

Ref: McDonald's
Campaign: McValue Feb 2026
Campaign Period: 2/17/2026-3/8/2026
DMA: Seattle
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: 15-MD10-2602VT
Order Date: 1/26/2026
Version: Original

ISCI		
Vietnamese	:15	ACM This This or This Version C
		MCIV107525VH

Broadcast Order																								
Length	Ad Title	Program Name	Day Part	Unit Cost (Net)	Feb/Mar																		Total Spots	Total Cost
					T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F		
:15	ACM This This or This Version C	(M-F) CBN NEWS / Featured News	PST11:00a-11:30a	\$ 25.50	1	1	1	1	1			1	1	1	1	1		1	1	1	1	1		
		(M) Oriental Medicine / (TU) Talk with Celeb / (WR) Variety and Travel Shows / (F) Tech in Our Life	PST11:30-12:00p	\$ 25.50	1	1	1	1			1	1	1	1		1	1	1	1	1				
		(S-U) Vietnamese Variety	PST11:00a-12:00p	\$ 25.50					1	1				1	1						1	1		
		(M-U) Vietnamese Drama	PST12:00p-1:00p	\$ 25.50							1	1	1	1	1									
Order Total																		39	\$ 994.50					

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

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<p><u>Note:</u></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 & 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><u>Terms and Condition:</u></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><u>Make Good Policy:</u></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><u>For Billing:</u></p> <p>1) Please include one copy of invoice and three copies of tear sheets for each issue.</p> <p>2) Please notice that we have a 90 days term billing policy.</p> <p>Please submit billing documents within 10 days after the campaign has ended.</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.	

