|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Universo: |  | 1,368,010  |  |  |  |  |  |  |  |  |
|  | Grupo | Canal | Días | Inicio | Hom 18-99 Total |   |   |   |   |
|  | Rating | Miles | Total # Spot | Costo Spot (Tarifa) | Costo Total | C x Seg Spot | Duración Spot Seg | CxM | CxPRTG | TGRPs |
| 1 | NOCHES DEL OSCAR (S) | RTS | S | 19:55 | 3.5 |  47,880  |   |   |   |   |   13 |   |   |   |
| 2 | EL NOTICIERO III | TC | LMWJV | 18:57 | 4.7 |  64,296  |   |   |   |   |   13 |   |   |   |
| 3 | TNV. DONDE ESTA UMAÑ | TC | LMWJV | 19:59 | 4.6 |  62,928  |   |   |   |   |   13 |   |   |   |
| 4 | EL NOTICIERO (D) | TC | D | 19:27 | 4.5 |  61,560  |   |   |   |   |   13 |   |   |   |
| 5 | TNV. CUCHICHEOS | EC | LMWJV | 20:44 | 4.5 |  61,560  |   |   |   |   |   13 |   |   |   |
| 6 | LA PAREJA FELIZ III | TA | LMWJV | 18:57 | 4.4 |  60,192  |   |   |   |   |   13 |   |   |   |
| 7 | COMBATE | RTS | LMWJV | 19:59 | 4.3 |  58,824  |   |   |   |   |   13 |   |   |   |
| 8 | DEPORTE TOTAL (S-D) | TA | D | 22:28 | 4.2 |  57,456  |   |   |   |   |   13 |   |   |   |
| 9 | TNV. ROSARIO TIJERAS | TA | LMWJV | 22:03 | 4.2 |  57,456  |   |   |   |   |   13 |   |   |   |
| 10 | 24 HORAS (S-D) | TA | D | 21:59 | 4.0 |  54,720  |   |   |   |   |   13 |   |   |   |
| 11 | SHOWMATCH | C 1 | LMWJV | 21:59 | 4.0 |  54,720  |   |   |   |   |   13 |   |   |   |
| 12 | TELEVISTAZO III | EC | LMWJV | 19:59 | 4.0 |  54,720  |   |   |   |   |   13 |   |   |   |
| 13 | TNV. LA TRAICIONERA | TC | LMWJV | 20:44 | 4.0 |  54,720  |   |   |   |   |   13 |   |   |   |
| 14 | LARGOMETRAJE (T) 4 | TA | V | 16:29 | 3.9 |  53,352  |   |   |   |   |   13 |   |   |   |
| 15 | MI RECINTO (D) | TC | D | 20:29 | 3.9 |  53,352  |   |   |   |   |   13 |   |   |   |

DISTRIBUIR 45,000 DOLARES PARA EL PRODUCTO: REVISTA VISTAZO

RACIONALIZE EL PORQUE SELECCIONO LOS PROGRAMAS QUE ELIGIO Y PORQUE DISTRIBUYO EL NUMERO DE SPOT EN CADA PROGRAMA.

DETERMINE LOS TGRPS ALCANZADOS.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Universo: |  | 272,781  |  | 1,503,627  |  | 1,776,408  |  |  |  |  |  |  |  |  |
|  | Grupo | Canal | Días | Inicio | M 12 a 17 | Muj 18 a 99 | Muj 12 a 99 |   |   |   |   |
|  | Rating | Miles | Rating | Miles | Rating | Miles | Total # Spot | Costo Spot (Tarifa) | Costo Total | C x Seg Spot | Duracion Spot Seg | CxM | CxPRTG | TGRPs |
| 1 | NOCHES DEL OSCAR (S) | RTS | S | 19:55 | 3.7 |  10,093  | 4.5 |  67,663  |   |   |   |   |   |   | 18 |   |   |   |
| 2 | EL NOTICIERO III | TC | LMWJV | 18:57 | 3.6 |  9,820  | 5.7 |  85,707  |   |   |   |   |   |   | 18 |   |   |   |
| 3 | TNV. DONDE ESTA UMAÑ | TC | LMWJV | 19:59 | 4.6 |  12,548  | 5.6 |  84,203  |   |   |   |   |   |   | 18 |   |   |   |
| 4 | EL NOTICIERO (D) | TC | D | 19:27 | 3.5 |  9,547  | 5.5 |  82,699  |   |   |   |   |   |   | 18 |   |   |   |
| 5 | TNV. CUCHICHEOS | EC | LMWJV | 20:44 | 3.4 |  9,275  | 5.5 |  82,699  |   |   |   |   |   |   | 18 |   |   |   |
| 6 | LA PAREJA FELIZ III | TA | LMWJV | 18:57 | 5.7 |  15,549  | 5.4 |  81,196  |   |   |   |   |   |   | 18 |   |   |   |
| 7 | COMBATE | RTS | LMWJV | 19:59 | 8.7 |  23,732  | 5.3 |  79,692  |   |   |   |   |   |   | 18 |   |   |   |
| 8 | DEPORTE TOTAL (S-D) | TA | D | 22:28 | 2.5 |  6,820  | 5.2 |  78,189  |   |   |   |   |   |   | 18 |   |   |   |
| 9 | TNV. ROSARIO TIJERAS | TA | LMWJV | 22:03 | 3.7 |  10,093  | 5.2 |  78,189  |   |   |   |   |   |   | 18 |   |   |   |
| 10 | 24 HORAS (S-D) | TA | D | 21:59 | 1.7 |  4,637  | 5.0 |  75,181  |   |   |   |   |   |   | 18 |   |   |   |
| 11 | SHOWMATCH | C 1 | LMWJV | 21:59 | 2.9 |  7,911  | 5.0 |  75,181  |   |   |   |   |   |   | 18 |   |   |   |
| 12 | TELEVISTAZO III | EC | LMWJV | 19:59 | 3.0 |  8,183  | 5.0 |  75,181  |   |   |   |   |   |   | 18 |   |   |   |
| 13 | TNV. LA TRAICIONERA | TC | LMWJV | 20:44 | 4.3 |  11,730  | 5.0 |  75,181  |   |   |   |   |   |   | 18 |   |   |   |
| 14 | LARGOMETRAJE (T) 4 | TA | V | 16:29 | 3.6 |  9,820  | 4.9 |  73,678  |   |   |   |   |   |   | 18 |   |   |   |
| 15 | MI RECINTO (D) | TC | D | 20:29 | 4.5 |  12,275  | 4.9 |  73,678  |   |   |   |   |   |   | 18 |   |   |   |

DISTRIBUIR 45,000 DOLARES PARA EL PRODUCTO: TOALLAS SANITARIAS STAYFREE

RACIONALIZE EL PORQUE SELECCIONO LOS PROGRAMAS QUE ELIGIO Y PORQUE DISTRIBUYO EL NUMERO DE SPOT EN CADA PROGRAMA.

DETERMINE LOS TGRPS ALCANZADOS.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Universo: |  | 272,781  |  | 1,503,627  |  | 1,776,408  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Universo: |  | 1,368,010  |  | 1,503,627  |  | 2,871,637  |  |  |  |  |  |  |  |  |
|  | Grupo | Canal | Días | Inicio | Hom 18-99 Total | Muj 18 a 99 | Hom y Muj 18 a 99 |   |   |   |   |
|  | Rating | Miles | Rating | Miles | Rating | Miles | Total # Spot | Costo Spot (Tarifa) | Costo Total | C x Seg Spot | Duracion Spot Seg | CxM | CxPRTG | TGRPs |
| 1 | NOCHES DEL OSCAR (S) | RTS | S | 19:55 | 3.5 |  47,880  | 4.5 |  67,663  |   |   |   |   |   |   |   |   |   |   |
| 2 | EL NOTICIERO III | TC | LMWJV | 18:57 | 4.7 |  64,296  | 5.7 |  85,707  |   |   |   |   |   |   |   |   |   |   |
| 3 | TNV. DONDE ESTA UMA | TC | LMWJV | 19:59 | 4.6 |  62,928  | 5.6 |  84,203  |   |   |   |   |   |   |   |   |   |   |
| 4 | EL NOTICIERO (D) | TC | D | 19:27 | 4.5 |  61,560  | 5.5 |  82,699  |   |   |   |   |   |   |   |   |   |   |
| 5 | TNV. CUCHICHEOS | EC | LMWJV | 20:44 | 4.5 |  61,560  | 5.5 |  82,699  |   |   |   |   |   |   |   |   |   |   |
| 6 | LA PAREJA FELIZ III | TA | LMWJV | 18:57 | 4.4 |  60,192  | 5.4 |  81,196  |   |   |   |   |   |   |   |   |   |   |
| 7 | COMBATE | RTS | LMWJV | 19:59 | 4.3 |  58,824  | 5.3 |  79,692  |   |   |   |   |   |   |   |   |   |   |
| 8 | DEPORTE TOTAL (S-D) | TA | D | 22:28 | 4.2 |  57,456  | 5.2 |  78,189  |   |   |   |   |   |   |   |   |   |   |
| 9 | TNV. ROSARIO TIJERAS | TA | LMWJV | 22:03 | 4.2 |  57,456  | 5.2 |  78,189  |   |   |   |   |   |   |   |   |   |   |
| 10 | 24 HORAS (S-D) | TA | D | 21:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 11 | SHOWMATCH | C 1 | LMWJV | 21:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 12 | TELEVISTAZO III | EC | LMWJV | 19:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 13 | TNV. LA TRAICIONERA | TC | LMWJV | 20:44 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 14 | LARGOMETRAJE (T) 4 | TA | V | 16:29 | 3.9 |  53,352  | 4.9 |  73,678  |   |   |   |   |   |   |   |   |   |   |
| 15 | MI RECINTO (D) | TC | D | 20:29 | 3.9 |  53,352  | 4.9 |  73,678  |   |   |   |   |   |   |   |   |   |   |

DISTRIBUIR 45,000 DOLARES PARA EL PRODUCTO: SHAMPOO EGO

RACIONALIZE EL PORQUE SELECCIONO LOS PROGRAMAS QUE ELIGIO Y PORQUE DISTRIBUYO EL NUMERO DE SPOT EN CADA PROGRAMA.

DETERMINE LOS TGRPS ALCANZADOS

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Universo: |  | 1,368,010  |  | 1,503,627  |  | 2,871,637  |  |  |  |  |  |  |  |  |
|  | Grupo | Canal | Días | Inicio | Hom 18-99 Total | Muj 18 a 99 | Hom y Muj 18 a 99 |   |   |   |   |
|  | Rating | Miles | Rating | Miles | Rating | Miles | Total # Spot | Costo Spot (Tarifa) | Costo Total | C x Seg Spot | Duracion Spot Seg | CxM | CxPRTG | TGRPs |
| 1 | NOCHES DEL OSCAR (S) | RTS | S | 19:55 | 3.5 |  47,880  | 4.5 |  67,663  |   |   |   |   |   |   |   |   |   |   |
| 2 | EL NOTICIERO III | TC | LMWJV | 18:57 | 4.7 |  64,296  | 5.7 |  85,707  |   |   |   |   |   |   |   |   |   |   |
| 3 | TNV. DONDE ESTA UMA | TC | LMWJV | 19:59 | 4.6 |  62,928  | 5.6 |  84,203  |   |   |   |   |   |   |   |   |   |   |
| 4 | EL NOTICIERO (D) | TC | D | 19:27 | 4.5 |  61,560  | 5.5 |  82,699  |   |   |   |   |   |   |   |   |   |   |
| 5 | TNV. CUCHICHEOS | EC | LMWJV | 20:44 | 4.5 |  61,560  | 5.5 |  82,699  |   |   |   |   |   |   |   |   |   |   |
| 6 | LA PAREJA FELIZ III | TA | LMWJV | 18:57 | 4.4 |  60,192  | 5.4 |  81,196  |   |   |   |   |   |   |   |   |   |   |
| 7 | COMBATE | RTS | LMWJV | 19:59 | 4.3 |  58,824  | 5.3 |  79,692  |   |   |   |   |   |   |   |   |   |   |
| 8 | DEPORTE TOTAL (S-D) | TA | D | 22:28 | 4.2 |  57,456  | 5.2 |  78,189  |   |   |   |   |   |   |   |   |   |   |
| 9 | TNV. ROSARIO TIJERAS | TA | LMWJV | 22:03 | 4.2 |  57,456  | 5.2 |  78,189  |   |   |   |   |   |   |   |   |   |   |
| 10 | 24 HORAS (S-D) | TA | D | 21:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 11 | SHOWMATCH | C 1 | LMWJV | 21:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 12 | TELEVISTAZO III | EC | LMWJV | 19:59 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 13 | TNV. LA TRAICIONERA | TC | LMWJV | 20:44 | 4.0 |  54,720  | 5.0 |  75,181  |   |   |   |   |   |   |   |   |   |   |
| 14 | LARGOMETRAJE (T) 4 | TA | V | 16:29 | 3.9 |  53,352  | 4.9 |  73,678  |   |   |   |   |   |   |   |   |   |   |
| 15 | MI RECINTO (D) | TC | D | 20:29 | 3.9 |  53,352  | 4.9 |  73,678  |   |   |   |   |   |   |   |   |   |   |

DISTRIBUIR 45,000 DOLARES PARA EL PRODUCTO: SHAMPOO HEAD & SHOULDERS

RACIONALIZE EL PORQUE SELECCIONO LOS PROGRAMAS QUE ELIGIO Y PORQUE DISTRIBUYO EL NUMERO DE SPOT EN CADA PROGRAMA.

DETERMINE LOS TGRPS ALCANZADOS