



AMERICA'S MOVIE NETWORK

Carolyn Thornton

E-signed 2022-04-07 04:50PM CDT

carolyn.thornton@co.hidalgo.tx.us



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 County Health Department Contact: Patricia Garcia	Billing: Hidalgo County Health Department	NCM Account Director: Brent Cantwell Phone: +1 (512) 897-6503 Email: Brent.Cantwell@ncm.com
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Order: 2203-0005-001

2022 Immunization Awareness Campaign

ONSCREEN

Segment 1 CPT - :30 Spot
2203-0005-001-005

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK093	Hollywood USA	MCALEN, TX	17	\$220.10	\$3,521.60

Segment 1 CPT - :30 Spot
2203-0005-001-006

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK1074	Pharr Town Center	PHARR, TX	16	\$443.78	\$7,100.48

Segment 1 CPT - :30 Spot
2203-0005-001-007

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK1080	Cinemark Movie Bistro - Edinburg**	EDINBURG, TX	6	\$175.05	\$2,800.80

Segment 1 CPT - :30 Spot
2203-0005-001-008

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK114	Cinemark Movies 6 McAllen	MCALEN, TX	6	\$190.07	\$3,041.12

ONSCREEN

Segment 1 CPT - :30 Spot
2203-0005-001-009

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK212	Movies 10 Weslaco	WESLACO, TX	10	\$243.41	\$3,894.56

Segment 1 CPT - :30 Spot
2203-0005-001-010

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
	CNK261	Tinseltown Mission	MISSION, TX	17	\$340.91	\$5,454.56

LEN

LEN CPT - LEN :30
2203-0005-001-002

Period: 04/01/2022-07/21/2022

Weeks: 16

Duration: 30

Total weeks: 16

LEN Pods: 3

Creative #	Theater Code	Theater Name	Location	# Screens	Net Rate [CPT]	Net Media
609759, 609760	CNK093	Hollywood USA	MCALLEN, TX	17	\$0.00	\$0.00
609759, 609760	CNK1074	Pharr Town Center	PHARR, TX	16	\$0.00	\$0.00
609759, 609760	CNK1080	Cinemark Movie Bistro - Edinburg**	EDINBURG, TX	6	\$0.00	\$0.00
609759, 609760	CNK114	Cinemark Movies 6 McAllen	MCALLEN, TX	6	\$0.00	\$0.00
609759, 609760	CNK212	Movies 10 Weslaco	WESLACO, TX	10	\$0.00	\$0.00
609759, 609760	CNK261	Tinseltown Mission	MISSION, TX	17	\$0.00	\$0.00

DIGITAL

Noovie Audience Accelerator Banners Local - Banners
2203-0005-001-003

Period: 04/01/2022-07/21/2022

Weeks: 16

Total weeks: 16

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

Digital Targeting: NCM Moviegoer

Creative #	Impressions	Net Rate	Net Media
609759, 609760	260,078	\$7.69	\$2,000.00

Noovie Audience Accelerator Video + OTT Local - Digital Video & OTT
2203-0005-001-004

Period: 04/01/2022-07/21/2022

Weeks: 16

Total weeks: 16

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

Digital Targeting: NCM Moviegoer

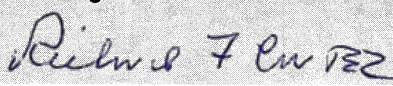
Creative #	Impressions	Net Rate	Net Media
609759, 609760	123,839	\$32.30	\$4,000.00

FOOTNOTES

Comments & Special Instructions: 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.	Total Media	\$31,813.12
	Creative/Media Services	\$775.00
	Production	\$0.00
	Total Due	\$32,588.12

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



Tiffany Lopo
Tiffany Lopo (Apr 7, 2022 11:25 MDT)

Date:

EXECUTED as of the day and year first written above.

APPROVED BY COMMISSIONERS' COURT ON April 5, 2022. MS
Agenda Item No. 85230 **Executive Office:** MS

VENDOR:
National Cinemedia, LLC

COUNTY:
COUNTY OF HIDALGO

Tiffany Lopo
Tiffany Lopo (Apr 7, 2022 11:25 MDT)
Brent Cantwell, NCM Account Director

Richard F Cortez
Hon. Richard F. Cortez, County Judge

APPROVED AS TO FORM
Office of the Criminal District Attorney,
Ricardo Rodriguez, Jr.

ATTEST:



Robert Viña, III
Robert Viña, III (Apr 7, 2022 14:54 CDT)
Robert Viña III, Assistant District Attorney

Arturo Guajardo, Jr.
Arturo Guajardo, Jr., County Clerk

ATTACHMENTS:
(Not Applicable)












C-22-0217-04-05_Final Service Agreement

Final Audit Report

2022-04-08

Created:	2022-04-07
By:	Jaime Cortez (jaime.cortez@co.hidalgo.tx.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAA39JmThWk65hmHshl_jcxiVgLNUbBAVFh


"C-22-0217-04-05_Final Service Agreement" History

-  Document created by Jaime Cortez (jaime.cortez@co.hidalgo.tx.us)
2022-04-07 - 4:25:57 PM GMT
-  Document emailed to Tiffany Lopo (brent.cantwell@ncm.com) for signature
2022-04-07 - 4:29:32 PM GMT
-  Email viewed by Tiffany Lopo (brent.cantwell@ncm.com)
2022-04-07 - 4:37:10 PM GMT
-  Document e-signed by Tiffany Lopo (brent.cantwell@ncm.com)
Signature Date: 2022-04-07 - 5:25:06 PM GMT - Time Source: server
-  Document emailed to MONICA SALINAS (monica.salinas@co.hidalgo.tx.us) for approval
2022-04-07 - 5:25:08 PM GMT
-  Email viewed by MONICA SALINAS (monica.salinas@co.hidalgo.tx.us)
2022-04-07 - 5:34:41 PM GMT
-  Document approved by MONICA SALINAS (monica.salinas@co.hidalgo.tx.us)
Approval Date: 2022-04-07 - 5:35:16 PM GMT - Time Source: server
-  Document emailed to Robert Viña, III (robert.vina@da.co.hidalgo.tx.us) for signature
2022-04-07 - 5:35:18 PM GMT
-  Email viewed by Robert Viña, III (robert.vina@da.co.hidalgo.tx.us)
2022-04-07 - 7:50:21 PM GMT
-  Document e-signed by Robert Viña, III (robert.vina@da.co.hidalgo.tx.us)
Signature Date: 2022-04-07 - 7:54:50 PM GMT - Time Source: server
-  Document emailed to Richard F. Cortez (countyjudge@co.hidalgo.tx.us) for signature
2022-04-07 - 7:54:53 PM GMT




 Email viewed by Richard F. Cortez (countyjudge@co.hidalgo.tx.us)

2022-04-07 - 7:56:41 PM GMT

 Document e-signed by Richard F. Cortez (countyjudge@co.hidalgo.tx.us)


Signature Date: 2022-04-07 - 9:39:34 PM GMT - Time Source: server

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2022-04-07 - 9:39:36 PM GMT

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2022-04-07 - 9:48:38 PM GMT

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Approval Date: 2022-04-07 - 9:50:49 PM GMT - Time Source: server

 Document emailed to Arturo Guajardo Jr (arturo.guajardo@co.hidalgo.tx.us) for signature


2022-04-07 - 9:50:52 PM GMT

 Email viewed by Arturo Guajardo Jr (arturo.guajardo@co.hidalgo.tx.us)

2022-04-08 - 2:20:55 PM GMT

 Document e-signed by Arturo Guajardo Jr (arturo.guajardo@co.hidalgo.tx.us)


Signature Date: 2022-04-08 - 2:21:56 PM GMT - Time Source: server

 Document emailed to Carolyn Thornton (carolyn.thornton@co.hidalgo.tx.us) for approval

2022-04-08 - 2:21:58 PM GMT

 Email viewed by Carolyn Thornton (carolyn.thornton@co.hidalgo.tx.us)

2022-04-08 - 2:52:16 PM GMT

 Document approved by Carolyn Thornton (carolyn.thornton@co.hidalgo.tx.us)

Approval Date: 2022-04-08 - 2:52:45 PM GMT - Time Source: server

 Agreement completed.

2022-04-08 - 2:52:45 PM GMT

