

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



Admerasia, Inc.  
520 W 27th St  
Suite 601, NY 10001  
Phone: (212) 653-9127  
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**Order Number:** 14-MD10-2602VT  
**Order Date:** 1/26/2026  
**Version:** Original

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

**ISCI**  
Vietnamese :15 ACM This or This Version B MCIV10652SVH

		Broadcast Order													Feb/Mar													<u>Total Spots</u>	<u>Total Cost</u>
<u>Length</u>	<u>Ad Title</u>	<u>Program Name</u>					<u>Day Part</u>	<u>Unit Cost (Net)</u>	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	
:15	ACM This This or This Version B	(M-F) CBN NEWS / Featured News		CT11:00a-11:30a	\$ 25.50	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14	\$ 357.00
		(M) Oriental Medicine / (TU) Talk with Celeb / (WR) Variety and Travel Shows / (F) Tech in Our Life		CT11:30-12:00p	\$ 25.50	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	\$ 229.50
		(S-U) Vietnamese Variety		CT12:00-1:00p	\$ 25.50				1	1							1	1						1	1			6	\$ 153.00
		(M-U)Vietnamese Drama		CT12:00p-1:00p	\$ 25.50	1	1	1			1	1	1				1	1	1		1	1	1	1				10	\$ 255.00
		* If the program has changed, please kindly follow the spot on the IO based on Day Part.																											
Order Total																											39	\$ 994.50	

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

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

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.

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**Agency Signature**

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**Vendor Signature**