

PLAN DE MEDIOS
CAMPAÑA "SEMANA SANTA"



MEDIO	MARZO				INSERCIONES	IMPACTOS (000)	ALC+1	ALC. ABS.**	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI
	04	11	18	25								
TV ABIERTA												
Pauta Regular												
Spots												
Alc+1 (%)												
Alc+3 (%)												
Impactos												
Inversión S/												
Inversión S/. Tv Abierta					40	480	52%	3,613	S/. 28,333.33	S/. 33,433.33	S/. 69.65	3%
CABLE												
Pauta Regular												
Spots												
Alc+1 (%)												
Alc+3 (%)												
Impactos												
Inversión S/												
Inversión S/. Cable					277	1,734	6%	432	S/. 136,782.26	S/. 161,403.06	S/. 93.08	15%
RADIO LIMA												
Pauta Regular												
Spots												
Alc+1 (%)												
Impactos												
Inversión S/												
Inversión S/. Radio					80	2,768	57%	3,941	S/. 12,000.00	S/. 14,160.00	S/. 5.12	1%
RADIO PROVINCIAS												
Pauta Regular												
Spots												
Impactos												
Inversión S/												
Inversión S/. Radio Provincia					422	4,271			S/. 35,707.50	S/. 42,134.85	S/. 9.86	4%
CINE												
MENCIONES												
Salas												
Impactos												
Inversión S/												
Inversión S/. Cine					55	866			S/. 33,695.68	S/. 39,760.91	S/. 45.90	4%
OOH												
Pauta Regular												
N° Elementos												
Impactos												
Alc+1 (%)												
Inversión alquiler S/												
Inversión S/. OOH - Alquiler									S/. 157,577.83			
Inversión Total S/. OOH					110	386,300	16%	1,135	S/. 157,577.83	S/ 185,941.79	S/. 0.48	17%
DIGITAL												
Pauta Regular												
Alc+1												
Impactos												
Inversión S/												
Inversión S/. Digital						100,672	14%	997	S/. 574,573.97	S/. 629,037.28	S/. 6.25	57%
					984	497,091	88.6%	6,168	S/. 978,670.56	S/. 1,105,871.22	S/. 2.22	100%

*SE INDICAN ALCANCES INCREMENTALES
**ALC. ABS ES EL ALCANCE EN NÚMERO DE PERSONAS

Universo
6,962.16

ALC +1 INC. PAUTA INTERNACIONAL: 89.10%
AL +1 TOTAL EN MILES (000) 6,203.28

*Los alcances mostrados corresponden a la presencia total de la campaña así como por cada medio.

Resumen de Inversión

Montos expresado en soles

NOMBRE COMERCIAL	RAZÓN SOCIAL	RUC	MEDIO	AVISOS	INVERSIÓN NETA \$	INVERSIÓN NETA + IGV \$	INVERSION NETA S/.	INVERSIÓN NETA + IGV S/.
TV PERU	INS.NAC.DE RADIO Y TEL.DEL PERU IRTP.	20338915471	TV ABIERTA	40	\$7,083.33	\$8,358.33	S/ 28,333.33	S/ 33,433.33
CANAL N	COMPAÑIA PERUANA DE RADIODIFUSION S.A.	20100049008	TV CABLE	31	\$8,469.25	\$9,993.72	S/ 33,877.00	S/ 39,974.86
TNT SERIES	GRUPO INVERMEDIA PERU S.A.C.	20605237267	TV CABLE	46	\$8,634.55	\$10,188.76	S/ 34,538.18	S/ 40,755.05
TNT SERIES	GRUPO INVERMEDIA PERU S.A.C.	20605237267	TV CABLE	18	Bonificado	Bonificado	Bonificado	Bonificado
FX	ROLA MEDIA SALES S.A.	20605077596	TV CABLE	40	\$6,297.35	\$7,430.87	S/ 25,189.40	S/ 29,723.49
FX	ROLA MEDIA SALES S.A.	20605077596	TV CABLE	16	Bonificado	Bonificado	Bonificado	Bonificado
ESPN	ROLA MEDIA SALES S.A.	20605077596	TV CABLE	24	\$2,319.42	\$2,736.92	S/ 9,277.68	S/ 10,947.66
ESPN	ROLA MEDIA SALES S.A.	20605077596	TV CABLE	10	Bonificado	Bonificado	Bonificado	Bonificado
AXN	AXN PERU TELEVISION ADVERTISING SALES S.A.	20601621968	TV CABLE	50	\$8,475.00	\$10,000.50	S/ 33,900.00	S/ 40,002.00
SONY	AXN PERU TELEVISION ADVERTISING SALES S.A.	20601621968	TV CABLE	42	Bonificado	Bonificado	Bonificado	Bonificado
RADIO DISNEY - LIMA	ROLA PERU S.A.	20601704693	RADIO LIMA	60	\$3,000.00	\$3,540.00	S/ 12,000.00	S/ 14,160.00
RADIO DISNEY - LIMA	ROLA PERU S.A.	20601704693	RADIO LIMA	20	Bonificado	Bonificado	Bonificado	Bonificado
MELODIA - AREQUIPA	RADIO MELODIA S A	20100210658	RADIO REGIONAL	54	\$2,025.00	\$2,389.50	S/ 8,100.00	S/ 9,558.00
NOVA - TRUJILLO	NOR PERUANA DE TELECOMUNICACIONES S A	20142002583	RADIO REGIONAL	54	\$708.75	\$836.33	S/ 2,835.00	S/ 3,345.30
NOVA - TRUJILLO	NOR PERUANA DE TELECOMUNICACIONES S A	20142002583	RADIO REGIONAL	11	Bonificado	Bonificado	Bonificado	Bonificado
FRECUENCIA 100 - TRUJILLO	RADIO DIFUSION CIAL SONORA FM RAD OLIMPI	20231497537	RADIO REGIONAL	54	\$583.88	\$688.97	S/ 2,335.50	S/ 2,755.89
NOVA - PIURA	NOR PERUANA DE TELECOMUNICACIONES S A	20142002583	RADIO REGIONAL	54	\$911.25	\$1,075.28	S/ 3,645.00	S/ 4,301.10
NOVA - PIURA	NOR PERUANA DE TELECOMUNICACIONES S A	20142002583	RADIO REGIONAL	11	Bonificado	Bonificado	Bonificado	Bonificado
ANTENA 10 - PIURA	RADIO DIFUSORA ALFA Y OMEGA S R LTDA	20102824971	RADIO REGIONAL	54	\$816.75	\$963.77	S/ 3,267.00	S/ 3,855.06
ANTENA 10 - PIURA	RADIO DIFUSORA ALFA Y OMEGA S R LTDA	20102824971	RADIO REGIONAL	16	Bonificado	Bonificado	Bonificado	Bonificado
RADIO HUANCAYO - HUANCAYO	RADIODIFUSORA HUANCAYO S.A.C	20112257994	RADIO REGIONAL	45	\$1,912.50	\$2,256.75	S/ 7,650.00	S/ 9,027.00
RADIO HUANCAYO - HUANCAYO	RADIODIFUSORA HUANCAYO S.A.C	20112257994	RADIO REGIONAL	13	Bonificado	Bonificado	Bonificado	Bonificado
15-50 - HUANCAYO	PERUANA DE RADIODIFUSION SRL	20129570505	RADIO REGIONAL	45	\$1,968.75	\$2,323.13	S/ 7,875.00	S/ 9,292.50
15-50 - HUANCAYO	PERUANA DE RADIODIFUSION SRL	20129570505	RADIO REGIONAL	11	Bonificado	Bonificado	Bonificado	Bonificado
CINEPLANET	CINEPLEX S.A.	20429683581	CINE	18	\$5,187.69	\$6,121.48	S/ 20,750.76	S/ 24,485.91
CINEPLANET	CINEPLEX S.A.	20429683581	CINE	18	Bonificado	Bonificado	Bonificado	Bonificado
FLIX MEDIA	FLIX PERU S.R.L.	20609908212	CINE	12	\$3,236.23	\$3,818.75	S/ 12,944.92	S/ 15,275.00
FLIX MEDIA	FLIX PERU S.R.L.	20609908212	CINE	7	Bonificado	Bonificado	Bonificado	Bonificado
ALAC	ALAC OOH PERU SAC	20606038284	OOH	6	\$3,250.00	\$3,835.00	S/ 13,000.00	S/ 15,339.99
BRAPEX	BRASIL PUBLICIDAD EXTERIOR S.A.C. - BRAPEX S.A.C.	20551099157	OOH	6	\$2,925.00	\$3,451.50	S/ 11,700.00	S/ 13,806.00
PUNTO VISUAL	PUNTO VISUAL S.A.	20306838386	OOH	3	\$3,826.88	\$4,515.71	S/ 15,307.50	S/ 18,062.85
PMP	PRODUCCION Y MANTENIMIENTO DEL PERU S.A.C.	20516529084	OOH	3	\$2,275.00	\$2,684.50	S/ 9,100.00	S/ 10,737.99
JMT	JMT OUTDOORS S.A.C.	20513953012	OOH	7	\$2,979.17	\$3,515.41	S/ 11,916.67	S/ 14,061.65
REYAM	REYAM OUTDOOR SOCIEDAD ANONIMA CERRADA	20556111651	OOH	3	\$2,437.50	\$2,876.25	S/ 9,750.00	S/ 11,505.00
IMPACTO VISUAL	IP PUBLICIDAD SOCIEDAD ANONIMA CERRADA	20605818910	OOH	4	\$3,033.33	\$3,579.34	S/ 12,133.33	S/ 14,317.34
LEDEX	ILUMINITY S.A.C	20600550099	OOH	7	\$6,500.00	\$7,670.00	S/ 26,000.00	S/ 30,680.00
STREETMEDIA	STREET MEDIA S.A.C.	20548454647	OOH	3	\$1,516.67	\$1,789.67	S/ 6,066.67	S/ 7,158.66
PUBLICOM	PUBLICIDAD & COMUNICACIONES S.A.C.	20443478818	OOH	10	\$4,604.17	\$5,432.91	S/ 18,416.67	S/ 21,731.65
JCDECAUX	JCDECAUX PERU S.A.C.	20513113456	OOH	58	\$6,046.75	\$7,135.17	S/ 24,187.00	S/ 28,540.66
SPOTIFY	RED MAS PERU SOCIEDAD ANONIMA CERRADA	20550270561	DIGITAL	-	\$8,500.00	\$10,030.00	S/ 34,000.00	S/ 40,120.00
TAP TAP	TAP TAP ADVERTISING SAC	20601389828	DIGITAL	-	\$8,000.00	\$9,440.00	S/ 32,000.00	S/ 37,760.00
CIVA	TURISMO CIVA S.A.C.	20102427891	DIGITAL	-	\$8,474.58	\$10,000.00	S/ 33,898.31	S/ 40,000.00
TWITCH	INTERNET MEDIA SERVICES PERU SRL	20557479890	DIGITAL	-	\$8,500.00	\$10,030.00	S/ 34,000.00	S/ 40,120.00
LOGAN	LOGAN MEDIA MOBILE S.A.C	20602055117	DIGITAL	-	\$8,432.20	\$9,950.00	S/ 33,728.81	S/ 39,800.00
VIDOOMY	PIXILY S.A.C	20606116455	DIGITAL		\$8,500.00	\$10,030.00	S/ 34,000.00	S/ 40,120.00
GRUPO RPP	GRUPORPP SOCIEDAD ANONIMA CERRADA	20492353214	DIGITAL	-	\$8,474.00	\$9,999.32	S/ 33,896.00	S/ 39,997.28
TEADS	TEADS PERU SAC	20609103346	DIGITAL		\$8,500.00	\$10,030.00	S/ 34,000.00	S/ 40,120.00
GRUPO COMERCIO	EMPRESA EDITORA EL COMERCIO S.A.	20143229816	DIGITAL		\$8,262.71	\$9,750.00	S/ 33,050.85	S/ 39,000.00
GOOGLE	GOOGLE LLC	-	DIGITAL		\$30,500.00	\$30,500.00	S/ 122,000.00	S/ 122,000.00
META	META PLATFORMS IRELAND LIMITED	-	DIGITAL		\$27,500.00	\$27,500.00	S/ 110,000.00	S/ 110,000.00
TIK TOK	TIKTOK INC.	-	DIGITAL		\$10,000.00	\$10,000.00	S/ 40,000.00	S/ 40,000.00
				984	\$244,667.64	\$276,467.84	S/ 978,670.57	S/ 1,105,871.22

CLIENTE

PROMPERÚ

PRODUCTO

TURISMO INTERNO

CAMPAÑA

SEMANA SANTA

MOTIVO

SEMANA SANTA

PERIODO

MARZO

TARGET

18-65 ABC

DURACIÓN

25



PAUTA TV ABIERTA

MEDIO	PROGRAMA	DÍAS	HORA INICIO	HORA FIN	DAY PART	FORMATO	RAT%	RAT#	AFF	DUR	MARZO							TOTAL AVISOS	TRPS	IMPACTOS (000)	COSTO POR AVISO	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	CPR + IGV	SOV	SOI	
											W	J	V	S	D	L	M											W
											20	21	22	23	24	25	26											27
C7 - TV	ROTATIVO PRIME	LMWJVSD	06:00	23:00	ESTELAR	SPOTS	0.2	12.0	71.0	25	5	5	5	5	5	5	5	40	8	480	S/ 708.33	S/ 28,333.33	S/ 33,433.33	S/. 69.65	S/ 4,179.17			
Sub-Total C7											5	5	5	5	5	5	5	40	8	480		S/ 28,333.33	S/ 33,433.33	S/. 69.65	S/ 4,179.17	100%	100%	
Total											5	5	5	5	5	5	5	40	8	480		S/ 28,333.33	S/ 33,433.33	S/. 69.65	S/ 4,179.17	100%	100%	

Nro. De Avisos por Semana	35	5
Trps por Semana (HM 18-65 ABC)	303	42
Alcance Acumulado +1	52%	
Alcance Acumulado +3	38.1%	

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

DURACIÓN

PROMPERÚ

TURISMO INTERNO

SEMANA SANTA

SEMANA SANTA

MARZO

18-65 ABC

25



PAUTA CABLE

MEDIO	PROGRAMA	DÍAS	HORA INICIO	HORA FIN	DAY PART	FORMATO	RAT%	RAT#	AFF	DUR	MARZO								TOTAL AVISOS	TRPS	IMPACTOS (000)	COSTO POR AVISO	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	CPR + IGV	SOV	SOI
											W	J	V	S	D	L	M	W										
											20	21	22	23	24	25	26	27										
CANAL N	ROTATIVOS	LMWJV	18:00	00:00	ESTELAR	SPOTS	0.1	7.2	117.2	25	3	3	3			2	2	2	15	2	108	S/ 1,275.00	S/ 19,125.00	S/ 22,567.50				
		SD	18:00	00:00	ESTELAR	SPOTS	0.1	7.2	117.2	25				2	2				4	0	29	S/ 922.00	S/ 3,688.00	S/ 4,351.84				
		LMWJV	13:30	15:30	DAY	SPOTS	0.1	7.2	117.2	25	2	2	2			2	2	2	12	1	86	S/ 922.00	S/ 11,064.00	S/ 13,055.52				
Sub-Total TNT											5	5	5	2	2	4	4	4	31	3	223	S/ 33,877.00		S/ 39,974.86	S/. 179.10	S/. 12,895.12	14%	25%
TNT Series	ROTATIVOS	LMWJV	18:00	00:00	ESTELAR	SPOTS	0.1	10.7	134.7	25	6	6	6	6	6	6	5	5	46	5	492	S/ 750.83	S/ 34,538.18	S/ 40,755.05				
		LMWJV	10:00	17:59	DAY	SPOTS	0.1	6.8	156.5	25	2	3	3	2	2	2	2	2	18	2	122	Bonificado	Bonificado	Bonificado				
Sub-Total TNT SERIES											8	9	9	8	8	8	7	7	64	6	615	S/ 34,538.18		S/ 40,755.05	S/. 66.31	S/. 6,367.98	28%	25%
FX	ROTATIVOS	LMWJVSD	18:00	23:59	ESTELAR	SPOTS	0.1	8.6	146.9	25	5	5	5	5	5	5	5	5	40	4	344	S/ 629.74	S/ 25,189.40	S/ 29,723.49				
		LMWJVSD	06:00	18:00	DAY	SPOTS	0.0	3.2	141.7	25	2	2	2	2	2	2	2	2	16	0	51	Bonificado	Bonificado	Bonificado				
Sub-Total FX											7	7	7	7	7	7	7	7	56	4	395	S/ 25,189.40		S/ 29,723.49	S/. 75.21	S/. 7,430.87	18%	18%
ESPN	ROTATIVOS	LMWJVSD	06:00	18:00	DAY	SPOTS	0.1	4.9	146.9	25	3	3	3	3	3	3	3	3	24	2	118	S/ 386.57	S/ 9,277.68	S/ 10,947.66				
		LMWJVSD	18:00	23:59	ESTELAR	SPOTS	0.2	12.0	156.6	25	2	2	1	1	1	1	1	1	10	2	120	Bonificado	Bonificado	Bonificado				
Sub-Total ESPN											5	5	4	4	4	4	4	4	34	4	238	S/ 9,277.68		S/ 10,947.66	S/. 46.08	S/. 2,488.10	19%	7%
AXN	ROTATIVOS	LMWJVSD	18:00	23:59	ESTELAR	SPOTS	0.1	3.8	168.0	25	3	3	3	3	3	5	5	3	28	3	106	S/ 810.00	S/ 22,680.00	S/ 26,762.40				
		LMWJVSD	14:00	18:00	DAY	SPOTS	0.0	1.7	120.5	25	3	3	3	3	4	3	2	1	22	0	37	S/ 510.00	S/ 11,220.00	S/ 13,239.60				
Sub-Total AXN											6	6	6	6	7	8	7	4	50	3	144	S/ 33,900.00		S/ 40,002.00	S/. 278.18	S/. 14,286.43	12%	25%
SONY	ROTATIVOS	LMWJVSD	18:00	23:59	ESTELAR	SPOTS	0.1	4.0	102.6	25	3	3	3	3	3	2	2	2	21	2	84	Bonificado	Bonificado	Bonificado				
		LMWJVSD	14:00	18:00	DAY	SPOTS	0.0	1.7	59.6	25	3	3	3	3	3	2	2	2	21	0	36	Bonificado	Bonificado	Bonificado				
Sub-Total SONY											6	6	6	6	6	4	4	4	42	2	120	S/ 0.00		S/ 0.00	S/. 0.00	S/. 0.00	9%	0%
Total											37	38	37	33	34	35	33	30	277	23	1,734	S/ 136,782.26		S/ 161,403.06	S/. 93.08	S/. 7,079.08	100%	100%

Nro. De Avisos por Semana	277
Alcance Acumulado +1	6.2%
Alcance Acumulado +3	2.7%



PAUTA RADIO LIMA

CADENA	MEDIO	COBERTURA	RAT%	RAT#	HORARIO	SEG	TIPO	MARZO								TOTAL	TRPS	IMPACTOS (000)	COSTO POR SEG. S/.	COSTO POR AVISO S/.	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	
								W	J	V	S	D	L	M	W									
								20	21	22	23	24	25	26	27									
ROLA ROLA	Radio Disney Radio Disney	Nivel Lima Nivel Lima	0.7 0.7	34.6 34.6	06:00 - 23:59 06:00 - 23:59	25 25	Spots rotativos Spots rotativos	10	10	10			10	10	10	60 20	42.0 14.0	2,076 692	S/. 8.00 Bonificado	S/. 200.00 Bonificado	S/. 12,000.00 Bonificado	S/. 14,160.00 Bonificado	S/. 5.12	
Sub-Total								10	10	10	10	10	10	10	80	56	2,768			S/. 12,000.00	S/. 14,160.00	S/ 5.12		
Total								50			30			80	56.0	2,768			S/. 12,000.00	S/. 14,160.00	S/ 5.12			
							Alcance Acumulado +1								56.6%									
							Alcance Acumulado +3								40.2%									

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

DURACIÓN

PROMPERU

TURISMO INTERNO

SEMANA SANTA

SEMANA SANTA

MARZO

18-65 ABC

25 segundos



PAUTA RADIO PROVINCIAS

CADENA	MEDIO	COBERTURA	RAT%	RAT#	HORARIO	SEG	TIPO	MARZO								TOTAL	TRPS	IMPACTOS (000)	COSTO POR SEG. S/.	COSTO POR AVISO S/.	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV
								W	J	V	S	D	L	M	W								
								20	21	22	23	24	25	26	27								
LOCAL	MELODIA	Arequipa	2.9	24.7	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9	9	54	156.6	1,335	S/. 6.00	S/. 150.00	S/. 8,100.00	S/. 9,558.00	S/. 7.16
Sub-Total Arequipa								9	9	9	0	0	9	9	9	54	157	1,335			S/. 8,100.00	S/. 9,558.00	S/. 7.16
LOCAL	NOVA	Trujillo	1.1	7.9	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9	9	54	59.4	426	S/. 2.10	S/. 52.50	S/. 2,835.00	S/. 3,345.30	S/. 7.86
LOCAL	NOVA	Trujillo	1.1	7.9	06:00 - 23:59	25	Spots rotativos				6	5				11	12.1	87	bonificación	bonificación	bonificación	bonificación	
LOCAL	FRECUENCIA 100	Trujillo	0.9	6.2	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9	9	54	48.6	334	S/. 1.73	S/. 43.25	S/. 2,335.50	S/. 2,755.89	S/. 8.24
Sub-Total Trujillo								18	18	18	6	5	18	18	18	119	120	846			S/. 5,170.50	S/. 6,101.19	S/. 7.21
LOCAL	NOVA	Piura	1.2	5.9	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9	9	54	64.8	319	S/. 2.70	S/. 67.50	S/. 3,645.00	S/. 4,301.10	S/. 13.50
LOCAL	NOVA	Piura	1.2	5.9	06:00 - 23:59	25	Spots rotativos				6	5				11	13.2	65	bonificación	bonificación	bonificación	bonificación	
LOCAL	ANTENA 10	Piura	0.9	4.5	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9	9	54	48.6	242	S/. 2.42	S/. 60.50	S/. 3,267.00	S/. 3,855.06	S/. 15.94
LOCAL	ANTENA 10	Piura	0.9	4.5	06:00 - 23:59	25	Spots rotativos				8	8				16	14.4	72	bonificación	bonificación	bonificación	bonificación	
Sub-Total Piura								18	18	18	14	13	18	18	18	135	141	697			S/. 6,912.00	S/. 8,156.16	S/. 11.70
LOCAL	HUANCAYO	Huancayo	3.7	12.1	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9		45	166.5	546	S/. 6.80	S/. 170.00	S/. 7,650.00	S/. 9,027.00	S/. 11.99
LOCAL	HUANCAYO	Huancayo	3.7	12.1	06:00 - 23:59	25	Spots rotativos				6	7				13	48.1	158	bonificación	bonificación	bonificación	bonificación	
LOCAL	15-50	Huancayo	3.7	12.3	06:00 - 23:59	25	Spots rotativos	9	9	9			9	9		45	166.5	554	S/. 7.00	S/. 175.00	S/. 7,875.00	S/. 9,292.50	S/. 16.79
LOCAL	15-50	Huancayo	3.7	12.3	06:00 - 23:59	25	Spots rotativos				5	6				11	40.7	135	bonificación	bonificación	bonificación	bonificación	
Sub-Total Huancayo								18	18	18	11	13	18	18	0	114	422	1,392			S/. 15,525.00	S/. 18,319.50	S/. 13.16
Total								63	63	63	31	31	63	63	45	422	840	4,271			S/. 35,707.50	S/. 42,134.85	S/. 9.86

CLIENTE PROMPERU
PRODUCTO TURISMO INTERNO
MOTIVO SEMANA SANTA
CAMPAÑA SEMANA SANTA
PERIODO 21/03 al 27/03



PAUTA CINES

PROVEEDOR	CINE	NÚMERO TOTAL DE SALAS	NÚMERO DE SEMANAS	AFLUENCIA PROMEDIO	PERIODO		TOTAL	TOTAL	TOTAL	CPM
					INICIO	FIN	COSTO UNITARIO NETO S/.	COSTO NETO S/.	COSTO NETO INC IGV S/.	
Cineplanet	CinePlanet San Miguel	2	1	100.0	21/03/2024	27/03/2024	S/ 1,223.04	S/ 2,446.08	S/ 2,886.37	
	CinePlanet San Miguel	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CinePlanet San Borja	2	1	49.7	21/03/2024	27/03/2024	S/ 1,223.04	S/ 2,446.08	S/ 2,886.37	
	CinePlanet San Borja	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CinePlanet Centro Cívico	2	1	29.3	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	CinePlanet Centro Cívico	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CinePlanet Salaverry	2	1	38.5	21/03/2024	27/03/2024	S/ 1,223.04	S/ 2,446.08	S/ 2,886.37	
	CinePlanet Salaverry	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CinePlanet Mall del Sur	2	1	110.8	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	CinePlanet Mall del Sur	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
		20		328.3				S/ 10,909.08	S/ 12,872.71	
	CinePlanet Open Plaza - Arequipa	2	1	44.0	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	CinePlanet Open Plaza - Arequipa	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
FLIX MEDIA	Cine Planet - Chiclayo	2	1	67.3	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	Cine Planet - Chiclayo	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Cine Planet - Trujillo	2	1	69.8	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	Cine Planet - Trujillo	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Cine Planet - Piura	2	1	29.5	21/03/2024	27/03/2024	S/ 892.71	S/ 1,785.42	S/ 2,106.80	
	Cine Planet - Piura	2	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Producción	18					S/ 150.00	S/ 2,700.00	S/ 3,186.00	
		16		210.6				S/ 9,841.68	S/ 11,613.20	
		36		538.9				S/ 20,750.76	S/ 24,485.91	
	CMK Jockey Plaza	2	1	60.1	21/03/2024	27/03/2024	S/ 1,040.68	S/ 2,081.36	S/ 2,456.00	
	CMK Jockey Plaza	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
FLIX MEDIA	CMK Open Plaza Angamos	2	1	34.0	21/03/2024	27/03/2024	S/ 1,040.68	S/ 2,081.36	S/ 2,456.00	
	CMK Open Plaza Angamos	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CMK Mega Plaza	2	1	96.9	21/03/2024	27/03/2024	S/ 1,040.68	S/ 2,081.36	S/ 2,456.00	
	CMK Mega Plaza	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	CMK Plaza Lima Sur	2	1	38.6	21/03/2024	27/03/2024	S/ 1,040.68	S/ 2,081.36	S/ 2,456.00	
	CMK Plaza Lima Sur	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Cinepolis Larcomar	2	1	23.7	21/03/2024	27/03/2024	S/ 1,040.68	S/ 2,081.36	S/ 2,456.00	
	Cinepolis Larcomar	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Cinepolis Santa Anita	1	1	65.7	21/03/2024	27/03/2024	S/ 1,040.68	S/ 1,040.68	S/ 1,228.00	
	Cinepolis Santa Anita	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	MovieTieme Basadre	1	1	8.3	21/03/2024	27/03/2024	S/ 1,147.46	S/ 1,147.46	S/ 1,354.00	
	MovieTieme Basadre	1	1		21/03/2024	27/03/2024	bonificada	bonificada	bonificada	
	Producción	12					S/ 350.00	S/ 350.00	S/ 413.00	
		19	14	327.2				S/ 12,944.92	S/ 15,275.00	
		19		327.2				S/ 12,944.92	S/ 15,275.00	S/ 46.68
TOTAL		55		866.2				S/ 33,695.68	S/ 39,760.91	S/ 45.90

Impactos (000) 866

CLIENTE
PRODUCTO
CAMPAÑA
MOTIVO
PERIODO

PROMPERU
TURISMO INTERNO
SEMANA SANTA
SEMANA SANTA
MARZO



PAUTA OOH

PROVEEDOR	CIUDAD	ELEMENTO	ELEMENTO	PERIODO		DÍAS	ALQUILER		TOTAL S/. Neto	TOTAL S/. + IGV	IMPACTOS (000)	CPM + IGV
				INICIO	FIN		COSTO ALQUILER MENSUAL S/.	COSTO ALQUILER TOTAL S/				
BRAPEX	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/9,000.00	S/3,900.00	S/3,900.00	S/4,602.00	9,795	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/9,000.00	S/3,900.00	S/3,900.00	S/4,602.00	1,780	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/9,000.00	S/3,900.00	S/3,900.00	S/4,602.00	8,291	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	1,263	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	2,069	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	2,147	
ALAC	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/10,000.00	S/4,333.33	S/4,333.33	S/5,113.33	1,810	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/10,000.00	S/4,333.33	S/4,333.33	S/5,113.33	1,011	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/10,000.00	S/4,333.33	S/4,333.33	S/5,113.33	1,358	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	2,656	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	2,378	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	7,483	
PUNTO VISUAL	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/11,775.00	S/5,102.50	S/5,102.50	S/6,020.95	2,413	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/11,775.00	S/5,102.50	S/5,102.50	S/6,020.95	2,835	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/11,775.00	S/5,102.50	S/5,102.50	S/6,020.95	2,164	
JMT	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/5,500.00	S/2,383.33	S/2,383.33	S/2,812.33	10,978	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/5,500.00	S/2,383.33	S/2,383.33	S/2,812.33	20,760	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/5,500.00	S/2,383.33	S/2,383.33	S/2,812.33	17,931	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/5,500.00	S/2,383.33	S/2,383.33	S/2,812.33	11,620	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/5,500.00	S/2,383.33	S/2,383.33	S/2,812.33	11,620	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	97,931	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	11,620	
LEDEX	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/12,000.00	S/5,200.00	S/5,200.00	S/6,136.00	16,893	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/12,000.00	S/5,200.00	S/5,200.00	S/6,136.00	7,556	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/12,000.00	S/5,200.00	S/5,200.00	S/6,136.00	7,556	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/12,000.00	S/5,200.00	S/5,200.00	S/6,136.00	9,854	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/12,000.00	S/5,200.00	S/5,200.00	S/6,136.00	9,854	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	7,556	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	7,556	
IMPACTO VISUAL	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/6,500.00	S/2,816.67	S/2,816.67	S/3,323.67	2,164	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/6,500.00	S/2,816.67	S/2,816.67	S/3,323.67	2,164	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/6,500.00	S/2,816.67	S/2,816.67	S/3,323.67	2,164	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	2,164	
REYAM	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,500.00	S/3,250.00	S/3,250.00	S/3,835.00	2,164	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,500.00	S/3,250.00	S/3,250.00	S/3,835.00	2,164	
	Lima	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,500.00	S/3,250.00	S/3,250.00	S/3,835.00	2,164	
STREETMEDIA	TRUJILLO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,000.00	S/3,033.33	S/3,033.33	S/3,579.33	2,262	
	CHICLAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,000.00	S/3,033.33	S/3,033.33	S/3,579.33	2,309	
	TRUJILLO	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	2,309	
PMP	TRUJILLO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,000.00	S/3,033.33	S/3,033.33	S/3,579.33	760	
	CHICLAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,000.00	S/3,033.33	S/3,033.33	S/3,579.33	823	
	PIURA	Pantalla Led	1	15/03/2024	27/03/2024	13	S/7,000.00	S/3,033.33	S/3,033.33	S/3,579.33	841	
PUBLICOM	AREQUIPA	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	7,556	
	CHICLAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	5,434	
	HUANCAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	6,659	
	PIURA	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	5,772	
	TRUJILLO	Pantalla Led	1	15/03/2024	27/03/2024	13	S/8,500.00	S/3,683.33	S/3,683.33	S/4,346.33	5,121	
	CHICLAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	5,434	
	HUANCAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	6,659	
	PIURA	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	5,772	
	HUANCAYO	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	5,434	
	TRUJILLO	Pantalla Led	1	15/03/2024	27/03/2024	13	Bonificado	Bonificado	Bonificado	Bonificado	5,121	
JCDECAUX	LIMA	Videowall	2	20/03/2024	27/03/2024	8						
	LIMA	Mupis	5	20/03/2024	27/03/2024	8	S/16,846.67	S/ 15,162.00	S/15,162.00	S/17,891.16	1,531	
	LIMA	Monitores	21	20/03/2024	27/03/2024	8						
	AREQUIPA	Videowall	2	20/03/2024	27/03/2024	8	S/2,111.11	S/ 1,900.00	S/1,900.00	S/2,242.00	155	
	AREQUIPA	Monitores	11	20/03/2024	27/03/2024	8	S/2,638.89	S/ 2,375.00	S/2,375.00	S/2,802.50		
	CHICLAYO	Monitores	5	20/03/2024	27/03/2024	8	S/2,111.11	S/ 1,900.00	S/1,900.00	S/2,242.00	680	
	PIURA	Monitores	6	20/03/2024	27/03/2024	8	S/1,583.33	S/ 1,425.00	S/1,425.00	S/1,681.50	932	
	TRUJILLO	Monitores	6	20/03/2024	27/03/2024	8	S/1,583.33	S/ 1,425.00	S/1,425.00	S/1,681.50	850	
Sub-Total			110					S/. 157,577.83	S/. 157,577.83	S/. 185,941.79	386,300	S/. 0.41
Total			110					S/. 157,577.83	S/. 157,577.83	S/. 185,941.79	386,300	S/. 0.41

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

PROMPERU

TURISMO INTERNO

SEMANA SANTA

SEMANA SANTA

MARZO

NN 18+



PAUTA DIGITAL

OBJETIVO		SOPORTE	MEDIO	FORMATO	KPI	TIPO DE COMPRA	PERIODO		IMPRESIONES	CLICS / ENGAGES / VISTAS / VISITAS	SESIONES	CTR / ETR / VTR	CPM	CPC	CPV	CPL	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI			
							INICIO	FIN															
BRANDING	AWARENESS	BrandAwareness VideoViews LocalAwareness	VIDEO	SPONSORED SESSIONS	VISTAS	CPV	20/03/2024	27/03/2024	65,385	65,385			S/. 260.00		S/. 0.26		S/. 17,000.00	S/. 20,060.00	S/. 306.80	6%			
			AUDIO	AUDIO EVERYWHERE	IMPRESIONES	CPM	20/03/2024	27/03/2024	299,243	2,992	1,496	100.00%	S/. 56.81		S/. 17,000.00	S/. 20,060.00	S/. 67.04	6%					
			AUDIO	AUDIO AD	ESCUCHAS	CPM	20/03/2024	27/03/2024	640,000	914,286		70.00%	S/. 50.00		S/. 32,000.00	S/. 37,760.00	S/. 59.00	11%					
			SOCIAL	CIVA	VISTAS	CPV	20/03/2024	27/03/2024	594,707	178,412		30.00%	S/. 57.00		S/. 33,898.31	S/. 40,000.00	S/. 67.26	11%					
			SOCIAL	TWITCH	VIDEO	IMPRESIONES	CPM	20/03/2024	27/03/2024	1,268,657	1,141,791		90.00%	S/. 26.80		S/. 34,000.00	S/. 40,120.00	S/. 31.62	11%				
			DISPLAY	LOGAN	PUSH NOTIFICATIONS	CPD	20/03/2024	27/03/2024	158,192	158,192		100.00%	S/. 150.00		S/. 23,728.81	S/. 28,000.00	S/. 177.00	8%					
			VIDEO	VIDOOMY	OUTSTREAM	CPV	20/03/2024	27/03/2024	373,626	261,538		70.00%	S/. 91.00		S/. 34,000.00	S/. 40,120.00	S/. 107.38	11%					
			DISPLAY	GRUPO RPP	BANNERS	CPM	20/03/2024	27/03/2024	999,000	9,990		1.00%	S/. 33.93		S/. 33,896.00	S/. 39,997.28	S/. 40.04	11%					
			VIDEO	TEADS	INREAD	CPV	20/03/2024	27/03/2024	151,111	136,000		90.00%	S/. 225.00		S/. 34,000.00	S/. 40,120.00	S/. 265.50	11%					
			Sub-Total								4,549,921	2,868,586	1,496					S/. 259,523.12	S/. 306,237.28	86%			
			PERFORMANCE	DEMAND GENERATION	Clickstoweb LeadGeneration Mobile AppInstalls	DISPLAY	GRUPO COMERCIO LOGAN	BANNERS NATIVE ADS	CLICS CLICS	CPC CPC	20/03/2024	27/03/2024	1,101,700	22,034	13,220	2.00%	S/. 30.00	S/. 1.41		S/. 33,050.85	S/. 39,000.00	S/. 35.40	11%
											20/03/2024	27/03/2024	208,333	8,333	5,000	4.00%	S/. 48.00	S/. 1.20		S/. 10,000.00	S/. 11,800.00	S/. 56.64	3%
Sub-Total											1,310,033	30,367	18,220					S/. 43,050.85	S/. 50,800.00	14%			
Total								5,859,954	2,898,954	19,717					S/. 302,573.97	S/. 357,037.28	100%						

T.C. 4

CTR=Clicks/Impresiones
CPM=Costo/Impresiones*1000
VTR= Visualizaciones/Impresiones

PAUTA DIGITAL

OBJETIVO		SOPORTE	MEDIO	FORMATO	KPI	TIPO DE COMPRA	PERIODO		ALCANCE	IMPRESIONES	CLICS / ENGAGES / VISTAS	VISITAS / SESIONES	CTR / ETR / VTR	CPMu	CPM	CPC	CPV	CPVisita / CPSesión	TOTAL \$ NETO	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI	
							INICIO	FIN																
BRANDING	AWARENESS	BrandAwareness VideoViews LocalAwareness	SOCIAL SOCIAL VIDEO	META TIKTOK GOOGLE	PPA / PPV VIDEO IN FEED INSTREAM	ALCANCE IMPRESIONES VISTAS	CPMu CPM CPV	Sem 11/03/2024	27/03/2024	16,000,000	45,600,000			\$0.94	\$0.33				\$15,000.00	S/. 60,000.00	S/. 60,000.00	\$0.33	22%	
								Sem 11/03/2024	27/03/2024	33,333,333	1,100,000			\$0.30	\$10.00				\$11,000.00	S/. 40,000.00	S/. 40,000.00	\$0.30	15%	
								Sem 11/03/2024	27/03/2024			550,000		50.00%			\$0.02			\$11,000.00	S/. 44,000.00	S/. 44,000.00	\$10.00	16%
								Sub-Total											80,033,333	550,000				
PERFORMANCE	DEMAND GENERATION	Clickstowebsite LeadGeneration Mobile Appinstalls	SOCIAL BUSCADOR DISPLAY	META GOOGLE GOOGLE	PPL / CARRUSEL GOOGLE SEARCH PMAX	VISITAS A LA WEB CLICS CLICS	CPVISITAS CPC CPC	Sem 11/03/2024	27/03/2024		9,615,385	192,308	96,154	2.00%		\$1.30	\$0.25		\$0.13	\$12,500.00	S/. 50,000.00	S/. 50,000.00	\$1.30	18%
								Sem 11/03/2024	27/03/2024		533,333	80,000	40,000	15.00%		\$13.13	\$0.35			\$7,000.00	S/. 28,000.00	S/. 28,000.00	\$13.13	
								Sem 11/03/2024	27/03/2024		4,629,630	138,889	69,444	3.00%		\$2.70	\$0.09			\$12,500.00	S/. 50,000.00	S/. 50,000.00	\$2.70	18%
								Sub-Total											14,778,348	411,197	205,598			
Total											94,811,681	961,197	205,598							\$68,000.00	S/. 272,000.00	S/. 272,000.00		90%

T.C. 4

CTR=Clicks/Impresiones
CPM=Costo/Impresiones*1000
VTR= Visualizaciones/Impresiones