|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | 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