

Informe de gastos de publicidad por medio - Enero a Diciembre 2018

Tipo de Medio: televisión

| Localidad               | Medio                                       | Enero     | Febrero   | Marzo     | Abril     | Mayo      | Junio     | Julio     | Agosto    | Septiembre | Octubre   | Noviembre | Diciembre | Total      |
|-------------------------|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|------------|
| Santa Fe                | CABLE Y DIARIO                              | 58.979    | 132.291   | 118.781   | 155.745   | 237.184   | 307.444   | 273.086   | 257.141   | 232.143    | 233.172   | 480.506   | 108.528   | 2.594.999  |
| Santa Fe                | CANAL 13 SANTA FE                           | 938.670   | 1.598.887 | 1.085.440 | 1.259.465 | 1.059.385 | 1.225.113 | 1.136.862 | 1.171.026 | 1.269.526  | 877.262   | 2.109.429 | 1.512.845 | 15.243.910 |
| Rosario                 | CANAL 5 - Rosario                           | 1.494.035 | 3.537.172 | 1.288.138 | 2.480.108 | 3.751.472 | 1.674.253 | 2.516.225 | 2.247.974 | 2.252.754  | 1.836.768 | 3.189.675 | 3.109.283 | 29.377.857 |
| Esperanza               | PLAY TELEVISION                             | 6.720     | 26.310    | 8.424     | 28.836    | 17.952    | 13.680    | 32.592    | 21.390    | 18.666     | -         | 37.440    | 29.736    | 241.746    |
| San Jorge               | IMPULSO TELEVISORA - Canal 11               | -         | 2.526     | -         | -         | -         | -         | -         | -         | -          | -         | -         | -         | 2.526      |
| Rosario                 | CABLEHOGAR - CA                             | 31.436    | 78.102    | 34.553    | 61.869    | 69.159    | 16.910    | 57.777    | 53.279    | 54.579     | 43.739    | 93.495    | 53.008    | 647.907    |
| Tostado                 | TOSTADO CABLE                               | -         | 4.679     | 2.548     | 9.605     | 4.305     | 4.153     | 5.576     | 4.679     | 4.628      | -         | 3.703     | 10.164    | 54.040     |
| Laguna Paiva            | CANAL 2 LAGUNA PAIVA                        | -         | 14.384    | 1.560     | 10.640    | 13.328    | 5.472     | 10.448    | 9.720     | 10.200     | -         | 28.960    | -         | 104.712    |
| Cañar ladeado           | C.L. 3 CABLE VISION                         | -         | 7.142     | 3.744     | 10.957    | 5.952     | 6.298     | 8.550     | 8.602     | 7.750      | 6.080     | 11.840    | 4.531     | 81.446     |
| Villa Ocampo            | TELEVIDEO REGIONAL VILLA OCAMPO             | -         | 10.957    | 4.641     | 17.323    | 10.081    | 9.724     | 9.146     | 9.869     | 9.435      | -         | 29.650    | -         | 110.825    |
| Rosario                 | CANAL 3 - Rosario                           | 1.432.963 | 3.338.734 | 1.781.480 | 3.386.701 | 4.003.867 | 2.095.476 | 2.815.075 | 3.535.265 | 3.814.784  | 3.119.963 | 5.005.634 | 3.700.472 | 38.030.415 |
| Parana                  | CANAL 9 LITORAL                             | 252.070   | 448.452   | 443.866   | 482.474   | 374.977   | 488.675   | 484.209   | 552.605   | 425.644    | 333.214   | 572.327   | 344.994   | 5.203.509  |
| Tacural                 | TV CABLE TACURAL CANAL 3                    | -         | 12.224    | 4.739     | 17.861    | 10.841    | 10.031    | 11.502    | 10.699    | 10.328     | -         | 32.940    | -         | 121.163    |
| Las Rosas               | LAS ROSAS CABLEVISION                       | -         | 7.472     | 2.808     | 8.732     | 1.824     | 5.944     | 10.896    | 740       | 6.260      | 3.200     | 17.744    | -         | 65.620     |
| Venado Tuerto           | CANAL 8 - VENADO TUERTO                     | 17.200    | 40.140    | 25.740    | 41.940    | 35.320    | 60.740    | 31.280    | 69.020    | 46.830     | 18.240    | 78.900    | 32.214    | 497.564    |
| Varias Localidades      | CABLEVISION SA (A)                          | 789.770   | 931.636   | 382.982   | 701.207   | 672.397   | 600.174   | 994.033   | 652.330   | 609.598    | 421.898   | 1.251.158 | 547.281   | 8.554.463  |
| Santa Fe                | CANAL SI TELEVISION                         | -         | 7.423     | 7.325     | 4.796     | 8.829     | 8.225     | 7.932     | 7.703     | 7.181      | 7.834     | 9.213     | 5.777     | 82.237     |
| Las Toscas              | TV HORIZONTE -Las Toscas                    | -         | 29.458    | 14.196    | 52.923    | 30.992    | 28.210    | 35.412    | 30.095    | 33.813     | -         | 65.390    | 30.680    | 351.169    |
| Armstrong               | CABLE IMAGEN ARMSTRONG                      | -         | 16.476    | 7.020     | 24.984    | 16.128    | 15.912    | 18.300    | 20.466    | 24.264     | 29.496    | 47.856    | 11.328    | 232.230    |
| San Carlos              | CANAL 2 SAN CARLOS                          | -         | 21.792    | 5.616     | 23.904    | 19.536    | 10.944    | 18.112    | 15.480    | 17.544     | -         | 34.640    | 14.160    | 181.728    |
| Varias Localidades      | ASOCIACION "SANTA FE SIN A DE TV POR CABLE" | 30.000    | 171.650   | 79.950    | 260.500   | 233.675   | 85.500    | 160.450   | 156.500   | 169.425    | 12.600    | 333.075   | 177.000   | 1.870.325  |
| Elortondo               | CANAL 14 ELORTONDO                          | -         | 10.346    | 7.582     | 13.694    | 10.757    | 11.113    | 9.806     | 11.205    | 10.341     | 2.592     | 15.120    | 12.744    | 115.301    |
| San Lorenzo             | TELEVISION REGIONAL SAN LORENZO             | 107.360   | 215.072   | 145.596   | 250.712   | 274.120   | 91.080    | 230.888   | 263.338   | 237.690    | 193.973   | 383.585   | 134.784   | 2.528.199  |
| Reconquista             | CANAL 8 RECONQUISTA                         | 3.240     | 14.126    | 10.530    | 32.994    | 16.567    | 16.049    | 25.704    | 19.440    | 17.075     | 18.058    | 28.015    | 13.381    | 215.179    |
| Cañada de Gomez         | Cablevisión Cañada de Gomez                 | 6.672     | 28.923    | 12.143    | 32.026    | 21.795    | 24.420    | 25.932    | 24.642    | 28.089     | 18.192    | 75.761    | 16.402    | 314.996    |
| Coronda                 | RIOVISION SA -                              | -         | 9.630     | 4.859     | 16.358    | 13.759    | 6.088     | 15.166    | 9.167     | 12.291     | 17.319    | 31.390    | -         | 136.028    |
| Buenos Aires            | AMERICA TV SA                               | 1.246.905 | -         | 196.020   | -         | -         | -         | 769.923   | -         | -          | 305.525   | 496.173   | 1.033.370 | 4.047.916  |
| Vera                    | NORTE VISION SA                             | -         | 12.890    | 7.800     | 8.960     | 19.350    | 1.140     | 14.400    | 10.560    | 10.200     | 22.800    | 9.912     | 9.912     | 118.012    |
| Varias Localidades      | CABLEVIDEO DIGITAL                          | -         | 41.280    | 56.550    | 52.020    | 45.360    | 38.760    | 51.210    | 67.800    | 18.000     | 146.100   | 8.850     | 594.690   | 594.690    |
| Arroyo Seco             | CANAL 6 / CABLEVISION                       | 19.488    | 33.482    | 15.725    | 55.154    | 41.950    | 17.237    | 41.059    | 35.566    | 31.752     | 8.064     | 74.424    | 27.754    | 401.654    |
| Avellaneda              | LTV CANAL 4 AVELLANEDA                      | 9.000     | 51.255    | 30.420    | 89.640    | 53.760    | 52.770    | 55.800    | 57.465    | 57.375     | 51.840    | 123.015   | 30.798    | 663.138    |
| Firmat                  | TELEVISION DIGITAL CODIFICADA TDC           | 25.800    | 46.590    | 25.740    | 78.585    | 41.400    | 39.840    | 57.840    | 48.450    | 65.925     | 37.980    | 132.600   | 28.674    | 629.424    |
| San Javier              | GIGACOM TELEV                               | -         | 6.136     | 3.120     | 8.800     | 8.016     | 2.736     | 6.816     | 6.340     | 6.120      | -         | 12.120    | 5.664     | 65.868     |
| Buenos Aires            | Dicen que Dicen/Metro                       | -         | 33.640    | 22.620    | 33.930    | 28.652    | 34.684    | 17.342    | 38.831    | 19.227     | -         | 54.288    | -         | 283.214    |
| Elortondo               | CANAL 48 TELEVISION UN AIRE NUEVO           | -         | 10.464    | 5.616     | 13.120    | 7.968     | 9.152     | 14.528    | 10.280    | 9.960      | 3.840     | 16.800    | 11.328    | 113.056    |
| Esperanza               | LINK TV -                                   | -         | 10.901    | 2.808     | 9.720     | 10.584    | 4.378     | 8.150     | 7.416     | 7.344      | -         | 25.344    | -         | 86.645     |
| Buenos Aires            | TODO NOTICIAS                               | 1.240.155 | -         | 727.315   | -         | -         | -         | 1.500.206 | -         | -          | -         | -         | 1.022.883 | 4.490.560  |
| Buenos Aires            | CANAL 13 SATELITAL                          | -         | -         | -         | -         | -         | -         | -         | -         | -          | -         | -         | 60.000    | 60.000     |
| Galvez                  | TV CANAL 10 REGIONAL                        | 3.250     | 7.943     | 4.563     | 8.190     | 11.232    | 4.446     | 7.488     | 8.619     | 6.630      | 1.768     | 21.645    | 21.712    | 107.486    |
| Sastre                  | CANAL 4 SASTRE                              | -         | 4.559     | 3.020     | 4.501     | 5.910     | 2.943     | 4.937     | 4.187     | 4.937      | -         | 9.777     | 4.569     | 49.339     |
| San Francisco           | CANAL 4 SAN FRANCISCO                       | 2.710     | 5.406     | 2.643     | 8.243     | 4.821     | 4.980     | 4.937     | 5.261     | 4.937      | 4.782     | 9.322     | -         | 58.041     |
| San Genaro              | CANAL 4 SAN GENARO                          | -         | 4.186     | 2.621     | -         | -         | -         | -         | -         | -          | -         | -         | -         | 6.806      |
| Galvez                  | CANAL 2 CABLEVISION                         | 3.500     | 8.554     | 4.914     | 12.320    | 13.706    | 4.256     | 9.086     | 8.764     | 7.140      | 2.856     | 19.210    | 23.069    | 117.375    |
| Buenos Aires            | CSN   | 495.931   | -         | 172.498   | -         | -         | -         | 646.866   | -         | -          | -         | 97.269    | 706.761   | 2.119.325  |
| Suardi                  | CANAL 2 CABLEVISION                         | -         | 12.528    | -         | 30.432    | 21.288    | 8.208     | 17.088    | 22.080    | 15.300     | 3.264     | 29.040    | 20.355    | 179.583    |
| Venado Tuerto           | CANAL DOCE VENADO TUERTO                    | 17.200    | 36.660    | 22.620    | 56.900    | 29.880    | 33.400    | 25.760    | 69.660    | 44.560     | 9.600     | 77.820    | 33.630    | 457.690    |
| Buenos Aires            | CRONICA TV                                  | 534.917   | -         | 382.166   | -         | -         | -         | 334.323   | -         | -          | 675.180   | 517.227   | 1.503.473 | 3.947.286  |
| Buenos Aires            | CANAL 26                                    | 294.030   | -         | 261.360   | -         | -         | -         | -         | -         | -          | 333.960   | 380.727   | -         | 1.270.077  |
| Villa Gobernador Galvez | IVISION TV                                  | 24.360    | 26.145    | -         | 14.280    | 20.202    | 7.182     | 11.361    | 13.146    | 11.025     | 14.322    | 21.210    | 4.956     | 168.189    |

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|---------------------|------------------------------|------------------|-------------------|------------------|------------------|-------------------|------------------|-------------------|------------------|------------------|------------------|-------------------|-------------------|--------------------|
| Margarita           | CANAL 2 TELEV. LOCAL         | -                | 7.670             | 1.950            | 5.050            | 7.610             | 2.280            | 5.680             | 4.980            | 5.100            | -                | 15.100            | -                 | 55.420             |
| Granadero Baigorria | CANAL 11 AIRE PARA LA REGION | 6.600            | 10.967            | 6.006            | 16.368           | 16.060            | 5.852            | 10.604            | 11.550           | 11.055           | 4.136            | 28.215            | -                 | 127.413            |
| San Vicente         | CABLENET S.A - S             | -                | 9.961             | 3.861            | 15.021           | 8.382             | 9.218            | 9.064             | 8.718            | 8.415            | -                | 27.115            | -                 | 99.754             |
| Rafaela             | NEXT TV CANAL                | -                | -                 | 14.196           | 29.652           | 20.272            | 25.508           | 18.732            | 35.042           | 23.562           | 15.232           | 50.736            | 18.998            | 251.930            |
| Buenos Aires        | CHACRA TV                    | -                | -                 | 145.273          | -                | -                 | 96.014           | -                 | -                | -                | -                | -                 | -                 | 241.286            |
| Buenos Aires        | SEÑAL ESPN                   | -                | -                 | -                | -                | -                 | 466.963          | 363.780           | -                | -                | -                | -                 | -                 | 830.744            |
| Ceres               | CANAL 2 CABLE NORTE VIDEO    | -                | -                 | -                | -                | -                 | 45.600           | 19.600            | 24.825           | 29.325           | -                | 60.500            | 29.500            | 209.350            |
|                     | <b>Total:</b>                | <b>9.092.961</b> | <b>11.097.223</b> | <b>7.605.684</b> | <b>9.937.240</b> | <b>11.330.604</b> | <b>7.739.173</b> | <b>12.989.089</b> | <b>9.645.323</b> | <b>9.778.527</b> | <b>8.683.950</b> | <b>16.436.022</b> | <b>14.475.568</b> | <b>128.811.363</b> |