

Cliente: PROMPERU
 Área: TURISMO
 Campaña: Campaña GASTRONOMIA V6
 Período: Octubre-Noviembre 2023
 Óptica Total de Campaña

				OCTUBRE				NOVIEMBRE								MONEDA DE FACTURACIÓN							
Código CI	Proveedor	Medio	Formato	2-8	9-15	16-22	23-29	30-35	06-12	13-19	20-26	27-03		Total Neto (Euros)	Total Neto (Dólares)	Total Neto (SOLES)	SOI	Impactos	Alcance (BOG)	Alcance % +1	Alcance % +3		
DIGITAL															258,150.00 €	\$496,798.50	5/ 3,403,938.50	50.5%					
MULTIPLAIS															108,500.00 €	50.00	5/ 448,850.00	7.4%					
Gastr.01	LUS ANDRADE	TASTEMADE	A meal in (2) - Video Order like a Local (1) - Video Ustchico - Imagen Strategic Media - Story Ads										EUR	108,500.00 €		5/ 448,850.00	7.4%	5,797,000	2,341,633	7%	5.5%		
ESTADOS UNIDOS															5/ 65,250.00	\$169,720.00	5/ 919,039.00	15.2%					
Gastr.02	META	Facebook + Instagram	Page Post Video / Stories										USD		\$38,000.00	5/ 121,000.00	2.0%	41,350,000	6,669,355	65%	50.0%		
Gastr.03	TIKTOK	TItoK	In-Feed Standard										USD	\$45,920.00	5/ 371,288.00	2.9%							
Gastr.04	GOOGLE	Youtube	Pulse										USD	\$65,800.00	5/ 65,520.00	1.1%							
Gastr.05	IDAP	RDS	True View										USD	\$25,000.00	5/ 97,500.00	1.6%							
Gastr.06	TASTE ATLAS	ROS	Display										USD	\$54,000.00	5/ 210,600.00	3.5%							
		TasteAtlas	Taste Peru (6 Artículos + 6 posts - RRS5)										EUR			2.2%							
		TasteAtlas	Sponsored by Pisco: Spirit of Peru(6 Artículos + 6 posts -RRS5)										EUR	32,000.00 €	5/ 131,200.00	0.0%							
Gastr.07	SUNMEDIA	RDS	Display (Banner)										EUR	29,250.00 €		5/ 119,921.00	2.0%						
MEXICO															29,900.00 €	\$114,932.50	5/ 570,826.75	9.5%					
Gastr.02	META	Facebook + Instagram	Page Post Video / Stories										USD	\$17,212.50	5/ 57,118.75	1.1%	52,275,000	6,150,000	64.7%	49.8%			
Gastr.03	TIKTOK	TItoK	In-Feed Standard										USD	\$9,820.00	5/ 38,293.00	0.6%							
Gastr.04	GOOGLE	Youtube	Top Feed										USD	\$11,000.00	5/ 42,900.00	0.7%							
Gastr.05	IDAP	RDS	True View										USD	\$10,000.00	5/ 39,000.00	0.7%							
Gastr.06	BWS	Canal RDN	Display										USD	\$31,500.00	5/ 122,850.00	2.0%							
Gastr.07	SUNMEDIA	RDS	Story Ad										USD	\$35,420.00	5/ 138,138.00	2.3%							
Gastr.07	SUNMEDIA	RDS	Brand Experience										EUR	29,900.00 €	5/ 122,590.00	2.0%							
CHILE															26,650.00 €	\$105,447.00	5/ 520,550.30	8.7%					
Gastr.02	META	Facebook + Instagram	Page Post Video / Stories										USD	\$12,500.00	5/ 48,750.00	0.8%	47,300,000	3,262,069	67.0%	51.6%			
Gastr.03	TIKTOK	TItoK	In-Feed Standard										USD	\$8,500.00	5/ 33,150.00	0.6%							
Gastr.04	GOOGLE	Youtube	Top Feed										USD	\$8,772.50	5/ 34,310.80	0.6%							
Gastr.05	IDAP	RDS	True View										USD	\$8,000.00	5/ 31,200.00	0.5%							
Gastr.06	BWS	Canal RDN	Display										USD	\$36,050.00	5/ 140,595.00	2.3%							
Gastr.07	SUNMEDIA	RDS	Story Ad										USD	\$31,625.00	5/ 123,337.50	2.1%							
Gastr.07	SUNMEDIA	RDS	Brand Experience										EUR	26,650.00 €	5/ 109,365.00	1.8%							
COLOMBIA															31,850.00 €	\$158,380.45	5/ 544,380.45	9.2%					
Gastr.02	META	Facebook + Instagram	Page Post Video / Stories										USD	\$13,750.00	5/ 53,625.00	0.9%	56,942,000	6,057,660	75.1%	57.9%			
Gastr.03	TIKTOK	TItoK	In-Feed Standard										USD	\$8,864.00	5/ 34,569.60	0.6%							
Gastr.04	GOOGLE	Youtube	Top Feed										USD	\$8,893.50	5/ 34,684.65	0.6%							
Gastr.05	IDAP	RDS	True View										USD	\$8,720.00	5/ 34,008.00	0.6%							
Gastr.06	BWS	Canal RDN	Display										USD	\$13,500.00	5/ 52,860.00	2.0%							
Gastr.07	SUNMEDIA	RDS	Story Ad										USD	\$36,938.00	5/ 144,058.30	2.4%							
Gastr.07	SUNMEDIA	RDS	Brand Experience										EUR	31,850.00 €	5/ 130,585.00	2.2%							
COPACABANA															0.00 €	\$768,230.00	5/ 2,996,331.00	49.0%					
ESTADOS UNIDOS															0.00 €	\$391,375.00	5/ 1,526,362.50	25.4%					
Gastr.09	PERMILUR	Circuito Mupls Manhattan & Brooklyn	Spot 10"										USD	\$234,375.00	5/ 914,062.50	15.2%	18,285,656	3,585,423	35%	26.9%			
		Circuito Mupls Brooklyn City Point	Spot 10"										USD	\$25,000.00	5/ 97,500.00	1.6%							
		Circuito en West Hollywood	Spot 15"										USD	\$13,000.00	5/ 51,400.00	4.6%							
MEXICO															0.00 €	\$163,130.00	5/ 538,441.00	9.3%					
Gastr.10	DORALET	Df, Guadalajara, Monterrey	Spot 20"										USD	\$42,000.00	5/ 163,800.00	2.7%	27,366,493	4,229,752	44%	34.3%			
		Centro Comercial Arts Mall	Spot 10"										USD	\$21,820.00	5/ 85,098.00	1.4%							
		Circuito Kioskos Digitales	Spot 20"										USD	\$20,000.00	5/ 78,000.00	1.3%							
		Mariano Escobedo	Spot 20"										USD	\$12,000.00	5/ 46,800.00	0.8%							
		Condesa	Spot 10"										USD	\$6,220.00	5/ 24,258.00	0.4%							
		Minerva	Spot 10"										USD	\$18,500.00	5/ 76,050.00	1.3%							
		Gonzálitos y Ruiz Cortínez	Spot 10"										USD	\$10,825.00	5/ 42,217.50	0.7%							
		Plaza Palmas, Av Gomez Morin	Spot 10"										USD	\$10,825.00	5/ 42,217.50	0.7%							
CHILE															0.00 €	\$164,205.00	5/ 546,799.50	9.1%					
Gastr.10	DORALET	Ciudad de México, Guadalajara, Monterrey												USD	\$95,355.00	5/ 371,884.50	6.2%	37,840,440	3,076,459	63%	48.6%		
		Cirulo pantallas Las Condes y Vitacura	Spot 10"										USD	\$8,650.00	5/ 38,415.00	0.6%							
		Centro Comercial Parque Arauco	Spot 10"										USD	\$8,650.00	5/ 33,735.00	0.6%							
		Centro Comercial Casa Costanera	Spot 10"										USD	\$21,750.00	5/ 84,825.00	1.4%							
		Circuito Centro Comercial Costanera Center	Spot 10"										USD	\$4,600.00	5/ 17,940.00	0.3%							
		Plaza Central Boulevard- Centro Comercial Mall Marina	Spot 10"																				
COLOMBIA															0.00 €	\$93,520.00	5/ 364,728.00	6.1%					
Gastr.10	DORALET	Calle 127 y Avenida Carrera 19	Spot 20"										USD	\$12,900.00	5/ 50,310.00	0.8%	33,324,917	3,702,769	46%	35.4%			
		Acceso a Centro Comercial Unicentro	Spot 20"										USD	\$14,600.00	5/ 56,940.00	0.9%							
		Puntos de informacion Centro Comercial Unicentro	Spot 10"										USD	\$14,800.00	5/ 57,720.00	1.0%							
		Fachada Centro Comercial Andino	Spot 15"										USD	\$16,775.00	5/ 65,422.50	1.1%							
		Calle 10 a don Gomez 40	Spot 10"										USD	\$10,445.00	5/ 40,775.50	0.7%							
		Centro Comercial Arkadia	Spot 15"										USD	\$12,600.00	5/ 49,140.00	0.8%							
		Plaza de comidas, Centro Comercial Unicentro	Spot 20"										USD	\$4,000.00	5/ 15,600.00	0.3%							
		Circuito Centro Comercial Chipchape	Spot 20"										USD	\$7,400.00	5/ 28,860.00	0.5%							
TOTAL															258,150.00 €	\$1,267,055.00	5/ 5,999,929.50	100.0%	320,421,506	21,295,459	65.1%	50.1%	

PROMPERÚ
TURISMO
Campaña GASTRONOMIA
Octubre-Noviembre 2023
Digital

EEUU, México, Chile y Colombia
Millennials + Generación X

Config Or	Proveedor	Medio / Soporte	Ubicación	Ámbito	Formato	SEM								MONEDA DE FACTURACIÓN	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (SOLES)	Tipo de Contratación	Impresiones	Clicks	Views	Visitas / Visualizaciones Contenido / Páginas Vistas	CTR / VTR %	CPM-CPV-CPV- COSTE Fijo	Impactos	Cobertura (Abs)	Cobertura %	Frecuencia					
						SEM 40	SEM 41	SEM 42	SEM 43	SEM 44	SEM 45	SEM 46	SEM 47																SEM 48				
DIGITAL																																	
Gastr.01	LUIS ANDRADE	TASTEMADE	Tik Tok, Instagram, Facebook y Pinterest	USA, Mexico, Chile, y Colombia	A meal in (2) - Video										EUR	108.500.00 €	\$0.60	\$/ 8.000		5.737.000	2.000.000	0		5.737.000	2.341.633	72%	2.45						
					Order like a Local (1) - Video																												
					Usticles - Imagen																												
					Strategic Media - Story Ads																												
ESTADOS UNIDOS															61.250.00 €	\$169.720.00	\$/ 813.033.00		41.350.000	\$4.800	1.520.000	120.000		41.350.000	6.669.355	64.9%	6.20						
Gastr.02	META	Redes Sociales	Facebook + Instagram	USA (New York , Los Angeles)	Page Post Video / Stories									USD		\$0.000.000	\$/ 117.000.000	CPM (PPLV)	10.000.000	8.000	-	-	0.08%	\$3.00	10.000.000								
Gastr.03	TIKTOK	Redes Sociales	TikTok		In-Feed Standard									USD		\$43.920.000	\$/ 171.288.000	CPM	9.000.000	900.000	-	-	10.00%	\$4.88	9.000.000								
Gastr.04	GOOGLE	Redes Sociales	Youtube		Pulse									USD		\$16.800.000	\$/ 65.520.000	CPM	1.200.000	120.000	-	-	10.00%	\$14.00	1.200.000								
Gastr.05	IDAP	Red de Cobertura	RDS		True View									USD		\$25.000.000	\$/ 97.500.000	CPV	1.000.000	-	500.000	-	-	10.00%	\$0.05	1.000.000							
Gastr.06	TASTE ATLAS	TASTE ATLAS	TasteAtlas		Display									USD		\$54.000.000	\$/ 210.000.000	CPM	6.000.000	1.800	-	-	0.03%	\$9.00	6.000.000								
					Taste Peru (6 Articulos + 6 posts RRSS)												EUR			1.350.000	-	-	30.000	-	-	1.350.000							
					Sponsored by Photo Sprint of Peruv(6 Articulos + 6 posts RRSS)												EUR		32.000.00 €		1.250.000	-	-	90.000	-	-	32.000.00 €	1.250.000					
					Display (Banner)												EUR			300.000	-	-	-	-	-	-	300.000						
Gastr.07	SUMMEDIA	NODDUS	RDS	Brand Experience									EUR		29.250.00 €		\$/ 119.925.000	CPC	11.250.000	45.000	-	-	0.40%	0.65 €	11.250.000								
MEXICO															29.900.00 €	\$114.932.50	\$/ 570.826.75		52.275.000	62.130	2.600.000	0		52.275.000	6.150.000	64.7%	8.50						
Gastr.02	META	Redes Sociales	Facebook + Instagram	Mexico (DF, Guadalajara, Monterrey)	Page Post Video / Stories									USD		\$17.212.50	\$/ 67.128.75	CPM (PPLV)	11.475.000	9.180	-	-	0.08%	\$1.50	11.475.000								
Gastr.03	TIKTOK	Redes Sociales	TikTok		In-Feed Standard									USD		\$9.800.000	\$/ 38.220.000	CPM	10.000.000		1.000.000	-	-	10.00%	\$0.98	10.000.000							
Gastr.04	GOOGLE	Redes Sociales	Youtube		Top Feed									USD		\$11.000.000	\$/ 42.800.000	CPM	11.000.000		1.100.000	-	-	10.00%	\$1.00	11.000.000							
Gastr.05	IDAP	Red de Cobertura	RDS		True View									USD		\$10.000.000	\$/ 39.000.000	CPV	1.000.000	-	500.000	-	-	10.00%	\$0.02	1.000.000							
Gastr.06	BWS	Contextual	Canal RDN		Story Ad									USD		\$31.500.000	\$/ 122.850.000	CPM	4.500.000	1.350	-	-	0.03%	\$7.00	4.500.000								
Gastr.08	IDAP	Red de Cobertura	RDS		Display									USD		\$35.420.000	\$/ 138.138.000	CPM	2.800.000	5.600	-	-	0.20%	\$12.65	2.800.000								
Gastr.07	SUMMEDIA	NODDUS	RDS		Brand Experience									EUR		29.900.00 €	\$/ 122.590.000	CPC	11.500.000	46.000	-	-	0.40%	0.65 €	11.500.000								
CHILE															26.650.00 €	\$105.447.00	\$/ 520.508.30		47.300.000	55.945	2.260.000	0		47.300.000	3.262.069	67.6%	14.50						
Gastr.02	META	Redes Sociales	Facebook + Instagram	Chile (Santiago, Valparaiso)	Page Post Video / Stories									USD		\$12.500.000	\$/ 48.750.000	CPM (PPLV)	10.000.000	8.000	-	-	0.08%	\$1.25	10.000.000								
Gastr.03	TIKTOK	Redes Sociales	TikTok		In-Feed Standard									USD		\$8.500.000	\$/ 33.150.000	CPM	10.000.000		1.000.000	-	-	10.00%	\$0.85	10.000.000							
Gastr.04	GOOGLE	Redes Sociales	Youtube		Top Feed									USD		\$8.772.000	\$/ 34.210.800	CPM	8.600.000		860.000	-	-	10.00%	\$1.02	8.600.000							
Gastr.05	IDAP	Red de Cobertura	RDS		True View									USD		\$8.000.000	\$/ 31.200.000	CPV	800.000	-	400.000	-	-	10.00%	\$0.02	800.000							
Gastr.06	BWS	Contextual	Canal RDN		Story Ad									USD		\$36.050.000	\$/ 140.595.000	CPM	5.150.000	1.545	-	-	0.03%	\$7.00	5.150.000								
Gastr.08	BWS	Contextual	Canal RDN		Brand Experience									USD		\$31.625.000	\$/ 123.337.50	CPM	2.500.000	5.000	-	-	0.20%	\$12.65	2.500.000								
Gastr.07	SUMMEDIA	NODDUS	RDS		Brand Experience									EUR		26.650.00 €	\$/ 109.265.000	CPC	10.250.000	41.000	-	-	0.40%	0.65 €	10.250.000								
COLOMBIA															31.850.00 €	\$106.665.50	\$/ 554.380.45		56.942.000	64.990	2.976.000	0		56.942.000	6.057.660	75.1%	9.40						
Gastr.02	META	Redes Sociales	Facebook + Instagram	Colombia (Bogotá, Medellín, Cali)	Page Post Video / Stories									USD		\$11.750.000	\$/ 53.625.000	CPM (PPLV)	11.000.000	8.800	-	-	0.08%	\$1.25	11.000.000								
Gastr.03	TIKTOK	Redes Sociales	TikTok		In-Feed Standard									USD		\$8.864.000	\$/ 34.569.600	CPM	11.850.000		1.385.000	-	-	10.00%	\$0.64	11.850.000							
Gastr.04	GOOGLE	Redes Sociales	Youtube		Top Feed									USD		\$8.893.500	\$/ 34.884.650	CPM	11.550.000		1.155.000	-	-	10.00%	\$0.77	11.550.000							
Gastr.05	IDAP	Red de Cobertura	RDS		True View									USD		\$8.720.000	\$/ 34.008.000	CPV	872.000	-	436.000	-	-	10.00%	\$0.02	872.000							
Gastr.06	BWS	Contextual	Canal RDN		Display									USD		\$31.500.000	\$/ 122.850.000	CPM	4.500.000	1.350	-	-	0.03%	\$7.00	4.500.000								
Gastr.08	BWS	Contextual	Canal RDN		Story Ad									USD		\$36.938.000	\$/ 144.058.200	CPM	2.920.000	5.840	-	-	0.20%	\$12.65	2.920.000								
Gastr.07	SUMMEDIA	NODDUS	RDS		Brand Experience									EUR		31.850.00 €	\$/ 130.585.000	CPC	12.250.000	49.000	-	-	0.40%	0.65 €	12.250.000								
TOTAL DIGITAL																258.150.00 €	\$698.765.00	\$/ 2.558.768.50		203.684.000	237.465	11.556.000	120.000		203.684.000								

OBSERVACIONES

OBSERVACIONES

Los formatos y tipos de compra pueden modificarse en función a los objetivos de comunicación y optimización de resultados de campaña (para la mejora de ratios como el CTR¹ o VTR²). Asimismo, los niveles de costos unitarios (CPC, CPA, etc.) son referenciales y mediante subasta (puja), pues varía según la coyuntura del mercado y el inventario disponible de cada plataforma como Facebook y Google.

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

TOTAL FINAL Euros		258,150.00 €
TOTAL FINAL Dolares	\$	498,765.00
TOTAL FINAL Soles	S/	2,558,748.50

Quantificados	Ind. 25-54 (Ciudades de interés)*	Ámbitos
USA	10,270,000	Nueva York, Los Ángeles
México	9,508,685	Ciudad de México, Guadalajara, Monterrey
Chile	4,872,000	Santiago y Valparaíso
Colombia	8,061,203	Bototat, Medellín y Cali
TOTAL	32,711,888	

Ciente: PROMPERÚ
Área: TURISMO
Campaña: Campaña GASTRONOMIA V6
Período : Octubre-Noviembre 2023
Medio OOH



EEUU, México, Chile y Colombia
Millennials + Generación X

Código OI	Proveedor	Medio / Soporte	Ámbito	Ubicación	Formato	2-8	9-15	16-22	23-29	30-5	06-12	13-19	20-26	27-03	Cantidad	MONEDA DE FACTURACIÓN	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (SOLES)	Impactos (estimados)	Cobertura (Abs.)	Cobertura %	Frecuencia		
OOH																									
ESTADOS UNIDOS																	- €	\$391,375.00	\$/ 1,526,362.50	18,285,656	3,585,423	35%	5.1		
Gastr.09	PERMILUR	Mupi Digital	Nueva York	Circuito Mupis Manhattan & Brooklyn	Spot 10"										80	USD		\$234,375.00	\$/ 914,062.50	13,000,000	3,585,423	35%	5.1		
		Pantalal + Mupi Digital	Nueva York	Circuito Mupis Brooklyn City Point	Spot 10"									19	USD		\$25,000.00	\$/ 97,500.00	1,633,872						
		Mupi	Los Angeles	Circuito en West Hollywood	Spot 15"									25	USD		\$132,000.00	\$/ 514,800.00	3,651,784						
MEXICO																	- €	\$143,190.00	\$/ 558,441.00	27,366,493	4,229,752	44.5%	6.5		
Gastr.10	DORALET	Pantalla Digital	Mexico DF	Centro Comercial El Palacio de Hierro - Mitikah	Spot 20"										8	USD		\$42,000.00	\$/ 163,800.00	1,515,912	4,229,752	44%	6.5		
		Pantalla Digital xl	Mexico DF	Centro Comercial Artz Mall	Spot 10"										1	USD		\$21,820.00	\$/ 85,098.00	903,000					
		Kioskos	Mexico DF	Circuito Kioskos Digitales	Spot 20"										7	USD		\$20,000.00	\$/ 78,000.00	1,417,800					
		Pantalla Digital	Mexico DF	Mariano Escobedo	Spot 20"										1	USD		\$12,000.00	\$/ 46,800.00	7,530,000					
		Pantalla Digital	Mexico DF	Condesa	Spot 10"										1	USD		\$6,220.00	\$/ 24,258.00	2,793,333					
		Pantalla Digital	Guadalajara	Minerva	Spot 10"										1	USD		\$19,500.00	\$/ 76,050.00	5,748,000					
		Pantalla Digital	Monterrey	Gonzalitos y Ruiz Cortinez	Spot 10"										1	USD		\$10,825.00	\$/ 42,217.50	3,507,912					
Pantalla Digital	Monterrey	Plaza Palmas, Av.Gomez Morin	Spot 10"											1	USD		\$10,825.00	\$/ 42,217.50	3,950,536						
CHILE																	- €	\$140,205.00	\$/ 546,799.50	37,840,440	3,076,459	63%	12.3		
Gastr.10	DORALET	Pantalla Digital	Santiago	Cicuito pantallas Las Condes y Vitacura	Spot 10"										17	USD		\$95,355.00	\$/ 371,884.50	29,636,440	3,076,459	63%	12.3		
		Pantalla Digital	Santiago	Centro Comercial Parque Arauco	Spot 10"										1	USD		\$9,850.00	\$/ 38,415.00	2,300,000					
		Pantalla Digital	Santiago	Centro Comercial Casa Costanera	Spot 10"										1	USD		\$8,650.00	\$/ 33,735.00	1,200,000					
		Pantalla Digital	Santiago	Circuito Centro Comercial Costanera Center	Spot 10"										33	USD		\$21,750.00	\$/ 84,825.00	3,200,000					
		Pantalla Digital	Viña del Mar	Plaza Central Boulevard. Centro Comercial Mall Marina	Spot 10"										1	USD		\$4,600.00	\$/ 17,940.00	1,504,000					
COLOMBIA																	- €	\$93,520.00	\$/ 364,728.00	33,324,917	3,702,769	46%	9.0		
Gastr.10	DORALET	Pantalla Digital	Bogotá	Calle 127 y Avenida Carrera 19	Spot 20"										1	USD		\$12,900.00	\$/ 50,310.00	4,557,433	3,702,769	46%	9.0		
		Pantalla Digital	Bogotá	Acceso a Centro Comercial Unicentro	Spot 20"										1	USD		\$14,600.00	\$/ 56,940.00	5,382,712					
		Pantalla Digital	Bogotá	Puntos de Informacion Centro Comercial Unicentro	Spot 10"										2	USD		\$14,800.00	\$/ 57,720.00	5,382,712					
		Pantalla Digital	Bogotá	Fachada Centro Comercial Andino	Spot 15"										1	USD		\$16,775.00	\$/ 65,422.50	9,427,156					
		Pantalla Digital	Medellin	Calle 10 A con Carrera 40	Spot 10"										1	USD		\$10,445.00	\$/ 40,735.50	5,614,904					
		varios	Medellin	Centro Comercial Arkadia	Spot 15"										16	USD		\$12,600.00	\$/ 49,140.00	235,000					
		Pantalla Digital	Cali	Plaza de comidas, Centro Comercial Unicentro	Spot 20"										1	USD		\$4,000.00	\$/ 15,600.00	925,000					
Totem	Cali	Circuito Centro Comercial Chipichape	Spot 20"											20	USD		\$7,400.00	\$/ 28,860.00	1,800,000						
TOTAL OOH NORTEAMÉRICA																		0.00 €	\$768,290.00	\$/ 2,996,331.00	116,817,506				