

**ASAMBLEA NACIONAL DEL ECUADOR**  
**INFORME DE USO DE MEDIOS DE COMUNICACIÓN PARA CAMPAÑAS DE INFORMACIÓN Y SOCIALIZACIÓN - 2015**  
**CUADRO RESUMEN (EN DÓLARES, NO INCLUYE IVA)**

|                           | NO. MEDIOS | MONTO (SIN IVA)     | ESPACIO O TIEMPO PAUTADO | % MEDIOS NACIONALES | % MEDIOS REGIONALES / LOCALES |
|---------------------------|------------|---------------------|--------------------------|---------------------|-------------------------------|
| Televisión                | 28         | 2,238,141.12        | 1,250 minutos            | 96.31%              | 3.69%                         |
| Radio                     | 145        | 331,137.56          | 26,439 minutos           | 35.25%              | 64.75%                        |
| Prensa                    | 4          | 42,828.00           | 6,676 cm2                | 100.00%             | 0.00%                         |
| Medios digitales          | 6          | 35,199.39           | N/A                      | 100.00%             | 0.00%                         |
| Otros: Cines              | 4          | 26,500.00           | 39 minutos               | 63.40%              | 36.60%                        |
| Otros: Buses              | 21         | 21,525.00           | N/A                      | 100.00%             | 0.00%                         |
| Otros: Circuitos cerrados | 2          | 18,967.00           | N/A                      | 100.00%             | 0.00%                         |
| Otros: TV por suscripción | 1          | 60,000.00           | 164 minutos              | 100.00%             | 0.00%                         |
| <b>TOTAL</b>              | <b>211</b> | <b>2,774,298.07</b> |                          | <b>88.95%</b>       | <b>11.05%</b>                 |

TOTAL PAUTAJE NACIONAL  
TOTAL PAUTAJE REGIONAL

2,467,659.54  
306,638.53

**ASAMBLEA NACIONAL DEL ECUADOR**  
**INFORME DE USO DE MEDIOS DE COMUNICACION PARA CAMPAÑAS DE INFORMACION Y SOCIALIZACION - 2015**  
**CUADRO DETALLADO (EN DÓLARES, NO INCLUYE IVA)**

| TIPO DE MEDIO           | ALCANCE         | MEDIO                 | MONTO USD        | SPOTS      | TOTAL SEGUNDOS   |
|-------------------------|-----------------|-----------------------|------------------|------------|------------------|
| TELEVISIÓN              | REGIONAL        | AMBAVISIÓN            | 1,417.50         | 12         | 540.00           |
| TELEVISIÓN              | REGIONAL        | BRISA TV              | 2,040.19         | 11         | 495.00           |
| TELEVISIÓN              | REGIONAL        | CAÑAR TV              | 1,332.00         | 20         | 900.00           |
| TELEVISIÓN              | REGIONAL        | CHACO TV              | 2,400.00         | 20         | 900.00           |
| TELEVISIÓN              | REGIONAL        | ECO VISIÓN            | 2,520.00         | 20         | 900.00           |
| TELEVISIÓN              | REGIONAL        | LA TELE               | 1,494.00         | 17         | 765.00           |
| TELEVISIÓN              | REGIONAL        | LORETO VISIÓN         | 2,400.00         | 20         | 900.00           |
| TELEVISIÓN              | REGIONAL        | MAJESTAD TV           | 3,402.00         | 14         | 630.00           |
| TELEVISIÓN              | REGIONAL        | NORTIVISIÓN           | 7,506.00         | 42         | 2,419.00         |
| TELEVISIÓN              | REGIONAL        | OK TV                 | 4,489.20         | 14         | 630.00           |
| TELEVISIÓN              | REGIONAL        | REY TV                | 2,160.00         | 15         | 675.00           |
| TELEVISIÓN              | REGIONAL        | TELECOSTA             | 3,753.00         | 23         | 1,035.00         |
| TELEVISIÓN              | REGIONAL        | TELEINSULAR           | 1,521.00         | 13         | 585.00           |
| TELEVISIÓN              | REGIONAL        | TV COLOR              | 3,628.80         | 21         | 945.00           |
| TELEVISIÓN              | REGIONAL        | TV MANABITA           | 900.00           | 1          | 224.00           |
| TELEVISIÓN              | REGIONAL        | TV NORTE              | 35,455.32        | 81         | 4,794.00         |
| TELEVISIÓN              | REGIONAL        | TV ZAMORA             | 1,692.00         | 11         | 495.00           |
| TELEVISIÓN              | REGIONAL        | UNIMAX                | 885.94           | 15         | 675.00           |
| TELEVISIÓN              | REGIONAL        | UV TELEVISIÓN         | 3,535.20         | 24         | 1,438.00         |
| <b>TOTAL TELEVISIÓN</b> | <b>REGIONAL</b> | <b>NUM MEDIOS: 19</b> | <b>82,532.15</b> | <b>394</b> | <b>19,945.00</b> |

332.42 minutos

| TIPO DE MEDIO | ALCANCE  | MEDIO     | MONTO USD  | SPOTS | TOTAL SEGUNDOS |
|---------------|----------|-----------|------------|-------|----------------|
| TELEVISIÓN    | NACIONAL | CANAL UNO | 170,101.17 | 85    | 4,533.00       |

|                         |                 |                      |                     |              |                  |
|-------------------------|-----------------|----------------------|---------------------|--------------|------------------|
| TELEVISIÓN              | NACIONAL        | ECUADOR TV           | 48,539.17           | 65           | 3,719.00         |
| TELEVISIÓN              | NACIONAL        | ECUAVISA             | 498,032.45          | 173          | 9,018.00         |
| TELEVISIÓN              | NACIONAL        | GAMA TV              | 255,490.03          | 130          | 6,963.00         |
| TELEVISIÓN              | NACIONAL        | OROMAR TV            | 31,688.23           | 64           | 3,409.00         |
| TELEVISIÓN              | NACIONAL        | RTS                  | 370,814.30          | 111          | 6,013.00         |
| TELEVISIÓN              | NACIONAL        | TC TELEVISIÓN        | 441,503.18          | 203          | 11,008.00        |
| TELEVISIÓN              | NACIONAL        | TELEAMAZONAS         | 281,868.10          | 118          | 6,518.00         |
| TELEVISIÓN              | NACIONAL        | TELERAMA             | 57,572.34           | 55           | 3,859.00         |
| <b>TOTAL TELEVISIÓN</b> | <b>NACIONAL</b> | <b>NUM MEDIOS: 9</b> | <b>2,155,608.97</b> | <b>1,004</b> | <b>55,040.00</b> |

917.33 minutos

| TIPO DE MEDIO | ALCANCE  | MEDIO                | MONTO USD | CUNAS  | TOTAL SEGUNDOS |
|---------------|----------|----------------------|-----------|--------|----------------|
| RADIO         | REGIONAL | GITANA               | 5,268.00  | 403    | 16,640.00      |
| RADIO         | REGIONAL | ACTIVA               | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | AMBATO               | 1,778.00  | 342    | 15,390.00      |
| RADIO         | REGIONAL | ANTENA 3             | 5,796.00  | 397    | 16,365.00      |
| RADIO         | REGIONAL | ANTENA LIBRE         | 576.00    | 116    | 5,220.00       |
| RADIO         | REGIONAL | AZUCA                | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | BANDIDA              | 2,520.00  | 448    | 18,610.00      |
| RADIO         | REGIONAL | BOLÍVAR FM           | 1,050.00  | 218    | 9,810.00       |
| RADIO         | REGIONAL | BRISA AZUL           | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | CAPITAL              | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | CARACOL              | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | CARIBE               | 952.00    | 119    | 3,860.00       |
| RADIO         | REGIONAL | COLOR STEREO         | 2,632.00  | 447    | 18,620.00      |
| RADIO         | REGIONAL | CONSTELACIÓN         | 1,440.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | COORPORACION         | 960.00    | 120    | 3,850.00       |
| RADIO         | REGIONAL | CUMBRES              | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | CUPIDO               | 1,542.00  | 119    | 3,855.00       |
| RADIO         | REGIONAL | DIBLU                | 2,494.00  | 119    | 3,855.00       |
| RADIO         | REGIONAL | ECOS DE NARANJITO    | 3,360.00  | 240    | 10,800.00      |
| RADIO         | REGIONAL | ECUASUR              | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | ÉLITE                | 4,773.00  | 566    | 22,480.00      |
| RADIO         | REGIONAL | ENCUENTROS           | 1,680.00  | 328.00 | 14,760.00      |
| RADIO         | REGIONAL | ESTELAR              | 1,560.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | ESTEREO QUININDÉ     | 1,551.00  | 334    | 15,030.00      |
| RADIO         | REGIONAL | EXA                  | 5,250.00  | 447    | 18,620.00      |
| RADIO         | REGIONAL | FABU                 | 3,341.38  | 238    | 7,710.00       |
| RADIO         | REGIONAL | FARRA                | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | FESTIVAL             | 1,778.00  | 342    | 15,390.00      |
| RADIO         | REGIONAL | FIESTA               | 1,680.00  | 335    | 15,075.00      |
| RADIO         | REGIONAL | FLUMINENSE           | 2,709.70  | 463    | 19,275.00      |
| RADIO         | REGIONAL | FM MUNDO             | 4,000.00  | 219    | 8,350.00       |
| RADIO         | REGIONAL | FOREVER              | 4,130.00  | 119    | 3,850.00       |
| RADIO         | REGIONAL | FRONTERA LA VOLADORA | 585.00    | 110    | 4,950.00       |
| RADIO         | REGIONAL | FUEGO LA MEGA        | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | FUTURA               | 952.00    | 119    | 3,860.00       |
| RADIO         | REGIONAL | HECHICERA            | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | HECHIZO              | 833.00    | 119    | 3,860.00       |
| RADIO         | REGIONAL | HOLA FM              | 1,680.00  | 328    | 14,760.00      |
| RADIO         | REGIONAL | ILUMAN               | 1,778.00  | 342    | 15,390.00      |
| RADIO         | REGIONAL | IMPACTO              | 630.00    | 110    | 4,950.00       |

|       |          |                              |          |     |           |
|-------|----------|------------------------------|----------|-----|-----------|
| RADIO | REGIONAL | IMPERIO                      | 2,877.00 | 567 | 25,515.00 |
| RADIO | REGIONAL | INTEGRACIÓN                  | 1,560.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | INTEROCÉANICA PASTAZA        | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | JS SUPER STEREO              | 1,560.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA CHOLA                     | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA DEPORTIVA                 | 2,566.00 | 171 | 6,200.00  |
| RADIO | REGIONAL | LA MEGA                      | 2,513.00 | 447 | 18,620.00 |
| RADIO | REGIONAL | LA PROPIA / ILUSIÓN          | 1,560.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA RED                       | 4,486.00 | 465 | 19,430.00 |
| RADIO | REGIONAL | LA ROJA                      | 630.00   | 77  | 3,465.00  |
| RADIO | REGIONAL | LA RUMBERA                   | 1,785.00 | 119 | 3,860.00  |
| RADIO | REGIONAL | LA VAZ DE LA FRONTERA        | 975.00   | 218 | 9,810.00  |
| RADIO | REGIONAL | LA VOLADORA                  | 975.00   | 218 | 9,810.00  |
| RADIO | REGIONAL | LA VOZ DE UPANO              | 960.00   | 120 | 3,850.00  |
| RADIO | REGIONAL | LA VOZ DE CHAGUARURCO        | 1,440.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA VOZ DE PORTOVIEJO         | 1,778.00 | 342 | 15,390.00 |
| RADIO | REGIONAL | LA VOZ DE TOMBAMBA           | 833.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | LA VOZ DE UPANO              | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA VOZ DE ZAMORA             | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LA VOZ DEL RÍO TARQUI        | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | LAS 40 PRINCIPALES           | 2,048.00 | 344 | 15,480.00 |
| RADIO | REGIONAL | LATACUNGA                    | 1,428.00 | 119 | 3,860.00  |
| RADIO | REGIONAL | LATINA                       | 952.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | LIBRE                        | 679.00   | 117 | 5,265.00  |
| RADIO | REGIONAL | LÍDER                        | 2,640.00 | 448 | 18,610.00 |
| RADIO | REGIONAL | LOS 40 PRINCIPALES DE IBARRA | 714.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | LUZ Y VIDA                   | 952.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | MACH DEPORTES                | 1,904.00 | 119 | 3,860.00  |
| RADIO | REGIONAL | MACHALA                      | 726.00   | 121 | 3,885.00  |
| RADIO | REGIONAL | MAGIA                        | 585.00   | 110 | 4,950.00  |
| RADIO | REGIONAL | MÁGICA                       | 1,778.00 | 343 | 15,435.00 |
| RADIO | REGIONAL | MAREJADA                     | 960.00   | 120 | 3,850.00  |
| RADIO | REGIONAL | MARPLUS                      | 1,071.00 | 119 | 3,860.00  |
| RADIO | REGIONAL | MATCH DEPORTES               | 1,200.00 | 44  | 1,980.00  |
| RADIO | REGIONAL | MATIABI                      | 1,560.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | MEGA                         | 1,050.00 | 218 | 9,810.00  |
| RADIO | REGIONAL | MERCURIO                     | 1,440.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | MIRA                         | 585.00   | 110 | 4,950.00  |
| RADIO | REGIONAL | MODELO                       | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | NEGRA LATINA                 | 1,050.00 | 218 | 9,810.00  |
| RADIO | REGIONAL | NUESTRA RADIO                | 679.00   | 117 | 5,265.00  |
| RADIO | REGIONAL | OLIMPICA                     | 1,130.50 | 119 | 3,860.00  |
| RADIO | REGIONAL | ONDA POSITIVA                | 7,063.00 | 397 | 16,365.00 |
| RADIO | REGIONAL | ONDAS AZUAYAS                | 952.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | ONDAS QUEVEDÉÑAS             | 1,210.00 | 121 | 3,885.00  |
| RADIO | REGIONAL | OVACIÓN                      | 1,778.00 | 342 | 15,390.00 |
| RADIO | REGIONAL | PANORAMA                     | 1,250.00 | 338 | 15,210.00 |
| RADIO | REGIONAL | PODER                        | 952.00   | 119 | 3,860.00  |
| RADIO | REGIONAL | POPULAR                      | 1,680.00 | 328 | 14,760.00 |
| RADIO | REGIONAL | PUNTO ROJO                   | 1,842.00 | 119 | 3,855.00  |
| RADIO | REGIONAL | RADIO CAÑAVERAL              | 1,050.00 | 218 | 9,810.00  |
| RADIO | REGIONAL | RADIO ENCANTO                | 1,680.00 | 328 | 14,760.00 |

|                    |                 |                        |                   |               |                     |
|--------------------|-----------------|------------------------|-------------------|---------------|---------------------|
| RADIO              | REGIONAL        | RADIO MAR              | 1,820.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | RADIO MIA              | 630.00            | 110           | 4,950.00            |
| RADIO              | REGIONAL        | RADIO MUNICIPAL CAÑAR  | 630.00            | 110           | 4,950.00            |
| RADIO              | REGIONAL        | RADIO NOTIPASTAZA      | 1,050.00          | 218           | 9,810.00            |
| RADIO              | REGIONAL        | RADIO SANTIAGO         | 1,440.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | RADIO UNIÓN            | 1,778.00          | 342           | 15,390.00           |
| RADIO              | REGIONAL        | RAÍCES                 | 1,680.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | REY                    | 2,504.00          | 463           | 19,275.00           |
| RADIO              | REGIONAL        | RIO 96.7               | 1,680.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | RIOBAMBA STEREO        | 2,632.00          | 447           | 18,620.00           |
| RADIO              | REGIONAL        | ROMANCE                | 4,542.00          | 297           | 11,865.00           |
| RADIO              | REGIONAL        | ROMÁNTICA              | 1,099.00          | 225           | 10,125.00           |
| RADIO              | REGIONAL        | RUMBERA                | 2,700.00          | 184           | 8,280.00            |
| RADIO              | REGIONAL        | RUNACUNAPAC            | 630.00            | 110           | 4,950.00            |
| RADIO              | REGIONAL        | SAN FERNANDO           | 1,440.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | SANOONDA               | 540.00            | 110           | 4,950.00            |
| RADIO              | REGIONAL        | SATÉLITE               | 1,778.00          | 342           | 15,390.00           |
| RADIO              | REGIONAL        | SISTEMA2               | 1,428.00          | 119           | 3,855.00            |
| RADIO              | REGIONAL        | SOL                    | 936.00            | 224           | 10,080.00           |
| RADIO              | REGIONAL        | SOL DE PUJILÍ          | 1,560.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | SOL Y MAR              | 2,596.30          | 447           | 18,620.00           |
| RADIO              | REGIONAL        | SONBA PAMIN            | 1,440.00          | 328           | 14,760.00           |
| RADIO              | REGIONAL        | SONONDA                | 1,740.00          | 338           | 13,660.00           |
| RADIO              | REGIONAL        | SUCESOS                | 2,288.50          | 119           | 3,860.00            |
| RADIO              | REGIONAL        | TROPICANA              | 3,226.00          | 447           | 18,615.00           |
| RADIO              | REGIONAL        | UNICA DEPORTIVA        | 1,604.00          | 119           | 3,855.00            |
| RADIO              | REGIONAL        | VOCU                   | 833.00            | 119           | 3,860.00            |
| RADIO              | REGIONAL        | VOZ DE QUININDÉ        | 936.00            | 224           | 10,080.00           |
| <b>TOTAL RADIO</b> | <b>REGIONAL</b> | <b>NUM MEDIOS: 120</b> | <b>214,406.38</b> | <b>31,324</b> | <b>1,335,660.00</b> |

22,261.00 minutos

| TIPO DE MEDIO | ALCANCE  | MEDIO            | MONTO USD | CUÑAS | TOTAL SEGUNDOS |
|---------------|----------|------------------|-----------|-------|----------------|
| RADIO         | NACIONAL | ALFA             | 5,481.00  | 261   | 11,745.00      |
| RADIO         | NACIONAL | AMERICA          | 10,624.00 | 488   | 18,960.00      |
| RADIO         | NACIONAL | ARMONICA         | 1,544.00  | 119   | 3,860.00       |
| RADIO         | NACIONAL | CANELA           | 10,489.50 | 471   | 16,690.00      |
| RADIO         | NACIONAL | CARAVANA         | 7,294.00  | 541   | 22,845.00      |
| RADIO         | NACIONAL | CENTRO           | 11,855.00 | 707   | 27,320.00      |
| RADIO         | NACIONAL | COBERTURA        | 1,620.00  | 100   | 4,500.00       |
| RADIO         | NACIONAL | FRANCISCO STEREO | 6,131.85  | 403   | 16,635.00      |
| RADIO         | NACIONAL | FUEGO            | 1,666.00  | 119   | 3,855.00       |
| RADIO         | NACIONAL | GALAXIA          | 1,798.81  | 119   | 3,855.00       |
| RADIO         | NACIONAL | HUANCAVILCA      | 2,942.00  | 209   | 7,905.00       |
| RADIO         | NACIONAL | JC RADIO         | 2,970.00  | 100   | 4,500.00       |
| RADIO         | NACIONAL | JOYA             | 1,798.81  | 119   | 3,855.00       |
| RADIO         | NACIONAL | LA OTRA          | 3,444.00  | 238   | 7,705.00       |
| RADIO         | NACIONAL | MAJESTAD         | 1,636.00  | 68    | 2,200.00       |
| RADIO         | NACIONAL | MÁS CANDELA      | 6,340.00  | 359   | 14,655.00      |
| RADIO         | NACIONAL | ONDA CERO        | 6,340.00  | 359   | 14,655.00      |
| RADIO         | NACIONAL | PLATINUM         | 7,548.00  | 318   | 13,450.00      |
| RADIO         | NACIONAL | PÚBLICA          | 5,420.00  | 308   | 13,000.00      |
| RADIO         | NACIONAL | RUMBA            | 5,862.00  | 397   | 16,365.00      |

|                    |                 |                       |             |                   |              |                   |
|--------------------|-----------------|-----------------------|-------------|-------------------|--------------|-------------------|
| RADIO              | NACIONAL        |                       | SONORAMA    | 3,582.00          | 219          | 8,360.00          |
| RADIO              | NACIONAL        |                       | SUCRE       | 4,400.00          | 68           | 2,200.00          |
| RADIO              | NACIONAL        |                       | SUPER K     | 1,899.00          | 119          | 3,855.00          |
| RADIO              | NACIONAL        |                       | TROPICALIDA | 1,798.81          | 119          | 3,855.00          |
| RADIO              | NACIONAL        |                       | ZARACAY     | 2,246.40          | 119          | 3,860.00          |
| <b>TOTAL RADIO</b> | <b>NACIONAL</b> | <b>NUM MEDIOS: 25</b> |             | <b>116,731.18</b> | <b>6,447</b> | <b>250,685.00</b> |

4,178.08 minutos

| TIPO DE MEDIO       | ALCANCE         |                     | MEDIO            | MONTO USD        | AVISOS   | TOTAL CM2       |
|---------------------|-----------------|---------------------|------------------|------------------|----------|-----------------|
| PRENSA              | NACIONAL        |                     | DIARIO DEL NORTE | 6,528.00         | 2        | 1,726.40        |
| PRENSA              | NACIONAL        |                     | EL COMERCIO      | 15,000.00        | 1        | 1,405.40        |
| PRENSA              | NACIONAL        |                     | METROECUADOR     | 15,180.00        | 2        | 2,340.00        |
| PRENSA              | NACIONAL        |                     | TELEGRAFO        | 6,120.00         | 1        | 1,204.08        |
| <b>TOTAL PRENSA</b> | <b>NACIONAL</b> | <b>NUM MEDIOS 4</b> |                  | <b>42,828.00</b> | <b>6</b> | <b>6,675.88</b> |

| TIPO DE MEDIO                 | ALCANCE         |                     | MEDIO             | MONTO USD        |
|-------------------------------|-----------------|---------------------|-------------------|------------------|
| MEDIOS DIGITALES              | NACIONAL        |                     | CONFIRMADO.NET    | 3,165.90         |
| MEDIOS DIGITALES              | NACIONAL        |                     | ECUADOR INMEDIATO | 4,700.00         |
| MEDIOS DIGITALES              | NACIONAL        |                     | FACEBOOK          | 22,219.72        |
| MEDIOS DIGITALES              | NACIONAL        |                     | GOOGLE            | 144.00           |
| MEDIOS DIGITALES              | NACIONAL        |                     | TWITTER           | 2,620.77         |
| MEDIOS DIGITALES              | NACIONAL        |                     | YOUTUBE           | 2,349.00         |
| <b>TOTAL MEDIOS DIGITALES</b> | <b>NACIONAL</b> | <b>NUM MEDIOS 6</b> |                   | <b>35,199.39</b> |

#### OTROS MEDIOS

| TIPO DE MEDIO      | ALCANCE         |                     | MEDIO      | MONTO USD       | SPOTS     | TOTAL SEGUNDOS |
|--------------------|-----------------|---------------------|------------|-----------------|-----------|----------------|
| CINES              | REGIONAL        |                     | MULTICINES | 6,900.00        | 10        | 450.00         |
| CINES              | REGIONAL        |                     | STAR CINES | 2,800.00        | 10        | 450.00         |
| <b>TOTAL CINES</b> | <b>REGIONAL</b> | <b>NUM MEDIOS 2</b> |            | <b>9,700.00</b> | <b>20</b> | <b>900.00</b>  |

15.00 minutos

| TIPO DE MEDIO      | ALCANCE         |                     | MEDIO      | MONTO USD        | SPOTS     | TOTAL SEGUNDOS  |
|--------------------|-----------------|---------------------|------------|------------------|-----------|-----------------|
| CINES              | NACIONAL        |                     | CINEMARK   | 5,250.00         | 10        | 450.00          |
| CINES              | NACIONAL        |                     | SUPERCINES | 11,550.00        | 22        | 990.00          |
| <b>TOTAL CINES</b> | <b>NACIONAL</b> | <b>NUM MEDIOS 2</b> |            | <b>16,800.00</b> | <b>32</b> | <b>1,440.00</b> |

24.00 minutos

| TIPO DE MEDIO                           | ALCANCE         |                      | MEDIO | MONTO USD        | BUSES     |
|---|-----------------|----------------------|-------|------------------|-----------|
| PUBLICIDAD EXTERIOR / BUSES             | NACIONAL        |                      | BUSES | 21,525.00        | 21        |
| <b>TOTAL PUBLICIDAD EXTERIOR /BUSES</b> | <b>NACIONAL</b> | <b>NUM MEDIOS 21</b> |       | <b>21,525.00</b> | <b>21</b> |

| TIPO DE MEDIO                      | ALCANCE         |                     | MEDIO                  | MONTO USD        |               |
|------------------------------------|-----------------|---------------------|------------------------|------------------|---------------|
| PANTALLAS / CIRCUITOS              | NACIONAL        |                     | AEROPUERTOS/TERMINALES | 13,780.00        | 11,000 spots  |
| PANTALLAS / CIRCUITOS              | NACIONAL        |                     | PANTALLAS SERVIPAGOS   | 5,187.00         | 64 pantallas  |
| <b>TOTAL PANTALLAS / CIRCUITOS</b> | <b>NACIONAL</b> | <b>NUM MEDIOS 2</b> |                        | <b>18,967.00</b> | <b>11,064</b> |

| TIPO DE MEDIO                         | ALCANCE         |                       | MEDIO     | MONTO USD        | SPOTS      | TOTAL SEGUNDOS  |
|---------------------------------------|-----------------|-----------------------|-----------|------------------|------------|-----------------|
| TELEVISIÓN X SUSCRIPCIÓN              | NACIONAL        |                       | TV PAGADA | 60,000.00        | 219        | 9,855.00        |
| <b>TOTAL TELEVISIÓN X SUSCRIPCIÓN</b> | <b>NACIONAL</b> | <b>SISTEMA PROV 1</b> |           | <b>60,000.00</b> | <b>219</b> | <b>9,855.00</b> |

164.25 minutos