

materials in workmanship. Advertiser further covenants that if Advertiser at any time fails to have all rights necessary to enable NCM to perform its obligations and exercise its rights under this Agreement, Advertiser will obtain all such rights, and will be solely responsible for any liability of either party arising out of any claim, allegation, suit or proceeding alleging that either party does not have such rights.

9. **Disclaimer and Limitation of Liability.** NCM PROVIDES ALL NCM CONTENT AND ALL SERVICES PERFORMED BY NCM UNDER THIS AGREEMENT "AS-IS" AND "AS-AVAILABLE." NCM MAKES NO REPRESENTATIONS OR WARRANTIES, WHETHER EXPRESS, IMPLIED OR STATUTORY, REGARDING THE NCM CONTENT OR SUCH SERVICES, AND ADVERTISER HAS NOT RELIED ON ANY REPRESENTATIONS OR WARRANTIES OF NCM REGARDING THE NCM CONTENT OR SUCH SERVICES. NCM EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES REGARDING THE NCM CONTENT AND SUCH SERVICES, INCLUDING, WITHOUT LIMITATION, ANY EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, OR NON-INFRINGEMENT OF THIRD PARTY RIGHTS. NCM'S TOTAL CUMULATIVE LIABILITY IN CONNECTION WITH THIS AGREEMENT, WHETHER IN CONTRACT, TORT OR OTHERWISE, WILL NOT EXCEED THE AMOUNT OF FEES ACTUALLY PAID TO NCM UNDER THIS AGREEMENT, DURING THE 3 MONTH PERIOD IMMEDIATELY PRECEDING THE EVENTS GIVING RISE TO SUCH LIABILITY. IN NO EVENT WILL NCM BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, EXEMPLARY, PUNITIVE, SPECIAL, OR INCIDENTAL DAMAGES, INCLUDING WITHOUT LIMITATION ANY DAMAGES RELATING TO LOST DATA, LOST REVENUE OR PROFITS, OR COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, ARISING FROM OR RELATING TO THIS AGREEMENT, HOWEVER CAUSED AND UNDER ANY THEORY OF LIABILITY (INCLUDING NEGLIGENCE) EVEN IF NCM HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. ANY UNEXCUSSED FAILURE BY NCM TO PERFORM ANY OBLIGATION UNDER THIS AGREEMENT WILL AFFECT ONLY THE OBLIGATION WITH RESPECT TO WHICH THE FAILURE OCCURRED AND WILL IN NO WAY AFFECT ANY OTHER OBLIGATIONS OF NCM UNDER THIS AGREEMENT. NOTWITHSTANDING THE FOREGOING, ADVERTISER'S SOLE AND EXCLUSIVE REMEDY FOR NCM'S FAILURE TO EXHIBIT THE ADVERTISING AS SET FORTH ON THE ORDER WILL BE FOR NCM TO "MAKE-GOOD" (MAKE AVAILABLE TO ADVERTISER AN ALTERNATIVE TIME PERIOD OF REASONABLY COMPARABLE VALUE FOR THE RE-EXHIBITION OF SUCH ADVERTISING) WITHIN A REASONABLE TIME PERIOD FOLLOWING NOTICE OF THE FAILURE FROM ADVERTISER.

MAC

MAC

MAC

MAC

10. **Indemnification.** Advertiser is responsible for and will indemnify, defend, and hold harmless NCM and its subsidiaries, exhibitors and affiliates, and their owners, officers, directors, employees and agents, 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 any: (1) actual or alleged breach by Advertiser of a provision of this Agreement; (2) negligence or willful misconduct on the part of Advertiser; (3) exhibition, distribution, display, performance, reproduction, or other use by NCM of the Advertising, Advertiser Content or Promotional Materials; or (4) damage to property or injury to or death of any person directly or indirectly caused by any use or misuse of any Advertiser Content or Advertising, including, without limitation, any Promotional Materials or other packaging or materials used in connection therewith. NCM will provide Advertiser with notice of any such claim or allegation, and NCM has the right to participate in the defense of any such claim at its expense.

MAC

MAC

11. **Termination and Remedies.** NCM may terminate this Agreement immediately upon any breach by Advertiser of this Agreement (in addition to any other available remedy) or upon not less than 30 days' notice to Advertiser for any other reason. Upon termination for breach by Advertiser, Advertiser will not be entitled to the refund of any prepaid fees. Upon any termination, NCM is not required to preserve or maintain any Advertiser Content or Advertising. If Advertiser desires NCM to provide Advertiser with a copy of any Advertiser Content or Advertising, Advertiser must notify NCM in writing within 60 days of the last exhibition of the Advertising (such copy to be provided at Advertiser's sole expense).

MAC

12. **Cancellation.** Advertiser may not modify or cancel this Agreement except by written consent of NCM.

MAC

13. **Insurance.** Advertiser represents that it maintains a general liability insurance policy (with a financially sound and reputable insurance company) in such amounts as Advertiser deems reasonably adequate for its business and as required to perform its obligations hereunder. NCM and its affiliates will be named as additional insureds on such policy, and the policy will provide that it will not be subject to modification or cancellation without at least thirty (30) days' prior written notice to NCM. Upon request, Advertiser will furnish NCM with a certificate of insurance evidencing the foregoing coverage before the advertising is exhibited.

MAC

MAC

14. **Additional Terms.** Advertiser may not assign or otherwise transfer this Agreement or any of Advertiser's rights hereunder without the prior permission of NCM. Any attempt to do so in violation of the foregoing sentence will be null and void. This Agreement will be binding on the parties and upon their heirs, personal representatives, executors, administrators, successors and assigns. The parties agree for themselves and their heirs, personal representatives, executors, administrators, successors or assign to execute any instruments and to perform any acts that may be necessary or proper to carry out the purposes of this Agreement. This Agreement will be governed by the laws of the State of ~~Colorado~~ ^{Arizona} excluding its conflict of laws principles. The parties hereby irrevocably consent to the exclusive jurisdiction and venue in the state and federal courts sitting in ~~Hidalgo~~ ^{Hidalgo} County, ~~Colorado~~ ^{Texas} for any dispute concerning the interpretation or effect of this Agreement. In all such 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 will be entitled to recover all of its costs relating thereto, including, without limitation, reasonable attorneys' fees, court costs and any other costs of collection. The relationship between the parties under this Agreement is one of independent contractors. The waiver by either party of a breach of any provision of this Agreement will not operate or be interpreted as a waiver of any other or subsequent breach. If any provision of this Agreement is deemed unenforceable, such provision will be changed and interpreted to accomplish the objectives of such provision to the greatest extent possible under applicable law and the remaining provisions will continue in full force and effect. Any failure or delay in performance by NCM will be excused (and will not constitute a breach of this Agreement) to the extent due to any cause not reasonably within NCM's control, including, without limitation, third party acts, omissions or failures, casualty, labor disputes, governmental action or acts of God. This Agreement sets forth the entire understanding of the parties and supersedes any and all prior oral and written agreements or understandings between the parties regarding the subject matter of this Agreement. In the event that any terms that may appear on an Advertiser's or agency's form of purchase order, insertion order, or other order form vary from or conflict with the terms of this Agreement (including without limitation pre-printed terms), the terms of this Agreement will control. This Agreement does not and is not intended to confer any rights or remedies upon any person other than the parties. If Advertiser executes this contract as an agency or media buyer for a client, such Advertiser and its client shall be jointly and severally responsible for all payments hereunder.

MAC

MAC

MAC

MAC

Advertiser may terminate this Agreement immediately upon any breach by NCM of this Agreement (In addition to any other remedy) or upon not less than 30 days' notice to NCM for any other reason. Parties may modify this contract by written mutual agreement.

APPROVED BY
COMMISSIONERS' COURT
ON: 5/21/18

Reg 371563
Quote #1

Regional Insertion Order Agreement

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

NATIONAL CINEMEDIA, LLC ADVERTISING REGIONAL INSERTION ORDER AND AGREEMENT Terms and Conditions

The Agreement between National CineMedia, LLC ("NCM") and Advertiser will include, and all Advertising exhibited by NCM for Advertiser will be subject to, the following Terms and Conditions:

- 1. NCM Services.** Subject to the terms of this Agreement, NCM will arrange for the Advertising to be exhibited as specified in each Order entered into under this Agreement. Notwithstanding the foregoing, the exhibition of the Advertising, and performance by NCM of its obligations under this Agreement, will be excused to the extent that (and may be delayed if) Advertiser fails to perform its obligations under this Agreement in a timely manner or otherwise fails to comply with the terms of this Agreement.
- 2. In-Theatre Advertising.** All In-Theatre Advertising or other content will be subject to any audience or advertising restrictions or limitations imposed on NCM by motion picture studios, producers, distributors, exhibitors or other third parties. In addition, in its sole and absolute discretion, NCM may elect to not exhibit or present any In-Theatre Advertising or other content before any motion picture or group of motion pictures with particular movie ratings. The screen count or theatre locations for In-Theatre Advertising that are set forth on the Order may be substituted by NCM in its reasonable discretion upon notice to Advertiser.
- 3. Internet and Online Advertising.** The American Association of Advertising Agencies (AAAA)/Interactive Advertising Bureau (IAB) Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 (the "IAB Terms"), a copy of which is available upon request from NCM, are incorporated into this Agreement for all Internet and online Advertising purchased under this Agreement. "Colorado" and "Denver County, Colorado" are inserted into the respective placeholders in Section XIV(d) of the IAB Terms. If there is no Agency for this Insertion Order, "Advertiser" replaces "Agency" in all instances in the IAB Terms and Section III(c) of the IAB Terms is deleted. In the event of any conflict between the terms of this Agreement and the IAB Terms, the terms of this Agreement will control.
- 4. Fees and Payment.** Advertiser will pay all fees as specified on each Order within 30 days of invoice. If Advertiser fails to pay NCM any undisputed amount when due, 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 12% per annum.
- 5. Advertiser Obligations.** In addition to the other obligations of Advertiser set forth in this Agreement, Advertiser will, at its expense, and at its risk of loss, provide NCM with the Advertising material as required by NCM at least 7 business days in advance but not more than 20 business days in advance of the date scheduled by NCM for transfer of the materials for use or production as Advertising (dependent upon Advertising vehicle selected or if otherwise agreed to by the parties).
- 6. Content.**

6.1 Advertiser Content. All advertising, information, data, text, photographs, video, images, audio, call to action, and other content ("Content") provided by Advertiser for use in the Advertising ("Advertiser Content") is subject to prior approval by NCM. All Advertiser Content must be in compliance with the Media Specifications, Creative Deadlines and Advertising Guidelines at <http://adspcs.ncm.com>. NCM reserves the right to make technical changes to Advertiser Content to ensure conformance with technical specifications. Advertiser Content shall not include the exhibition or display of any trademark, service mark, logo or other branding of a third party without prior written approval of NCM. NCM may reject any Advertiser Content or Advertising for any reason. NCM has no obligation to review any Advertiser Content or Advertising for compliance with this Agreement or any applicable law, rule, or regulation. Advertiser will remain solely responsible for any liability arising from the Advertiser Content or Advertising, including but not limited to liability arising from any laws relating to obscenity, defamation, trade libel, the right of publicity or likeness, the right of or to privacy, any laws relating to intellectual property, and any laws relating to advertising. If any Advertiser Content or Advertising is rejected by NCM, Advertiser will promptly replace the Advertiser Content or Advertising with Advertiser Content or Advertising acceptable to NCM so as not to delay the schedule for the display of the Advertising. Advertiser will maintain back-up copies of all Advertiser Content and Advertising and NCM will not be liable for loss or damage to any Advertiser Content or Advertising. Advertiser agrees to and hereby does grant to NCM all rights, authorizations, consents, licenses, and clearances (collectively, "Licenses") necessary or appropriate to exhibit, distribute, broadcast, publicly present and publicly perform the Advertising and as necessary or appropriate for the performance by NCM of its other obligations under this Agreement, including, without limitation, all Licenses necessary for the public performance of musical compositions. Advertiser also grants NCM a limited License to use and display portions of the Advertising in connection with the promotion of NCM's business.

6.2 NCM Content. All Content, including, without limitation, any derivatives, modifications or new versions of any Advertiser Content prepared or delivered by NCM under this Agreement ("NCM Content"), and all intellectual property rights therein and applicable thereto, are and will remain the sole and exclusive property of NCM. Advertiser agrees that NCM will retain sole and exclusive title to all NCM Content and agrees to and hereby makes all assignments necessary to provide NCM such sole and exclusive title. Advertiser receives no rights or licenses in or to any NCM Content (or in or to any NCM trademarks) under this Agreement and NCM expressly reserves all such rights.

7. Promotional Materials. All materials distributed or to be distributed by or on behalf of Advertiser as part of or in connection with the Advertising, including, without limitation, toys, food, objects or other materials ("Promotional Materials") will be delivered to locations (at the sole expense of Advertiser and with Advertiser bearing all risk of loss) in accordance with the procedures, specifications and deadlines established by NCM. All Promotional Materials, including, without limitation, lobby displays, are subject to NCM and theatre approval, and their final placement is determined by theatre management. At its discretion, NCM may delay the distribution of Promotional Materials. Certain Promotional Material, as determined by NCM, will contain the following statement: "THIS PROMOTION IS NOT ENDORSED BY NCM, THIS THEATRE OPERATOR OR ANY OF THEIR AFFILIATES. BY FILLING OUT THIS FORM YOU WILL OR CAN BE SOLICITED".

8. Representations and Warranties. Advertiser represents and warrants to NCM that: (1) Advertiser has the legal right to enter into this Agreement and to perform its obligations under the Agreement; (2) Advertiser has all rights necessary to enable NCM to exercise the rights granted under this Agreement; (3) the exhibition and other use of the Advertiser Content and Advertising, the distribution and other use of the Promotional Materials, and the other activities of Advertiser and obligations of NCM under this Agreement will not violate applicable local, state and federal laws, rules, and regulations, including, without limitation, laws and regulations governing privacy and email/spam, or any self-regulatory rules or guidelines that are applicable to, or to which the Advertiser, the agency or the Advertiser Content, Advertising or Promotional Materials may be subject, or any duty toward or rights of any third party; (4) all information and data provided to NCM in connection with this Agreement is correct and current; (5) Advertiser will not collect any personally identifiable information (including, without limitation, any e-mail addresses, full names, mailing addresses and phone number of theatre patrons), or transfer any such information to any third party, without the prior written approval of NCM; (6) the Advertiser Content and Advertising do not contain any viruses, Trojan horses, worms, time bombs, or any other similar software, data, or programs that may damage, detrimentally interfere with, surreptitiously intercept, or expropriate any system, data, information, or property of another; (7) the Advertiser Content, Advertising and Promotional Materials are not, in whole or in part, pornographic, obscene, abusive, threatening, indecent, vulgar, defamatory, harassing, do not otherwise constitute trade libel, a violation of the right of publicity or an invasion of privacy, do not violate any other laws relating to advertising, and are not otherwise objectionable or unlawful; (8) the Advertiser Content, Advertising, and Promotional Materials are not false or misleading; (9) the Advertiser Content, Advertising and Promotional Materials do not infringe, violate or misappropriate any third party copyright, trademark, right of or to privacy, publicity or likeness, or other intellectual property or proprietary right; and (10) the Advertiser Content, Advertising and Promotional Materials are free from defects and

INITIALS
MAC
MAC
[Signature]

(6) to the Advertiser's knowledge, the Advertiser...

APPROVED BY
COMMISSIONERS' COURT
ON: 5/22/18 [Signature]

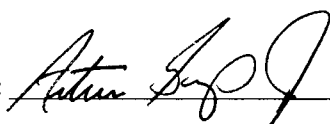
Lease and/ or Service Agreement

Company's Name: National CineMedia, LLC

Department: Health & Human Services

AI- 64917 Approval through CC on: 05/22/18

ATTEST:

By: 
Arturo Guajardo Jr., County Clerk

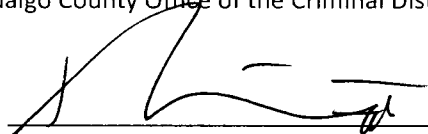


Date: _____

APPROVED AS TO FORM:

Hidalgo County Office of the Criminal District Attorney,

Ricardo Rodriguez, Jr.

By: 

ROBERT VINTY III, Assistant District Attorney
Civil Litigation Division

Zimbra

hector.garcia1@co.hidalgo.tx.us

Re: Regional Insertion Order Agreement for Health and Human Services

From : Robert Vina <robert.vina@da.co.hidalgo.tx.us>
Subject : Re: Regional Insertion Order Agreement for Health and Human Services
To : Victor Garza <victor.garza@da.co.hidalgo.tx.us>
Cc : Hector A. Garcia <hector.garcia1@co.hidalgo.tx.us>, Josephine Ramirez <josephine.ramirez@da.co.hidalgo.tx.us>, Eduardo Olivarez <eddie.olivarez@hchd.org>

Tue, May 15, 2018 01:20 PM

1 attachment

Good Afternoon Mr. Garcia,

As requested, we reviewed the Regional Insertion Order Agreement with NCM for theatrical advertisements for "Stroke Awareness 2018". Since this agreement is the same as the two previous theatrical advertisement agreements with NCM, we recommend the same modifications. The agreement is approved as to form subject to the inclusion of the modifications written in blue on the attached agreement.

Please forwarded it to NCM for review. Agreed upon modifications may be initialed by both parties after approval by the Commissioner's Court.

Please feel free to contact me if you have any questions.
Thank you,

Robert Viña III

Assistant District Attorney
Civil Litigation Division

Office of the Criminal District Attorney
Hidalgo County, Texas
100 E. Cano
Edinburg, TX 78539
(956) 292-7609 EXT 8187
(956) 292-7619 FAX

robert.vina@da.co.hidalgo.tx.us

The information contained in this e-mail may be 1.SUBJECT TO THE ATTORNEY-CLIENT PRIVILEGE; 2.ATTORNEY WORK PRODUCT; and/or 3.CONFIDENTIAL. It is intended only for the individual or entity designated above. Any distribution, copying, or use of or reliance upon the information contained in this e-mail by or to anyone other than the recipient designated above by the sender is unauthorized and strictly prohibited. **IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE ADVISE THE SENDER BY REPLY E-MAIL TO robert.vina@da.co.hidalgo.tx.us AND DELETE THE COMMUNICATION.**

On Mon, May 14, 2018 at 10:08 AM, Victor Garza <victor.garza@da.co.hidalgo.tx.us> wrote:
Mr. Garcia,

By way of this email, I am forwarding your request to the Honorable Robert Vina III in our office. Mr. Vina had previously reviewed this matter. Should you have any additional questions or concerns, please contact Mr. Vina.

Respectfully,

Victor M. Garza
Assistant District Attorney
Civil Division
Office of the Criminal District Attorney
Hidalgo County, Texas
100 East Cano Street
Edinburg, Texas 78539

(956) 292-7609 EXT. 8185
(956) 292-7619 FAX
victor.garza@da.co.hidalgo.tx.us

The information contained in this e-mail may be 1.SUBJECT TO THE ATTORNEY-CLIENT PRIVILEGE; 2.ATTORNEY WORK PRODUCT; and/or 3.CONFIDENTIAL. It is intended only for the individual or entity designated above. Any distribution, copying, or use of or reliance upon the information contained in this e-mail by or to anyone other than the recipient designated above by the sender is unauthorized and strictly prohibited. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE ADVISE THE SENDER BY REPLY E-MAIL TO victor.garza@da.co.hidalgo.tx.us AND DELETE THE COMMUNICATION.

----- Forwarded message -----

From: **hector garcia1** <hector.garcia1@co.hidalgo.tx.us>
Date: Fri, May 11, 2018 at 8:44 AM
Subject: Fwd: Regional Insertion Order Agreement for Health and Human Services
To: victor garza <victor.garza@da.co.hidalgo.tx.us>

Good Morning Victor,

I wanted to see if you could please assist us with reviewing the attached Regional Insertion Order Agreement for Health and Human Services? I have attached the previous revision that was done on the same document last year.

Thank You!

From: "hector garcia1" <hector.garcia1@co.hidalgo.tx.us>
To: "josephine ramirez" <josephine.ramirez@da.co.hidalgo.tx.us>
Sent: Thursday, May 10, 2018 4:04:30 PM
Subject: Regional Insertion Order Agreement for Health and Human Services

Good Afternoon Josephine,