

<b>INVERSION EN PUBLICIDAD AÑO 2011- RADIO</b>														
<b>NombreMedio</b>		<b>Total</b>	<b>Enero</b>	<b>Febrero</b>	<b>Marzo</b>	<b>Abril</b>	<b>Mayo</b>	<b>Junio</b>	<b>Julio</b>	<b>Agosto</b>	<b>Septiembre</b>	<b>Octubre</b>	<b>Noviembre</b>	<b>Diciembre</b>
FM 100.1	RECONQUISTA	22.803,73		1.707,20	2.150,49	2.500,66	2.915,82	2.498,72	1.947,76	1.474,40	1.833,30	1.125,20	2.545,28	2.104,90
FM 94.5 R. CENTRAL	RECONQUISTA	59.075,10	5.454,00	4.978,80	5.164,20	5.587,20	5.834,70	5.700,60	1.231,20	6.327,00	3.874,50	2.619,00	5.914,80	6.389,10
FM IDEAL 94.9 MHz	RECONQUISTA	61.188,30	6.426,00	4.978,80	7.138,80	6.559,20	5.983,20	4.370,40	1.368,00	6.327,00	4.000,50	2.430,00	5.914,80	5.691,60
FM RADIO MUNICIPAL-88.1	RECONQUISTA	29.804,80	2.944,00	2.504,00	4.333,60	2.742,40	3.021,60	2.304,00	729,60	3.040,00	1.848,00	1.232,00	3.121,60	1.984,00
R. AMANECER AM1290- FM92.7	RECONQUISTA	93.109,20	7.651,20	5.524,80	9.966,00	10.504,80	10.252,80	4.608,00	9.408,00	9.120,00	4.704,00	2.784,00	9.657,60	8.928,00
R. OBLIGADO AM 1440	RECONQUISTA	56.870,95	2.944,00	3.001,50	5.336,00	11.160,75	8.298,40	4.333,20	3.827,20	3.845,60	3.340,75	2.898,00	4.035,35	3.850,20
FM RADIO DIEZ 96.1	RECONQUISTA	92.304,93	8.256,80	6.618,74	11.376,16	8.720,90	9.176,79	8.775,66	9.089,04	7.941,24	5.576,55	3.334,30	6.944,25	6.494,50
FM ACTIVA L.R.I 733- Cien 9-	VERA	10.344,90		939,00	1.253,40	834,00	811,80	684,00	1.192,80	1.140,00	777,00	768,00	1.014,90	930,00
FM PREMIER 103.3	V.OCAMPO	10.911,50		807,50	1.700,50	965,00	973,50	988,00	1.004,00	893,00	945,00	580,00	1.125,00	930,00
FM94.5R. CUENCA CAÑERA	V.OCAMPO	10.475,50		555,00	1.700,50	965,00	885,00	988,00	1.004,00	798,00	945,00	580,00	1.125,00	930,00
FM LA 100 RAFAELA 102.5	RAFAELA	20.289,49		1.606,32	3.136,01	1.392,92	2.936,19	2.336,73	2.025,36	1.501,56	1.527,75	1.222,20	1.100,95	1.503,50
FM MITRE RAFAELA 91.9	RAFAELA	16.175,25		1.102,84	2.410,29	1.134,44	2.391,33	1.903,11	1.649,52	1.222,92	1.244,25	995,40	896,65	1.224,50
L.T. 28-AM 1470-	RAFAELA	127.950,00	7.974,00	9.024,00	15.490,50	12.159,00	12.978,00	14.556,00	12.000,00	12.900,00	4.935,00	3.780,00	9.133,50	13.020,00
FM FUTURO 98.7	S.CRISTOBAL	22.309,80		2.120,00	2.589,00	2.702,00	1.894,20	1.806,00	2.178,40	2.287,60	1.690,50	1.183,00	1.689,10	2.170,00
RADIO BELGRANO	SUARDI	58.521,10	646,80	4.452,00	8.266,15	5.983,00	6.035,70	5.990,75	5.344,40	5.865,20	3.634,75	2.263,00	4.273,35	5.766,00
FM LA NUEVA 106	TOSTADO	6.055,75		505,00	1.044,50	482,50	486,75	419,25	608,00	516,00	472,50	422,50	633,75	465,00
FM 104.1 TRINIDAD	V.TRINIDAD	9.111,60		599,40	2.040,60	861,60	738,00	1.006,20	1.149,60	516,00	567,00	627,00	448,20	558,00
FM CALCHAQUI 104.1	CALCHAQUI	8.403,90		606,00	1.253,40	834,00	811,80	592,80	988,80	775,20	724,50	576,00	497,40	744,00
FM HERSILIA 92.5	HERSILIA	5.194,00								1.444,80	882,00	1.204,00	643,30	1.019,90
FM 98.7/ 2000	CERES	13.161,40		722,50	2.263,55	1.220,60	1.150,05	1.096,50	1.628,60	1.206,15	1.071,00	888,25	781,15	1.133,05
FM CSC 106,5	CERES	12.732,00		1.116,80	1.868,00	1.167,20	1.082,40	1.209,60	1.344,00	1.036,80	1.156,00	704,00	807,20	1.240,00
FM ESPECIAL 102.5 FIRST	CERES	13.173,60		968,00	2.130,40	1.148,80	1.082,40	1.032,00	1.532,80	1.135,20	1.148,00	836,00	920,00	1.240,00
L.T.43 RADIO MOCOVI	CHARATA	41.462,20			5.678,40	6.899,75	2.917,20	2.543,45	7.056,00	3.521,70	3.969,00	3.386,25	2.951,55	2.538,90
FM 104.3 COSTA BLANCA	CORONDA	9.961,80		666,00	1.647,00	875,40	738,00	1.080,00	1.008,00	950,40	933,60	528,00	605,40	930,00
FM 97.3-Radio del Pueblo	DESVIO ARIJON	25.947,45		1.908,00	3.495,15	2.605,50	1.911,60	2.592,00	2.235,60	3.456,00	1.916,10	594,00	2.443,50	2.790,00
FM 96.9 DINAMICA	ESPERANZA	13.811,85		1.095,50	1.462,30	1.513,40	1.212,95	1.482,00	1.600,80	1.468,80	1.158,30	378,40	1.059,90	1.379,50
FM AARON CASTELLANOS	ESPERANZA	9.721,95		890,40	1.316,07	810,60	892,08	947,52	1.043,28	1.008,00	894,18	226,80	716,52	976,50
FM 96.5 LAGUNA	S.CARLOS	12.270,60		722,50	1.775,65	1.240,15	1.150,05	1.285,20	1.428,00	938,40	1.071,00	748,00	857,65	1.054,00
RADIO DEPARTAMENTAL	S.JUSTO	7.934,40		1.044,00	1.525,60	1.112,00	924,00	1.248,00	1.324,80		756,00			
FM 99.9 LA 100	S.JUSTO	12.732,00		1.116,80	1.868,00	1.167,20	1.082,40	1.209,60	1.344,00	1.036,80	1.156,00	704,00	807,20	1.240,00
L.T. 23	SAN GENARO	126.820,20	10.746,40	8.422,40	12.419,40	12.352,00	15.144,00	11.472,00	12.240,00	14.880,00	8.516,00	4.080,00	6.628,00	9.920,00
F.M. ONDA HORIZONTE 94.1	SANTA FE	48.174,00	2.064,00	5.689,20	6.298,80	3.948,00	5.979,60	5.145,60	3.264,00	2.534,40	3.676,80	2.073,60	1.936,80	5.563,20
FM 100.9 CHALET	SANTA FE	32.449,05	1.782,00	3.168,45	3.117,60	2.178,00	3.924,45	3.349,80	2.754,00	2.980,80	2.967,30	828,00	1.555,65	3.843,00
FM 107.3 "LA X"	SANTA FE	54.435,93	3.492,00	4.799,56	5.569,74	2.777,62	6.183,75	5.597,56	3.608,40	3.398,88	4.940,91	2.214,00	3.723,21	8.130,30
FM 91.9 Radio Noticias	SANTA FE	47.144,70	1.998,00	4.545,90	3.663,00	3.604,50	6.659,10	5.716,80	4.575,60	3.974,40	4.848,30	1.224,00	1.729,80	4.605,30
FM 98.7 POPULAR	SANTA FE	27.404,00		2.965,50	3.575,50	2.420,00	3.704,00	3.120,00	2.232,00	1.992,00	1.988,50	1.020,00	1.201,50	3.185,00

FM AIRE DE SANTA FE 91.1	SANTA FE	110.624,10	3.182,80	5.070,68	12.816,22	9.677,02	12.790,06	12.295,20	10.891,28	10.464,00	8.855,16	4.909,36	5.803,16	13.869,16
FM CONTINENTAL STA.FE 102.5	SANTA FE	59.742,00			4.724,00	5.036,00	9.614,00	8.432,00	6.320,00	4.992,00	5.326,00	3.456,00	2.710,00	9.132,00
FM LASER 92.5	SANTA FE	54.416,96	2.743,20	6.885,94	6.765,29	3.695,70	6.750,05	6.842,76	2.997,20	2.621,28	4.226,56	2.286,00	2.379,98	6.223,00
FM RADIO UNO 101.3	SANTA FE	78.676,80	804,00	7.066,80	7.884,00	5.682,00	8.478,00	8.534,40	8.185,20	6.163,20	7.482,00	3.014,40	4.428,00	10.954,80
FM SOL SPORTS 91.5	SANTA FE	82.823,30	2.816,00	6.584,60	6.094,00	1.347,50	9.784,50	10.098,00	6.499,90	7.708,80	9.712,50	3.720,00	4.612,50	13.845,00
FM100-del plaza	SANTA FE	23.367,90	2.004,00	1.992,60	2.696,40	2.031,00	2.616,30	1.791,60	1.836,00	1.987,20	1.978,20	612,00	1.167,60	2.655,00
L.T. 10	SANTA FE	610.221,44	14.889,34	44.935,52	76.994,44	43.949,14	57.858,51	76.263,52	54.936,32	42.028,32	29.909,12	38.161,08	40.921,62	89.374,51
L.T.9	SANTA FE	312.230,67	9.362,20	35.806,47	49.405,54	22.712,48	27.257,22	39.558,48	29.075,88	21.816,96	16.227,07	12.086,84	18.951,23	29.970,30
RADIO NACIONAL SANTA FE	SANTA FE	40.779,42	2.492,60	5.050,54	5.607,14	3.363,80	2.976,60	2.816,88	5.348,20	2.497,44	2.498,65	1.936,00	1.500,40	4.691,17
FM 95.7 EST DEL CENTRO	GALVEZ	9.307,60		1.044,00	1.525,60	772,00	778,80	806,40	998,40	768,00	740,80	352,00	653,60	868,00
FM VIDA 100.5MHz	GDOR.CRESPO	10.994,90		777,00	1.462,30	1.021,30	861,00	1.260,00	1.176,00	940,80	1.089,20	616,00	706,30	1.085,00
F.M. CONDOR - 104.1	L.PAIVA	16.633,50		1.467,00	2.814,00	2.166,00	1.138,50	1.188,00	1.820,00	1.368,00	1.280,00	712,00	1.192,00	1.488,00
FM 99.1 LIBERTAD	MONJE	15.874,50		1.047,00	1.876,50	1.447,50	1.460,25	1.548,00	1.560,00	1.440,00	1.749,75	660,00	1.225,50	1.860,00
LT14 RADIO GRAL URQUIZA	PARANA	50.998,72		4.306,80	3.014,76	3.744,20	3.433,80	6.704,64	5.447,52	5.866,56	4.593,92	3.957,60	3.914,92	6.014,00
FM 95.9 Master	PILAR	9.365,40		765,00	1.716,30	868,50	876,15	1.004,40	756,00	864,00	783,45	396,00	540,45	795,15
FM POWER MAX 104.5/	RECREO	14.053,60		808,00	1.671,20	1.389,60	1.333,20	1.555,20	1.660,80	1.459,20	1.101,20	422,40	1.164,80	1.488,00
FM RADIO PATRIA 88.5	RECREO	9.850,40		913,50	1.334,90	973,00	889,35	781,20	873,60	806,40	751,80	308,00	1.459,15	759,50
F.M. NTRA SRA DEL ROSARIO	ROSARIO	23.591,20		1.920,00	2.128,80	2.224,00	2.032,80	2.328,80	3.225,60	2.553,60	2.222,40	1.232,00	1.243,20	2.480,00
F.M. TANGO 98.5	ROSARIO	55.214,00		6.088,00	5.209,00	4.825,00	4.665,00	5.910,00	5.656,00	6.142,00	4.907,00	2.450,00	3.162,00	6.200,00
FM 95.5 CORAZON	ROSARIO	24.489,20		1.920,00	2.983,20	2.224,00	2.032,80	2.012,00	2.121,60	3.408,60	2.808,00	2.002,00	962,00	2.015,00
FM 101.3 RADIO HOLLYWOOD	ROSARIO	55.515,40		4.890,00	5.035,00	3.753,00	4.734,00	8.031,60	5.659,20	5.745,60	5.563,80	3.326,40	2.862,00	5.914,80
FM 105.1 POR SIEMPRE RADIO	ROSARIO	29.354,40		2.112,00	2.794,80	3.336,00	3.049,20	3.573,60	2.726,40	2.930,40	2.978,40	1.368,00	1.509,60	2.976,00
FM 106.3-RADIO 10	ROSARIO	96.142,60		7.516,80	10.038,60	8.604,00	10.152,80	12.140,80	8.646,40	9.525,60	10.015,60	3.192,00	6.328,00	9.982,00
FM 88.1 ANTENA 5	ROSARIO	76.677,60	5.976,00	6.855,60	7.660,80	6.948,00	7.660,80	7.401,60	8.312,40	8.071,20	4.399,20	1.848,00	4.104,00	7.440,00
FM 89.5 FISHERTON	ROSARIO	84.240,80	4.992,00	5.872,00	8.608,80	7.345,60	7.986,40	8.514,40	6.844,80	9.388,80	5.466,40	4.779,20	5.638,40	8.804,00
FM 91.3 A. LIBRE	ROSARIO	23.792,85		1.975,50	3.275,10	2.254,50	1.911,60	2.790,00	2.968,65	2.462,40	2.189,70	693,00	1.179,90	2.092,50
FM 91.9 ROCK & POP	ROSARIO	49.441,70	3.045,00	3.387,30	4.107,60	5.180,00	4.733,40	7.711,20	4.323,20	4.144,00	5.233,20	1.596,00	2.074,80	3.906,00
FM 93.5 RADIO VALE	ROSARIO	39.690,00		3.519,00	4.002,00	3.127,50	3.811,50	5.235,00	3.888,00	3.993,00	3.807,00	2.310,00	1.998,00	3.999,00
FM 95.1 KISS	ROSARIO	23.619,05		2.914,50	2.946,40	2.015,50	2.823,15	2.192,40	3.016,00	2.253,30	1.827,00	580,00	1.073,00	1.977,80
FM 99.5 ESTACION DEL SIGLO	ROSARIO	103.461,43	4.019,20	9.760,69	10.512,72	9.625,67	11.115,60	13.910,20	8.063,52	10.380,84	9.239,45	4.521,60	5.011,44	7.300,50
FM BOING 97.3	ROSARIO	84.368,46		7.806,92	7.848,06	8.508,72	8.131,20	10.459,24	8.479,68	7.448,76	8.319,96	6.001,60	3.862,32	7.502,00
FM CRISTAL 107.9	ROSARIO	131.147,50	3.900,00	9.153,75	11.118,75	13.283,60	13.805,00	15.219,60	14.616,80	14.148,20	13.563,00	6.727,60	6.881,60	8.729,60
FM LATINA 94.5	ROSARIO	34.656,25		2.550,00	3.963,75	2.652,50	3.408,75	4.445,00	3.920,00	3.330,00	3.543,75	1.675,00	1.757,50	3.410,00
FM MERIDIANO 107.1	ROSARIO	135.694,60	5.902,00	10.216,70	14.732,90	12.688,00	11.835,20	15.847,00	13.599,30	14.352,00	10.874,10	6.853,00	6.741,60	12.052,80
FM MILENIUM 94.1	ROSARIO	58.161,60		2.412,00	4.845,60	4.632,00	5.409,60	6.786,00	7.556,40	6.412,80	6.352,80	3.285,60	3.921,60	6.547,20
FM POP RADIO 96.1	ROSARIO	48.295,50			3.081,00	3.127,50	3.811,50	4.155,00	4.194,00	5.019,00	4.665,00	6.594,00	5.418,00	8.230,50
FM RADIO CLUB 88.7	ROSARIO	70.284,60		7.905,60	7.360,20	5.004,00	5.313,60	8.388,00	7.776,00	7.592,40	5.533,20	4.464,00	3.693,60	7.254,00
FM RADIO DEL PLATA ROSARIO	ROSARIO	98.958,60	5.976,00	8.004,60	9.925,20	8.604,00	8.416,80	10.915,20	9.255,60	14.126,40	7.833,60	4.964,40	5.914,80	5.022,00
FM RADIO LA RED 102.7-Ros.	ROSARIO	84.184,10		6.916,00	9.655,10	6.815,90	10.423,14	9.374,82	9.684,22	7.829,64	7.043,40	5.287,10	5.230,68	5.924,10

FM RADIO NOI-102.1 MHZ	ROSARIO	47.043,15		2.633,40	3.994,65	5.725,50	4.192,65	7.398,60	3.828,00	4.884,00	5.098,50	1.881,00	2.445,30	4.961,55
FM RADIOFONICA100.7	ROSARIO	172.072,89	5.953,20	17.837,82	23.932,59	14.893,89	15.932,07	14.421,99	16.309,59	13.939,20	14.113,44	12.316,59	9.031,44	13.391,07
FM T L 105.5	ROSARIO	50.543,50		2.793,00	4.236,75	6.072,50	5.475,75	7.847,00	4.060,00	5.180,00	5.407,50	1.995,00	2.593,50	4.882,50
FM VIDA 97.9 MHZ.	ROSARIO	149.828,27	4.950,40	14.023,10	15.098,72	11.158,42	12.885,60	15.717,52	12.769,12	16.942,89	14.875,74	10.454,40	7.448,76	13.503,60
L.T.3	ROSARIO	410.940,25	16.109,80	40.504,05	46.680,30	56.250,45	35.745,30	38.454,75	44.185,50	40.111,20	27.033,75	17.001,90	22.999,95	25.863,30
LT8	ROSARIO	477.495,21	23.762,51	44.195,18	60.959,72	63.595,18	44.016,79	45.348,38	50.476,34	52.156,63	26.082,75	16.969,50	22.525,44	27.406,79
RADIO DOS	ROSARIO	786.823,21	24.375,76	79.153,23	98.308,38	102.013,09	72.824,96	76.663,78	82.343,77	78.569,87	50.623,68	32.287,02	36.898,91	52.760,76
RADIO NACIONAL ROSARIO	ROSARIO	64.020,00	2.460,00	4.531,00	6.201,00	5.114,50	5.544,00	6.579,00	6.570,00	6.612,00	5.615,50	4.779,00	3.504,00	6.510,00
FM M90 89.9	ROSARIO	21.706,80				883,20	3.049,20	3.427,20	2.774,40	2.462,40	2.952,00	1.848,00	1.368,00	2.942,40
FM EL FARO 94.3	FUNES	5.241,88								1.437,54	1.034,02	940,90	927,32	902,10
FM 92.1 MONUMENTAL	ALCORTA	15.329,76		1.521,64	1.936,93	1.305,82	1.340,70	1.371,22	1.526,00	1.371,22	1.231,70	1.351,60	1.122,70	1.250,23
FM CIUDAD 90.7	ARMSTRONG	10.920,07		1.208,88	1.297,21	874,54	987,69	1.188,44	1.022,00	1.026,38	905,93	708,10	750,44	950,46
FM LA INVENCIBLE 93.1	BARRANCAS	11.190,90		1.159,20	1.243,90	1.011,50	947,10	1.139,60	980,00	877,80	868,70	679,00	1.416,10	868,00
FM LIDER 90.7	BIGAND	11.346,40		1.076,40	1.155,05	939,25	1.150,50	982,80	1.352,00	1.111,50	1.011,40	630,50	929,50	1.007,50
FM R. HORIZONTE 90.3	BOUQUET	16.334,00		1.696,00	1.772,40	1.544,00	1.699,20	1.492,80	1.324,80	1.824,00	1.348,00	616,00	1.280,80	1.736,00
FM 96.7 CENTENARIO	C.BERMUDEZ	27.955,80		1.256,40	2.139,30	2.601,00	2.366,10	3.888,00	2.808,00	2.445,30	2.250,90	2.079,00	3.443,40	2.678,40
FM RADIO ESTILO104.5	C.PELLEGRINI	12.634,30				1.751,40	1.778,70	1.346,80	1.456,00	1.516,20	1.503,60	679,00	1.083,60	1.519,00
FM 94.7 CARCARAÑA	CARCARAÑA	11.013,00		1.047,00	1.332,75	909,00	1.460,25	810,00	1.560,00	832,50	945,00	727,50	645,00	744,00
FM 91.1 RECORD	CASILDA	24.957,00		2.020,00	2.554,00	1.390,00	2.952,00	2.696,00	2.760,00	2.508,00	2.482,00	1.540,00	1.575,00	2.480,00
FM LAS PAREJAS/95.5	LAS PAREJAS	20.030,70	1.230,00	1.321,20	1.952,40	1.734,00	1.476,00	1.252,80	1.656,00	2.035,00	2.037,20	1.694,00	1.732,50	1.909,60
FM PLATINO 104.3	LAS ROSAS	8.239,20						1.154,40	1.248,00	1.504,80	1.288,80	582,00	973,20	1.488,00
FM 89.9 R. HORIZONTE	S.LORENZO	29.149,47		1.959,40	3.033,19	2.696,60	2.464,77	3.332,92	2.677,20	3.096,24	2.370,68	1.493,80	3.017,67	3.007,00
FM 102.7 RADIO SAN JORGE	SAN JORGE	11.118,00		993,60	1.066,20	1.158,00	1.168,20	1.154,40	1.248,00	1.026,00	933,60	582,00	858,00	930,00
FM GUIA 104.9	SASTRE	3.213,70									882,00	679,00	567,70	1.085,00
FM ZONA 101.7	V.CONSTITUCION	7.588,40		662,40	710,80	578,00	778,80	769,60	832,00	729,60	740,80	388,00	530,40	868,00
FM 92.5 La Opción en Radio	V.G.GALVEZ	711,00											711,00	
FM SAN GREGORIO 91.1	S.GREGORIO	8.753,40		726,00	466,20	861,60	738,00	1.083,60	1.459,20	593,40	756,00	774,00	551,40	744,00
FM 90 RADIO FIRMAT	FIRMAT	16.923,00					1.353,00	3.612,00	2.432,00	2.430,00	1.852,00	1.890,00	1.494,00	1.860,00
FM 100.1 RADIO DEL PLATA	V.TUERTO	8.358,84		593,60	830,34	1.080,80	832,16	768,32	888,16	1.204,00		324,80	751,66	1.085,00
FM 92.1 NOSTALGIA	V.TUERTO	11.648,07		845,10	1.115,37	1.042,20	1.284,12	1.312,20	1.116,72	1.161,00	989,82	626,40	899,64	1.255,50
L.T. 29 RADIO VENADO TUERTO	V.TUERTO	138.122,60	8.085,20	13.326,20	17.749,10	11.985,30	18.791,00	13.505,60	3.164,80	19.108,40	9.793,40	5.796,00	6.835,60	9.982,00
CADENA EME	VARIOS	84.188,70		8.451,00	11.280,60	9.132,30	7.989,30	6.935,40	8.780,40	7.673,85	6.683,85	3.721,50	6.091,20	7.449,30
	<b>TOTALES</b>	<b>6.846.621,05</b>	<b>221.410,41</b>	<b>575.225,62</b>	<b>787.308,08</b>	<b>668.087,86</b>	<b>669.547,65</b>	<b>728.466,31</b>	<b>655.489,63</b>	<b>654.875,87</b>	<b>506.093,44</b>	<b>332.448,59</b>	<b>410.342,19</b>	<b>637.325,40</b>