

STANDARD ADVERTISING POLICIES

General. Any commercial advertising (as used herein, “commercial advertising” refers to all advertising and promotional material) inserted by a 3rd party distributor (“Affiliate”) in a Univision owned or controlled primarily S-L programming service (“Service”) will satisfy the Univision Advertising Policies and Guidelines (the “Univision Policies”) and all applicable FCC and FTC rules and regulations and all other applicable laws, standards, rules and regulations.

Clearance of Commercials. Prior to insertion in a Service, Affiliate shall be required to clear any commercial advertising in which the aural elements have been dubbed in Spanish and in which there are any individuals speaking in such dubbed Spanish (“Dubbed Advertisements”). Affiliate shall deliver such Dubbed Advertisements for clearance to: (i) Univision Communications Inc. 605 Third Avenue, 12th Floor, New York, NY 10158, ATTN: President of Distribution Sales and Marketing and (ii) Network Standards and Practices Department, ATTN: Director, 4505 NW 41st Street, Miami, FL 33178, which address may change upon prior notice in accordance with this Agreement. Univision shall either clear or reject such Dubbed Advertisements within seven (7) business days of receipt thereof; provided, that failure to provide Affiliate with written notice of its rejection of a Dubbed Advertisement within such time period shall be deemed a clearance of such Dubbed Advertisement for insertion in the Service.

Spanish. Affiliate agrees that all of the commercial advertising inserted by Affiliate in a Service shall be substantially in the Spanish-language. For purposes of the foregoing, any Dubbed Advertisements shall be considered to be in the Spanish-language. Affiliate shall not be required to ensure that if a telephone number, address or Web site is provided in a commercial that viewers will be able to communicate at that number, address or Web site in the Spanish language.

Use of Network’s Marks. Any use by Affiliate of Univision’s Marks in promotions or advertisements developed by or on behalf of Affiliate shall comply with the applicable terms and conditions of this Agreement.

Restrictions on Commercial Advertising. Except as otherwise specifically set forth below or as otherwise restricted by the Univision Policies and applicable law, rules, standards or regulations, there shall be no restrictions on any particular categories or types of, or content in, commercial advertising that Affiliate may insert in a Service. Affiliate acknowledges and agrees that it shall:

- Not insert any commercial advertising for distilled liquor products except to the extent and during such day-parts as Univision (or any distributor of Univision) inserts commercial advertising for such products in the Service;

- Not insert commercial advertising for the “Telemundo Network” or “TV Azteca Network” programming services or any other Spanish-language programming service (“Other Hispanic Services”). However, the foregoing shall not restrict in any way Affiliate’s right to promote its tiers, packages or levels of services targeted to Hispanic subscribers, which promotion may list, promote and/or describe the other programming services (including, without limitation, other Hispanic services) included in the applicable packages of programming services; provided, that such promotion shall (i) in each event include Affiliate branding and promotion for its packages of programming services, (ii) not include a “tune in” promotion (i.e. day and date) to any other Hispanic service or (iii) highlight an individual Other Hispanic service without reference to the level of service on which such other Hispanic service is carried and other programming services carried on such level of service.

- Not insert commercial advertising for films that are rated (or, if not rated, would have been rated) “NC-17” prior to 9 p.m. in the applicable time zone;

- Not insert commercial advertising for “Girls Gone Wild” DVDs or videos or other products and services that are targeted to appeal to similar prurient interests;

- Not insert public service announcements (“PSAs”) that: (i) are not relevant to the Hispanic community served by Affiliate, (ii) are not corroborated by the organization that produced the PSA, (iii) promote fund raising activities, (iv) promote pay-per-call (e.g., “900”) numbers for collection or the solicitation of money; or (v) promote political, religious or other controversial views or issues; and

- Not insert commercial advertising for illegal devices or substances, “adult” (sex) magazines and telephone lines, massage parlors, escort services (which, for the avoidance of doubt, shall not include services like “Match.com”), films with an “X” or more restrictive MPAA rating, or cigarettes, chewing tobacco, snuff tobacco, cigars or cigar products.