COPACO

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ORDEN DE PUBLICIDAD N° 05/UM/GC/2020

A: BIEDERMANN S.A.
DE: COPACO S.A.
CONTRATO N° : 88/2018
FECHA: 31/07/2020

A EFECTOS DE SOLICITAR SPOT PUBLICITARIO EN TV DE LA PROMO 4G LTE COMBO PLUS

| Item | Canal de TV | Programa | Horario | Días de emisión | Tipo | Dur. | AGOSTO | | | | | | | | | | | | | | Spots | COSTO X SEG. | COSTO X SPOT | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | SA | DO | LU | MA | MI | JU | VI | SA | DO | LU | MA | MI | JU | | | | | | |
| | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | | | | | | |
| 22 | ABC | ABC Noticias Central | 13:30 a 19:00 | Lun a Vie | Spot | 30 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 9 | 27.439 | 823.170 | 7.408.530 |
| | **TOTAL ABC** | | | | | | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 9 | | | **7.408.530** |
| 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 |
| | | Lunes de Mina | 13:30 a 19:00 | Lun a Vie | Spot | 30 | | | | 1 | 1 | 1 | 1 | | | | 1 | | 1 | 6 | 15.941 | 478.230 | 2.869.380 |
| | **TOTAL NPY** | | | | | | 0 | 0 | 5 | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 1 | 5 | 1 | 21 | | | **10.042.650** |
| 8 | UNICANAL | NOTICIERO | 20:00 a 21:00 | Lun a Vie | Spot | 30 | | | 1 | 1 | | 1 | | | | | 1 | 1 | | 5 | 103.619 | 3.108.570 | 15.542.850 |
| | UNICANAL | EL PENDULO | 20:00 a 21:00 | Lun a Vie | Spot | 30 | | | | | 1 | | | | | | | | | 1 | 103.619 | 3.108.570 | 3.108.570 |
| | 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 UNICANAL** | | | | | | 0 | 0 | 2 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 12 | | | **24.748.920** |
| 3 | EL TRECE | Será un Gran día | 08:30 a 10:29 | Lun a Vie | Spot | 30 | | | 1 | | | 1 | | | | 1 | | 1 | | 4 | 36.665 | 1.099.950 | 4.399.800 |
| | 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 | 143.472 | 4.304.160 | 4.304.160 |
| | **TOTAL EL TRECE** | | | | | | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 7 | | | **17.312.280** |
| 1 | SNT | LA MAÑANA DE CADA DIA | 05:30 a 08:29 | Lun a Vie | Spot | 30 | | | 1 | 1 | | | | | | 1 | | 1 | | 4 | 95.648 | 2.869.440 | 11.477.760 |
| | SNT | INFORMATIVO DEL MEDIO DIA | 12:00 a 13:29 | Lun a Vie | Spot | 30 | | | 1 | | 1 | | | | | | | | 1 | 3 | 191.296 | 5.738.880 | 17.216.640 |
| | SNT | NOVELA | 13:30 a 18:59 | Lun a Vie | Spot | 30 | | | | | | | | | | | | 1 | 1 | 2 | 86.520 | 2.595.600 | 5.191.200 |
| | **TOTAL SNT** | | | | | | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 9 | | | **33.885.600** |
| 23 | C9N | Pehechamina | 06:30 a 08:30 | Domingos | Spot | 30 | | 3 | | | | | | | 4 | | | | | 7 | 66.954 | 2.008.620 | 14.060.340 |
| | **TOTAL C9N** | | | | | | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 7 | | | **14.060.340** |
| 2 | TELEFUTURO | DIA A DIA | 05:30 a 08:29 | Lun a Vie | Spot | 30 | | | 1 | | 1 | | 1 | | | 1 | 1 | 1 | 1 | 7 | 95.648 | 2.869.440 | 20.086.080 |
| | TELEFUTURO | TELEDIARIO | 12:00 a 13:29 | Lun a Vie | Spot | 30 | | | | 1 | | 1 | | | | | | 1 | 1 | 4 | 175.374 | 5.261.220 | 21.044.880 |
| | TELEFUTURO | VIVE LA VIDA | 08:30 a 10:29 | Lun a Vie | Spot | 30 | | | 1 | 1 | | | 1 | | | 1 | 1 | 1 | 1 | 7 | 79.707 | 2.391.210 | 16.738.470 |
| | **TOTAL TELEFUTURO** | | | | | | 0 | 0 | 2 | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 2 | 3 | 3 | 18 | | | **57.869.430** |
| 21 | 5 DIAS | A COSTA DE TODOS | 12:30 a 13:29 | Lun a Vie | Spot | 30 | | | 1 | | 1 | | 1 | | | | | 1 | | 4 | 51.809 | 1.554.270 | 6.217.080 |
| | **TOTAL 5 DIAS** | | | | | | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 4 | | | **6.217.080** |
| | **TOTAL TV** | | | | | | 0 | 3 | 14 | 7 | 8 | 5 | 6 | 0 | 4 | 11 | 5 | 15 | 9 | 87 | | | **171.544.830** |

MAG. CYNTIA CABELLO
FISCAL DEL CONTRATO Nº 88/2018

LIC. HERNAN FRANCO
ADMINISTRADOR DEL CONTRATO Nº 88/2018