

Periodo :
Optico Total de Campaña

 

México, Chile, Ecuador, Colombia, Brasil y Argentina

Código CI	Proveedor	Medio	Formato	9-15	16-22	23-29	30-5	06-12	13-19	20-26	27-01	Moneda de Facturación	Total Neto (Euro)	Total Neto (Dólar)	Total Neto (Sol)	SOI	Impacto	Alcance (000)	Alcance % 1	Alcance % 13		
TV												245,899.08 €	\$248,030.00	\$/1,045,317.00	10%							
LATAM (MEX, CHL, ECU, COL, BRA Y ARG)												245,899.08 €	\$248,030.00	\$/1,045,317.00	10%							
LT03	SONY	SONY CHANNEL																				
		ART																				
		SONY CHANNEL LAS ESTRELLAS	Spot										USD	55,073.39 €	\$60,030.00	\$/234,137.00	2%					
LT04	TELEVISIÓN UNIÓN (BWS)	11 NOVELAS																85,625,340	14,271	30.0%	23.1%	
		LOCUTOS											USD	122,028.35 €	\$133,000.00	\$/518,700.00	5%					
LT05	THE MEDIA STORE	DISTRITO COMEDIA COMENEBOL																				
OOH												943,466.97 €	\$1,028,379.00	\$/4,020,678.10	40%							
LT06	PENNUR	MÉXICO																				
		Columbus LED	Spot 120										USD	322,559.09 €	\$342,939.00	\$/1,947,500.00	3%					
		Círculo Pantallas Metro	Spot 20 - 2 spots/hora										USD	30,386.97 €	\$33,100.00	\$/1,290,000.00	1%					
		Pantalla LED	Spot 20										USD	11,504.59 €	\$12,540.00	\$/48,906.00	0%					
		Pantalla LED	Spot 20										USD	10,605.50 €	\$11,560.00	\$/45,084.00	0%					
		Pantalla LED	Spot 20										USD	10,605.50 €	\$11,560.00	\$/45,084.00	0%					
		Gran Formato - Muralas	Piso										USD	48,095.50 €	\$52,380.00	\$/204,382.00	2%		175,434,764	4,687	47.2%	36.3%
		Pantalla LED	Spot 20										USD	10,605.50 €	\$11,560.00	\$/45,084.00	0%					
		Pantalla LED	Spot 20										USD	10,605.50 €	\$11,560.00	\$/45,084.00	0%					
		Pantalla LED	Spot 10										USD	8,294.88 €	\$9,000.00	\$/35,100.00	0%					
		Pantalla LED	Spot 15										USD	15,113.89 €	\$16,470.00	\$/64,240.80	1%					
		Pantalla LED	Spot 15										USD	16,275.23 €	\$17,740.00	\$/69,186.00	1%					
		Gran Formato	Spot 15									USD	25,318.49 €	\$27,000.00	\$/105,800.00	1%						
LT06	PENNUR	Gran Formato	Spot 15									USD	15,545.28 €	\$16,740.00	\$/65,400.00	1%						
		Gran Formato	Spot 15									USD	9,357.80 €	\$10,200.00	\$/39,780.00	0%						
		Pantalla LED	Spot 10									USD	4,775.23 €	\$5,100.00	\$/20,290.50	0%						
		Pantalla LED	Spot 10									USD	4,775.23 €	\$5,100.00	\$/20,290.50	0%						
		Pantalla LED	Spot 10									USD	5,935.78 €	\$6,470.00	\$/25,233.00	0%						
		Pantalla LED	Spot 10									USD	4,775.23 €	\$5,100.00	\$/20,290.50	0%						
		Pantalla LED	Spot 10									USD	4,467.89 €	\$4,870.00	\$/18,993.00	0%						
		Círculo Pantallas	Spot 10									USD	5,766.42 €	\$6,220.00	\$/24,280.00	0%						
		Círculo Pantallas	Spot 10									USD	5,766.42 €	\$6,220.00	\$/24,280.00	0%						
		Pantalla LED	Spot 12										USD	24,968.81 €	\$27,226.00	\$/106,342.40	1%					
		Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%					
		Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%					
Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%							
Pantalla LED	Spot 12										USD	3,990.83 €	\$4,696.00	\$/18,424.40	0%							
Pantalla LED	Spot 12										USD	3,990.83 €	\$4,696.00	\$/18,424.40	0%							
Pantalla LED	Spot 12										USD	3,990.83 €	\$4,696.00	\$/18,424.40	0%							
Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%							
Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%							
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Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%							
Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20	0%							
Pantalla LED	Spot 12										USD	2,468.06 €	\$2,688.00	\$/10,483.20</								

Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)

TC (Euros a Soles):	4.10
TC (Euros a Dólares):	1.09
TC (Dólares a Soles):	3.90

Mercado	Ciudades de Interés (25 a 54)
México	9,508,685
Chile	4,872,000
Ecuador	3,022,216
Colombia	8,061,203
Brasil	14,739,303
Argentina	7,351,148
TOTAL	47,554,555

TOTAL FINAL Euros		2,373,527.52 €
TOTAL FINAL Dolares	\$	2,587,145.00
TOTAL FINAL Soles	S/	9,999,960.10

	Alcance % #1	Alcance % #3
MÉXICO	78.2%	62.6%
CHILE	86.1%	68.9%
ECUADOR	84.9%	67.9%
COLOMBIA	82.4%	65.9%
BRASIL	69.2%	55.4%
ARGENTINA	81.8%	65.4%

Cliente: PROMPERÚ
 Área: TURISMO
 Campaña: Campaña TURISMO RECEPTIVO V4
 Período: Octubre - Noviembre 2023
 Medio: TV



México, Chile, Ecuador, Colombia, Brasil y Argentina
 25-54 AÑOS

							OCTUBRE		NOVIEMBRE																
							SEM 42	SEM 43	SEM 44	SEM 45	SEM 46	SEM 47													
Código OI	Proveedor	Medio / Soporte	Ámbito	Franja	Duración	Formato	16-22	23-29	30-5	06-12	13-19	20-26	Moneda de Facturación	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (Soles)	Tipo de Contratación	TOTAL UNIDADES	Impactos	Cobertura (Abs)	Cobertura %	Frecuencia			
TV																	85,625,340						14,270,890	30.0%	6.0
LT03	SONY	SONY CHANNEL	MÉXICO	ALL DAY	30"	Spot	5	7	7	6	7		USD	55,073.39 €	\$60,030.00	S/ 234,117.00	CF	37	5,981,000	1,993,667	6.2%	3.0			
							9	12	12	12	12	57													
							5	7	7	7	5	31													
			COLOMBIA				BONIFICADO	5	7	7	7	5						31							
							TARDE	5	7	7	7	5						31							
							PRIME TIME	5	7	7	7	5						31							
		SONY CHANNEL	BRASIL	BONIFICADO		5	7	7	6	4		15													
				BONIFICADO		10	14	14	12	8	29														
				TARDE		10	14	14	12	8	58														
			LATAM	PRIME TIME		10	14	14	12	8	57														
				LAS ESTRELLAS		21	21	14	14	14	70														
				TL NOVELAS		21	21	14	14	14	70														
LT04	TELEVISIA UNIVISIÓN (BWS)	DISTRITO COMEDIA	MÉXICO, CENAM, LATAM	DAY TIME	30"	Spot	21	21	14	14	14		USD	127,018.35 €	\$133,000.00	S/ 518,700.00	CF	47	4,644,340	1,548,113	3.9%	3.0			
							20	20	14	14	14	68													
							14	14	7	7	7	42													
			LATAM				LAS ESTRELLAS	14	14	7	7	7						42							
							TL NOVELAS	14	14	7	7	7						47							
							GOLDEN	13	14	7	7	7						41							
		DISTRITO COMEDIA	MÉXICO, CENAM, LATAM		ALL DAY	8	Publicidad Perimetral LED	6	6		10														
								LAS ESTRELLAS	6	6		10													
								TL NOVELAS	6	6		10													
			LATAM					GOLDEN	6	6		10													
								MÉXICO, CENAM, LATAM	LAS ESTRELLAS	6	6							10							
									TL NOVELAS	6	6							10							
LT05	THE MEDIA STORE	COMENBOL	LATAM (MEX, CHI, ECU, COL Y ARG)	-	10"								USD	68,807.34 €	\$75,000.00	S/ 292,500.00	CF	48	75,000,000	9,375,000	28.6%	8.0			
TELEVISIÓN													245,899.08 €	\$268,030.00	S/ 1,045,317.00	1,023	85,625,340	14,270,890	30.0%	6.0					

Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)

TC (Euros a Soles): 4.10
 TC (Euros a Dólares): 1.09
 TC (Dólares a Soles): 3.9

TOTAL FINAL Euros	245,899.08 €
TOTAL FINAL Dólares	\$ 268,030.00
TOTAL FINAL Soles	S/ 1,045,317.00

Mercado	Ciudades de Interés (25 a 54)
México	3,508,605
Chile	4,872,000
Ecuador	3,022,216
Colombia	8,061,203
Brasil	14,739,303
Argentina	7,351,148
TOTAL	47,554,555

Cliente: PROMPERU
Destino: TURISMO
Comercial: Camiseta TURISMO RECEPTIVO V4
Período: Octubre - Noviembre 2023
Medio: OOH



México, Chile, Ecuador, Colombia, Brasil y Argentina
21 de 486025

	Proceder	Medio / Superficie	Ámbito	Ubicación	Formato	9-15	16-22	23-29	30-5	06-12	13-19	20-26	27-03	Cantidad	Tarifa	Negociación	Producción	Moneda de Facturación	Total Neto (Euro)	Total Neto (Dólar)	Total Neto (Peso)	Ingresos (estimados)	Cobertura (Abx.)	Cobertura %	Presupuesto		
MÉXICO																											
L706	FEMUL	Columnas LED	Ciudad de México	Varios	Spot 120									25	\$23,500.00	0.00%	\$0.00	USD	322,910.89 €	\$342,372.00	\$1,943,586.80	175,404,704	6,486,823	47.2%	39.1		
		Circuito Pantallas Metro	Ciudad de México	Metro - Varios	Spot 20 - 2 spots/hora										176	\$18,200.00	0.00%	\$0.00	USD	30,366.57 €	\$128,000.00	\$1,170,080.00	25,872,000				
		Pantalla LED	Ciudad de México	Aeropuerto I	Spot 20										1	\$12,540.19	0.00%	\$0.00	USD	11,504.59 €	\$12,540.00	\$1,480,000.00	22,376,000				
		Pantalla LED	Ciudad de México	Antio Periférico (Pantafar 1)	Spot 20										1	\$11,560.00	0.00%	\$0.00	USD	10,802.50 €	\$11,560.00	\$1,450,000.00	10,080,172				
		Pantalla LED	Ciudad de México	Parqueficio y Petró	Spot 20										1	\$11,560.00	0.00%	\$0.00	USD	10,802.50 €	\$11,560.00	\$1,450,000.00	17,450,000				
		Gran Formato - Muebles	Ciudad de México	Blvd. Adolfo López Mateos 2080	Fija										2	\$2,360.00	0.00%	\$0.00	USD	46,052.05 €	\$52,000.00	\$1,204,360.00	1,152,776	6,486,823	47.2%	39.1	
		Pantalla LED	Ciudad de México	Av. Viceroy de Quiroga y los Pinos	Spot 20										1	\$10,802.50	0.00%	\$0.00	USD	10,802.50 €	\$11,560.00	\$1,450,000.00	3,052,608				
		Pantalla LED	Ciudad de México	Av. De los Investigadores Sur y Insurgentes Prior	Spot 20										1	\$10,802.50	0.00%	\$0.00	USD	10,802.50 €	\$11,560.00	\$1,450,000.00	8,004,542				
		Pantalla LED	Guadalupe	Andrés B. Av. Petró y Blvd. Puerta de Hierro	Spot 10											1	\$9,000.00	0.00%	\$0.00	USD	8,240.88 €	\$9,000.00	\$1,351,380.00	7,992,712			
		Pantalla LED	Guadalupe	Morelos 6	Spot 10											1	\$16,472.00	0.00%	\$0.00	USD	15,111.93 €	\$16,472.00	\$1,614,940.00	5,740,000			
		Pantalla	Morelos	Galeries	Spot 15											1	\$17,940.00	0.00%	\$0.00	USD	16,275.23 €	\$17,940.00	\$1,681,040.00	1,200,000			
		Gran Formato	Morelos	Galeries	Spot 15											1	\$22,000.00	0.00%	\$0.00	USD	20,163.46 €	\$22,000.00	\$1,951,800.00	1,200,000			
CHILE																											
L706	FEMUL	Gran Formato	Santiago - Jungas Panoramáticas	Centro Comercial Parque Arauco	TAC									2	\$11,180.00	0.00%	\$0.00	USD	11,941.28 €	\$12,280.00	\$1,450,000.00	2,300,000					
		Gran Formato	Santiago - Jungas Panoramáticas	Centro Comercial Costanera Center	TAC									1	\$10,200.00	0.00%	\$0.00	USD	9,537.80 €	\$10,200.00	\$1,300,000.00	3,200,000					
		Pantalla LED	Santiago - Jungas Panoramáticas	Alameda de Córdoba con Presidente Balmes	Spot 10										1	\$1,200.00	0.00%	\$0.00	USD	4,775.23 €	\$5,200.00	\$1,200,000.00	2,379,724				
		Pantalla LED	Santiago - Jungas Panoramáticas	Lateral Kennedy	Spot 10										1	\$1,200.00	0.00%	\$0.00	USD	4,775.23 €	\$5,200.00	\$1,200,000.00	3,016,004				
		Pantalla LED	Santiago	Ciudad de Pantallas Digitales - Información de vuelos T2	Spot 10										4	\$6,470.00	0.00%	\$0.00	USD	1,504.39 €	\$6,470.00	\$1,200,000.00	7,710,000	2,237,219	45.0%	12.6	
		Pantalla LED	Santiago - Jungas Panoramáticas	Av. Alameda con Mapocho, al Panteón	Spot 10										1	\$1,200.00	0.00%	\$0.00	USD	4,775.23 €	\$5,200.00	\$1,200,000.00	3,700,408				
		Pantalla LED	Santiago - Jungas Panoramáticas	Av. Alameda con Av. Manuel Rodríguez	Spot 10										1	\$4,970.00	0.00%	\$0.00	USD	4,467.89 €	\$4,970.00	\$1,100,000.00	11,968,611				
		Circulo Patentes	Ajaccio - Jungas Panoramáticas	Varios	Spot 10										1	\$6,200.00	0.00%	\$0.00	USD	5,706.42 €	\$6,200.00	\$1,240,000.00	4,000,000				
		Circulo Patentes	Pichilemu - Jungas Panoramáticas	Varios	Spot 10										1	\$6,200.00	0.00%	\$0.00	USD	5,706.42 €	\$6,200.00	\$1,240,000.00	1,110,000				
ECUADOR																											
L706	FEMUL	Pantalla LED	Quito	Av. San Diego de Almagro N23-33 y Shyri	Spot 12									1	\$2,880.00	0.00%	\$0.00	USD	2,488.36 €	\$2,880.00	\$1,10,000.00	8,700,000					
		Pantalla LED	Quito	Av. Eloy Amador y República	Spot 12										1	\$1,940.00	0.00%	\$0.00	USD	1,544.38 €	\$1,940.00	\$1,10,000.00	3,247,232				
		Pantalla LED	Quito	Av. Amalia y 10 de Agosto	Spot 12										1	\$2,880.00	0.00%	\$0.00	USD	2,488.36 €	\$2,880.00	\$1,10,000.00	11,390,500				
		Pantalla LED	Quito	Naciones Unidas y Shyri	Spot 12										1	\$1,690.00	0.00%	\$0.00	USD	1,390.81 €	\$1,690.00	\$1,10,000.00	1,876,652	1,701,868	58.1%	29.9	
		Pantalla LED	Quito	Naciones Unidas & Amador	Spot 12										1	\$1,690.00	0.00%	\$0.00	USD	1,390.81 €	\$1,690.00	\$1,10,000.00	3,023,008				
		Pantalla LED	Quito	Av. Morán Valverde & Tiza, Naga Ortiz	Spot 12										1	\$1,690.00	0.00%	\$0.00	USD	1,390.81 €	\$1,690.00	\$1,10,000.00	2,438,203				
		Pantalla LED	Guayaquil	Av. De Las Américas y Indio Aguirre	Spot 12										1	\$2,880.00	0.00%	\$0.00	USD	2,488.36 €	\$2,880.00	\$1,10,000.00	8,700,000				
		Pantalla LED	Guayaquil	Av. Luis Paez Dufre y Av. San Jorge	Spot 12										1	\$2,880.00	0.00%	\$0.00	USD	2,488.36 €	\$2,880.00	\$1,10,000.00	6,427,240				
		Pantalla LED	Guayaquil	Av. Luis Paez Dufre y Olav Melich	Spot 12										1	\$2,880.00	0.00%	\$0.00	USD	2,488.36 €	\$2,880.00	\$1,10,000.00	6,500,402				
COLOMBIA																											
L706	FEMUL	Pantalla LED	Bogotá	AC 100 # 10 Oriente Occidente	Spot 20									1	\$11,000.00	0.00%	\$0.00	USD	12,227.52 €	\$11,000.00	\$1,10,000.00	1,100,000					
		Pantalla LED	Bogotá	Calle 87 y Av. Carrera 30	Spot 20										1	\$11,000.00	0.00%	\$0.00	USD	11,700.26 €	\$11,000.00	\$1,10,000.00	4,000,000				
		Pantalla LED	Bogotá	Avenida Calle 100 y T 17	Spot 20										1	\$11,000.00	0.00%	\$0.00	USD	11,700.26 €	\$11,000.00	\$1,10,000.00	8,000,000				
		Pantalla LED	Bogotá	Calle 72 y Carrera 9	Spot 20										1	\$8,304.00	0.00%	\$0.00	USD	7,434.86 €	\$8,304.00	\$1,10,000.00	7,837,868	3,126,210	43.8%	8.9	
		Pantalla LED	Medellín	Carrera 52 N°13-30 - Oriente Occidente	Spot 10										1	\$8,951.00	0.00%	\$0.00	USD	8,311.91 €	\$8,951.00	\$1,10,000.00	1,240,000				
		Pantalla LED	Medellín	Carrera 62A N°10 Sur 140 - El Poblado	Spot 12										1	\$8,951.00	0.00%	\$0.00	USD	7,388.91 €	\$8,951.00	\$1,10,000.00	700,000				
		Pantalla LED	Medellín	Calle 10 #10 - El Poblado	Spot 12										1	\$7,950.00	0.00%	\$0.00	USD	7,209.58 €	\$7,950.00	\$1,10,000.00	670,000				
		Pantalla LED	Medellín		Spot 12																						
BRASIL																											
L707	DOUBLET	Pantalla LED	San Paulo	Ciudad Digital - Shopping M Iguatemi	Spot 10									25	\$47,300.00	0.00%	\$0.00	USD	43,394.50 €	\$47,300.00	\$1,100,000.00	1,311,748					
		Pantalla LED	San Paulo	Linha 4 Amália Metro de San Paulo	Spot 10									404	\$277,500.00	0.00%	\$0.00	USD	254,587.10 €	\$277,500.00	\$1,100,000.00	1,100,000					
		Mapa LED	San Paulo	Linha 9 Metro de San Paulo	Spot 10										6	\$12,800.00	0.00%	\$0.00	USD	11,558.63 €	\$12,800.00	\$1,100,000.00	800,000				
		Corredor LED	San Paulo	Terminal 3 - Aeropuerto Guarulhos	Spot 10										16	\$11,580.00	0.00%	\$0.00	USD	10,960.81 €	\$11,580.00	\$1,100,000.00	3,710,000				
L708	BUENA VISTA	Gran Formato	Rio de Janeiro	Vicente de Albuquerque Ave	Spot 15									1	\$104,210.00	0.00%	\$0.00	USD	96,865.50 €	\$104,210.00	\$1,100,000.00	1,800,000					
		Pantalla LED	Rio de Janeiro	Aeroporto Internacional de Galeão	Spot 10										8	\$27,880.00	0.00%	\$0.00	USD	25,945.22 €	\$27,880.00	\$1,100,000.00	1,000,000				
ARGENTINA																											
L708	BUENA VISTA	Pantalla Subte	Buenos Aires	Metro - Varios	Spot 15									20	\$17,340.00	0.00%	\$0.00	USD	26,999.41 €	\$17,340.00	\$1,100,000.00	60,000,000					
		Toten	Buenos Aires	Av. Libertador 4100 CABA	Spot 8										1	\$13,760.00	0.00%	\$0.00	USD	12,655.86 €	\$13,760.00	\$1,100,000.00	1,100,000				
		Toten	Buenos Aires	Av. Santa Fe y Borges	Spot 8										1	\$10,070.00	0.00%	\$0.00	USD	9,325.89 €	\$10,070.00	\$1,100,000.00	7,100,000				
		Pantalla LED	Buenos Aires	Carlos Pellegrini 421	Spot 15										1	\$10,000.00	0.00%	\$0.00	USD	9,174.31 €	\$10,000.00	\$1,100,000.00	15,118,366				
		Pantalla LED	Córdoba	Bv. San Juan y Calles	Spot 15										1	\$1,195.00	0.00%	\$0.00	USD	1,096.31 €	\$1,195.00	\$1,100					

Cliente: PROMPERU
Actividad: TURISMO
Comprobante: Campaña TURISMO RECEPTIVO V4
Período: Octubre - Noviembre 2023
Actividad: DIGITAL



México, Chile, Ecuador, Colombia, Brasil y Argentina
25 de ABR

					SEM42	SEM43	SEM44	SEM45	SEM46	SEM47															
Código DI	Proceder	Medio / Fuente	Ubicación	Formato	10-22	20-29	30-5	06-12	13-19	20-26	Moneda de Facturación	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (Soles)	Tipo de Contribución	Impresiones	Clicks	Views	CTR / VTR %	CPM-CPV-CPV (COST/IMP)	Impactos	Cobertura (Ab)	Cobertura %	Presencia	
DIGITAL																									
MÉXICO																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	280,908.93 €					USD	280,908.93 €	330,295.80	\$/ 1,176,293.80		65,944,448	67,700	1,881,000		65,944,448	3,831,008	48.3%	17.30		
U710		Redes Sociales	TikTok	In-Feed Standard	USD	9,889.91 €						USD	9,889.91 €	121,780.00	\$/ 42,042.00	CPM (PPV)	14,000,000	11,200		0.08%	51.50	14,000,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	7,339.45 €					USD	7,339.45 €	98,000.00	\$/ 31,200.00	CPM	8,000,000	-	120,000	1.50%	51.00	8,000,000				
U712		Redes Sociales	YouTube	True View	USD	14,578.90 €						USD	14,578.90 €	116,000.00	\$/ 42,400.00	CPV	1,777,778	-	800,000	45.00%	50.02	1,777,778	40%	17.10	
U713	IDAP	Red de Colaboración	RCS	Display	USD	96,130.38 €					USD	96,130.38 €	1,095,000.00	\$/ 409,300.00	CPM	15,000,000	4,500	-	0.03%	57.00	15,000,000				
U714		Red de Video	RCS	Video Interactivo	EUR	40,000.00 €						EUR	40,000.00 €	274,000.00	\$/ 177,000.00	CPV	1,246,667	4,500	950,000	75.00%	0.07 €	1,246,667			
U715	SODERN	Portales de Viajes	RCS	Display	EUR	16,000.00 €					EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPM	2,000,000	-	-	-	8.00 €	2,000,000				
U716		Portales de Viajes	Canal Travel Cualificado	Display	EUR	16,000.00 €						EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPC	32,500,000	50,000	-	0.40%	1.00 €	32,500,000			
CHILE																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	8,600.92 €					USD	8,600.92 €	59,375.00	\$/ 36,562.50	CPM (PPV)	7,500,000	6,000	-	0.08%	51.25	7,500,000				
U710		Redes Sociales	TikTok	In-Feed Standard	USD	5,068.81 €						USD	5,068.81 €	51,547.50	\$/ 16,174.50	CPM	6,500,000	-	6,500	0.10%	50.85	6,500,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	3,275.23 €					USD	3,275.23 €	53,570.00	\$/ 18,523.00	CPM	3,500,000	-	32,500	1.50%	51.00	3,500,000				
U712		Redes Sociales	YouTube	True View	USD	4,587.16 €						USD	4,587.16 €	35,000.00	\$/ 25,000.00	CPV	555,556	-	250,000	45.00%	50.02	555,556	2,475,137	51%	16.20
U713	IDAP	Red de Colaboración	RCS	Display	USD	64,220.18 €					USD	64,220.18 €	170,000.00	\$/ 271,000.00	CPM	10,000,000	3,000	-	0.03%	57.00	10,000,000				
U714		Red de Video	RCS	Video Interactivo	EUR	30,000.00 €						EUR	30,000.00 €	132,700.00	\$/ 123,000.00	CPV	666,667	3,000	500,000	75.00%	0.06 €	666,667			
U715	SODERN	Portales de Viajes	RCS	Display	EUR	16,000.00 €					EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPM	2,000,000	-	-	-	8.00 €	2,000,000				
U716		Portales de Viajes	Canal Travel Cualificado	Display	EUR	16,000.00 €						EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPC	9,975,000	27,500	-	0.40%	1.00 €	9,975,000			
ECUADOR																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	8,600.92 €					USD	8,600.92 €	59,375.00	\$/ 36,562.50	CPM (PPV)	7,500,000	6,000	-	0.08%	51.25	7,500,000				
U710		Redes Sociales	TikTok	In-Feed Standard	USD	5,068.81 €						USD	5,068.81 €	51,547.50	\$/ 16,174.50	CPM	6,500,000	-	6,500	0.10%	50.85	6,500,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	2,408.28 €					USD	2,408.28 €	32,825.00	\$/ 10,237.50	CPM	3,500,000	-	52,500	1.50%	50.75	3,500,000				
U712		Redes Sociales	YouTube	True View	USD	4,587.16 €						USD	4,587.16 €	35,000.00	\$/ 25,000.00	CPV	555,556	-	250,000	45.00%	50.02	555,556	1,796,382	59%	21.10
U713	IDAP	Red de Colaboración	RCS	Display	USD	14,587.16 €					USD	14,587.16 €	109,500.00	\$/ 232,000.00	CPM	8,500,000	2,500	-	0.03%	57.00	8,500,000				
U714		Red de Video	RCS	Video Interactivo	EUR	40,000.00 €						EUR	40,000.00 €	132,700.00	\$/ 126,800.00	CPV	1,066,667	-	800,000	75.00%	0.06 €	1,066,667			
U715	SODERN	Portales de Viajes	Canal Travel Cualificado	Display	EUR	8,000.00 €					EUR	8,000.00 €	38,700.00	\$/ 38,700.00	CPM	1,000,000	-	-	-	8.00 €	1,000,000				
U716		Portales de Viajes	RCS	Snack content, Slider Campaign								EUR	40,000.00 €	143,000.00	\$/ 144,000.00	CPC	10,000,000	40,000	-	0.40%	1.00 €	10,000,000			
COLOMBIA																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	11,467.89 €					USD	11,467.89 €	132,300.00	\$/ 46,750.00	CPM (PPV)	10,000,000	8,000	-	0.08%	51.25	10,000,000				
U710		Redes Sociales	TikTok	In-Feed Standard	USD	5,284.40 €						USD	5,284.40 €	35,700.00	\$/ 21,464.00	CPM	9,000,000	-	9,000	0.10%	50.64	9,000,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	4,208.53 €					USD	4,208.53 €	54,800.00	\$/ 18,618.00	CPM	6,000,000	-	90,000	1.50%	50.77	6,000,000				
U712		Redes Sociales	YouTube	True View	USD	5,504.59 €						USD	5,504.59 €	56,000.00	\$/ 21,400.00	CPV	666,667	-	300,000	45.00%	50.02	666,667	4,047,689	50%	13.70
U713	IDAP	Red de Colaboración	RCS	Display	USD	96,130.38 €					USD	96,130.38 €	1,095,000.00	\$/ 409,300.00	CPM	15,000,000	4,500	-	0.03%	57.00	15,000,000				
U714		Red de Video	RCS	Video Interactivo	EUR	20,000.00 €						EUR	20,000.00 €	146,540.00	\$/ 146,540.00	CPV	786,667	-	590,000	75.00%	0.06 €	786,667			
U715	SODERN	Portales de Viajes	Canal Travel Cualificado	Display	EUR	16,000.00 €					EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPM	2,000,000	-	-	-	8.00 €	2,000,000				
U716		Portales de Viajes	RCS	Snack content, Slider Campaign								EUR	40,000.00 €	132,000.00	\$/ 138,800.00	CPC	32,000,000	40,000	-	0.40%	1.00 €	32,000,000			
BRASIL																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	10,417.43 €					USD	10,417.43 €	111,355.00	\$/ 44,284.50	CPM (PPV)	7,570,000	6,054	-	0.08%	51.50	7,570,000				
U710		Redes Sociales	TikTok	In-Feed Standard	USD	10,033.94 €						USD	10,033.94 €	111,000.00	\$/ 44,000.00	CPM	10,000,000	-	10,000	0.10%	51.15	10,000,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	7,335.96 €					USD	7,335.96 €	57,800.00	\$/ 30,420.00	CPM	6,000,000	-	90,000	1.50%	51.30	6,000,000				
U712		Redes Sociales	YouTube	True View	USD	7,339.45 €						USD	7,339.45 €	38,000.00	\$/ 31,200.00	CPV	1,000,000	-	400,000	40.00%	50.02	1,000,000	5,165,201	35%	9.10
U713	IDAP	Red de Colaboración	RCS	Display	USD	51,176.15 €					USD	51,176.15 €	158,000.00	\$/ 218,400.00	CPM	8,000,000	2,400	-	0.03%	57.00	8,000,000				
U714		Red de Video	RCS	Video Interactivo	EUR	40,000.00 €						EUR	40,000.00 €	218,000.00	\$/ 218,000.00	CPV	933,333	-	700,000	75.00%	0.07 €	933,333			
U715	SODERN	Portales de Viajes	Canal Travel Cualificado	Display	EUR	8,000.00 €					EUR	8,000.00 €	38,700.00	\$/ 38,700.00	CPM	1,000,000	-	-	-	8.00 €	1,000,000				
U716		Portales de Viajes	RCS	Snack content, Slider Campaign								EUR	40,000.00 €	132,000.00	\$/ 138,800.00	CPC	32,000,000	50,000	-	0.40%	1.00 €	32,000,000			
ARGENTINA																									
U709	META	Redes Sociales	Facebook + Instagram	Page Post Video / Stories	USD	10,321.30 €					USD	10,321.30 €	111,355.00	\$/ 44,475.00	CPM (PPV)	7,500,000	6,000	-	0.08%	51.50	7,500,000				
U710		Redes Sociales	TikTok	In-Feed Standard	USD	2,683.49 €						USD	2,683.49 €	51,407.50	\$/ 17,407.50	CPM	6,500,000	-	6,500	0.10%	50.45	6,500,000			
U711	GOOGLE	Redes Sociales	TikTok	Top Feed	USD	1,733.34 €					USD	1,733.34 €	21,800.00	\$/ 7,371.00	CPM	3,500,000	-	52,500	1.50%	50.54	3,500,000				
U712		Redes Sociales	YouTube	True View	USD	4,174.33 €						USD	4,174.33 €	38,000.00	\$/ 26,600.00	CPV	666,667	-	250,000	46.00%	50.00	666,667	2,815,385	40%	13.80
U713	IDAP	Red de Colaboración	RCS	Display	USD	48,156.14 €					USD	48,156.14 €	132,000.00	\$/ 189,700.00	CPM	10,000,000	3,300	-	0.03%	57.00	10,000,000				
U714		Red de Video	RCS	Video Interactivo	EUR	21,000.00 €						EUR	21,000.00 €	56,100.00	\$/ 56,100.00	CPV	400,000	-	300,000	75.00%	0.07 €	400,000			
U715	SODERN	Portales de Viajes	Canal Travel Cualificado	Display	EUR	16,000.00 €					EUR	16,000.00 €	217,400.00	\$/ 145,000.00	CPM	2,000,000	-	-	-	8.00 €	2,000,000				
U716		Portales de Viajes	RCS	Snack content, Slider Campaign								EUR	40,000.00 €	146,000.00	\$/ 146,000.00	CPC	10,000,000	40,000	-	0.40%	1.00 €	10,000,000			
TOTAL DIGITAL																									
						1,194,103.47 €						1,194,103.47 €	1,551,705.00	\$/ 5,563,965.00		284,020,136	327,836	6,557,000		284,020,136	26,220,558				