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# ORDEN DE PUBLICIDAD N° 03/UM/GC/2019

A : BIEDERMANN PUBLICIDAD S.A.
DE : COPACO S.A.
REF. : Publicidad en radio AM - FM
CONTRATO N° : 88/2018
FECHA: : 01/04/2019

A los efectos de remitir la solicitud de Mencion a viva voz en emisoras de radio AM - FM

| ITEM | SUB | MEDIO | CONDUCTOR | TIPO DE MATERIAL | DIAS DE EMISION | HORARIO | DURACION | COSTO CLIENTE POR MATERIAL | ABRIL LU 1 | MA 2 | MI 3 | JU 4 | VI 5 | SA 6 | DO 7 | LU 8 | MA 9 | MI 10 | JU 11 | VI 12 | SA 13 | DO 14 | LU 15 | MA 16 | MI 17 | JU 18 | VI 19 | SA 20 | DO 21 | LU 22 | MA 23 | MI 24 | JU 25 | VI 26 | SA 27 | DO 28 | LU 29 | MA 30 | TOTAL | COSTO TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | FM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | RADIO EMISORAS PARAGUAY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 28 | EMISORAS PY | ROTATIVOS | MENCIONES | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 67.900 | 3 | 3 | 3 | 3 | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | | 3 | 2 | 2 | 2 | 2 | 2 | | 3 | 3 | 3 | 3 | 3 | 3 | | 3 | 0 | 0 | 67 | 4.549.300 |
| | | | | | | 12:00 a 22:00 | | 47.000 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 1.880.000 |
| | | TOTAL MEDIO | | | | | | | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 4 | 4 | 4 | 4 | 4 | 0 | 3 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 0 | 0 | 107 | 6.429.300 |
| | | RADIO FARRA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 20 | FARRA | ROTATIVOS | MENCIONES | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 97.500 | 3 | 3 | 3 | 3 | 3 | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | | 2 | 2 | 2 | 2 | 2 | | | 3 | 3 | 3 | 3 | 3 | 3 | | 0 | 0 | 64 | 6.240.000 |
| | | | | | | 12:00 a 22:00 | | 73.120 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 2.924.800 |
| | | TOTAL MEDIO | | | | | | | 5 | 5 | 5 | 5 | 5 | 3 | 0 | 5 | 5 | 5 | 5 | 5 | 3 | 0 | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 3 | 0 | 0 | 0 | 104 | 9.164.800 |
| | | RADIO ESTACION 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 4 | ESTACIÓN 40 | ROTATIVOS | MENCIONES | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 59.150 | 3 | 3 | 3 | 3 | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | | 3 | 2 | 2 | 2 | 2 | 2 | | 3 | 3 | 3 | 3 | 3 | 3 | | 0 | 0 | 67 | 3.963.050 |
| | | | | | | 12:00 a 22:00 | | 59.150 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 2.366.000 |
| | | TOTAL MEDIO | | | | | | | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 4 | 4 | 4 | 4 | 4 | 0 | 3 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 0 | 0 | 107 | 6.329.050 |
| | | AM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | RADIO MONUMENTAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 3 | MONUMENTAL | ROTATIVOS | MENCIONES | LUNES A DOMINGO | 06:00 a 12:00 | 30 | 52.220 | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 0 | 0 | 60 | 3.133.200 |
| | | | | | | 12:00 a 22:00 | | 52.220 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 2.088.800 |
| | | TOTAL MEDIO | | | | | | | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 0 | 0 | 100 | 5.222.000 |
| | | RADIO NACIONAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 12 | NACIONAL | ROTATIVOS | MENCIONES | LUNES A DOMINGO | 06:00 a 12:00 | 30 | 50.920 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 2.036.800 |
| | | | | | | 12:00 a 22:00 | | 33.950 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 0 | 0 | 40 | 1.358.000 |
| | | TOTAL MEDIO | | | | | | | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 0 | 0 | 80 | 3.394.800 |
| | | TOTAL | | | | | | | 24 | 24 | 24 | 24 | 24 | 3 | 6 | 24 | 24 | 24 | 24 | 24 | 3 | 6 | 21 | 21 | 21 | 21 | 21 | 0 | 6 | 24 | 24 | 24 | 24 | 24 | 3 | 6 | 0 | 0 | 498 | 30.539.950 |

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