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ORDEN DE PUBLICIDAD N° 07/UM/GC/2020

A: BIEDERMANN S.A. CONTRATO N° : 88/2018

DE: COPACO S.A. FECHA: 13/08/2020

A EFECTOS DE SOLICITAR SPOT Y VIÑETAS PUBLICITARIAS EN TV DE LA PROMO LINEA ALTA CONEXIÓN PLUS

	Canal de TV	Programa	Horario	Días de emisión	Tipo	Dur.	AGOSTO																										
							VI 14	SA 15	DO 16	LU 17	MA 18	MI 19	JU 20	VI 21	SA 22	DO 23	LU 24	MA 25	MI 26	JU 27	VI 28	SA 29	DO 30	LU 31	Spots	COSTO X SEG.	COSTO X SPOT	TOTAL
22	ABC	ABC Noticias Central	13:30 a 19:00	Lun a Vie	SPOT	30	1			1	1	1	1	1			1	1	1	1	1			1	12	27.439	823.170	9.878.040
	TOTAL NPY						**1**	**0**	**0**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**12**			**9.878.040**
24	NPY	Lunes de Mina	13:30 a 19:00	Lun a Vie	Spot	30				3							3							3	9	15.941	478.230	4.304.070
		Lunes de Mina	13:30 a 19:00	Lun a Vie	Viñetas	30				2							2							2	6	15.940	478.200	2.869.200
		Rotativo	13:30 a 19:00	Lun a Vie	Spot	30	1				1	1	1	1				1	1	1	1				9	15.941	478.230	4.304.070
		Paraguay Productivo	09:00 a 12:00	Lun a Vie	VIÑETAS	30				1			1				1		1					1	5	15.940	478.200	2.391.000
		Paraguay Productivo	09:00 a 12:00	Lun a Vie	SPOT	30	2			2	2	2	2	2			2	2	2	2	2			2	24	15.941	478.230	11.477.520
	TOTAL						**3**	**0**	**0**	**8**	**3**	**3**	**4**	**3**	**0**	**0**	**8**	**3**	**4**	**3**	**3**	**0**	**0**	**8**	**53**			**25.345.860**
8	UNICANAL	NOTICIERO	20:00 a 21:00	Lun a Vie	Spot	30	1			1		1	1				1		1		1			1	8	103.619	3.108.570	24.868.560
	UNICANAL	EL PENDULO	20:00 a 21:00	Lun a Vie	Spot	30	1					1							1						3	103.619	3.108.570	9.325.710
	UNICANAL	LA MAÑANA DE UNICANAL	06:30 a 12:30	Lun a Vie	Spot	30	1			1	1			1				1		1					6	33.875	1.016.250	6.097.500
	TOTAL						**3**	**0**	**0**	**2**	**1**	**2**	**1**	**1**	**0**	**0**	**1**	**1**	**2**	**1**	**1**	**0**	**0**	**1**	**17**			**40.291.770**
3	EL TRECE	Será un Gran día	08:30 a 10:29	Lun a Vie	Spot	30	1				1		1				1			1				1	6	36.665	1.099.950	6.599.700
	EL TRECE	NOTICIERO	12:00 a 13:29	Lun a Vie	Spot	30				1								1							2	143.472	4.304.160	8.608.320
	EL TRECE	NOTICIERO	19:00 a 19:59	Lun a Vie	Spot	30						1								1					2	143.472	4.304.160	8.608.320
	TOTAL						**1**	**0**	**0**	**1**	**1**	**1**	**1**	**0**	**0**	**0**	**1**	**1**	**0**	**2**	**0**	**0**	**0**	**1**	**10**			**23.816.340**
1	SNT	LA MAÑANA DE CADA DIA	05:30 a 08:29	Lun a Vie	Spot	30	1				1		1				1		1					1	6	95.648	2.869.440	17.216.640
	SNT	INFORMATIVO DEL MEDIO DIA	12:00 a 13:29	Lun a Vie	Spot	30				1		1						1			1				4	191.296	5.738.880	22.955.520
	SNT	NOVELA	13:30 a 18:59	Lun a Vie	Spot	30				1		1					1			1				1	5	86.520	2.595.600	12.978.000
	TOTAL SNT						**1**	**0**	**0**	**2**	**1**	**2**	**1**	**0**	**0**	**0**	**2**	**1**	**1**	**1**	**1**	**0**	**0**	**2**	**15**			**53.150.160**
2	TELEFUTURO	DIA A DIA	05:30 a 08:29	Lun a Vie	Spot	30	1			1	1	1		1			1	1		1				1	9	95.648	2.869.440	25.824.960
	TELEFUTURO	MERIDIANO	12:00 a 13:29	Lun a Vie	Spot	30				1	1		1					1			1				5	175.374	5.261.220	26.306.100
	TELEFUTURO	VIVE LA VIDA	08:30 a 10:29	Lun a Vie	Spot	30	1			1	1	1		1			1		1	1				1	9	79.707	2.391.210	21.520.890
	TOTAL TELEFUTURO						**2**	**0**	**0**	**3**	**3**	**2**	**1**	**2**	**0**	**0**	**2**	**2**	**1**	**2**	**1**	**0**	**0**	**2**	**23**			**73.651.950**
21	5 DIAS	A COSTA DE TODOS	12:00 a 13:00	Lun a Vie	Spot	30			1		1		1			1			1						5	51.809	1.554.270	7.771.350
	TOTAL 5 DIAS						**0**	**0**	**1**	**0**	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**5**			**7.771.350**
	TOTAL TV						**11**	**0**	**1**	**17**	**11**	**11**	**10**	**7**	**0**	**1**	**15**	**9**	**10**	**10**	**7**	**0**	**0**	**15**	**135**			**233.905.470**

MAG. CYNTIA CABELLO
FISCAL DEL CONTRATO Nº 88/2018

LIC. HERNAN FRANCO
ADMINISTRADOR DEL CONTRATO Nº 88/2018