

**Ref: McDonald's**  
**Campaign: McValue Feb 2026**  
**Campaign Period: 2/17/2026-3/8/2026**  
**DMA: New York**  
**No religious shows**



Admerasia, Inc.  
 520 W 27th St  
 Suite 601, NY 10001  
 Phone: (212) 653-9127  
 Fax: (917) 477-6380

To: Crossings TV  
 901 H Street, Suite 120 PMB  
 91 Sacramento, CA 95814

Order Number: 14-MD10-2602VT  
 Order Date: 1/26/2026  
 Version: Original

ISCI													
Vietnamese	:15	ACM This or This Version C	MClV107525VH										

Length	Ad Title	Program Name	Day Part	Unit Cost (Net)	Broadcast Order														Total Spots	Total Cost
					Feb/Mar															
:15	ACM This or This Version C	(M-F) CBN NEWS / Featured News	ET11:00a-11:30a	\$ 55.00	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14	\$ 770.00
		(M) Oriental Medicine / (TU) Talk with Celeb / (WR) Variety and Travel Shows / (F) Tech in Our Life	ET11:30-12:00p	\$ 55.00	1	1	1	1	1	1	1	1	1	1	1	1	1	1	11	\$ 605.00
		(S-U) Vietnamese Variety	ET12:00-1:00p	\$ 55.00					1				1	1			1	1	6	\$ 330.00
		(M-U)Vietnamese Drama	ET12:00p-1:00p	\$ 55.00	1	1			1	1	1	1	1	1	1	1	1	1	8	\$ 440.00
Order Total														39		\$ 2,145.00				

\* If the program has changed, please kindly follow the spot on the IO based on Day Part.

Note:	Terms and Condition:
1) Please follow the schedule as provided.	1)Do not run our spots before or after competitors' spots.
2) If the schedule happens to be changed, please notify us of any mistakes or schedule changes 24 hours in advance.	2)To expedite the payment process, send an affidavit along with invoice.
3) All the Make Good policies are applied.	3)We reserve the right to cancel orders prior to station's closing date.
4) Agency will not pay for any mis-implementation. Any invoices that do not match the signed IO will not be paid.	4)Sign and fax us this order to become effective.
5) Kindly do NOT provide any BONUS ads for McDonald's	Make Good Policy:
6) Please list each length of spot and each creative name on post-campaign affidavit.	1. Agency will not pay for creative and schedule misplacement.
7) Kindly prioritize premium placement for MD spots - 1st commercial within 1st commercial break, 1st commercial within last commercial break	2. Agency will request same number of misplaced spots for FREE as make good in the next campaign within same program.
8) All MD spots must never be placed back to back, despite creative, length of spot, or campaign.	For Billing:
a) When MD campaigns overlap on the same program, kindly prioritize premium placement for the following windows in this order: Dominate, Base, PowerBrand, Branding	1) Please include one copy of invoice and three copies of tear sheets for each issue.
9) All MD spots must never be placed within a food/beverage and/or cooking-related program/Religion programs.	2) Please notice that we have a 90 days term billing policy.
10) Please provide a 1-2 min air-check per creative during launch week & every 1.5 weeks of the campaign. (video clip should include McD TVC + the program it aired during)	Please submit billing documents within 10 days after the campaign has ended.
11) Latest Revised IO is final version for replacing previous IO, after Revised IO signed, TV spots should run as final revised IO.	

The Agency shall solely be liable for payment of all media invoices if the agency has been paid for those invoices by the advertiser. Prior to payment to the agency, the advertiser shall solely be liable.

Agency Signature

Vendor Signature