

Cliente: PROMPERÚ
Área: TURISMO RECEPTIVO
Campaña: Campaña Reforzamiento - 2ª Parte 2023 - V8 (2da revisión)
Período: Semana 19 junio a semana 07 agosto 2023
Óptico Total de Campaña

| Total Total de Campaña | | | | Junio | | | | | | | | | | Julio | | | | | | | | | | Agosto | | | | | | | | | | Egipcio del 25-43 años | | | |
|------------------------|---------------------------------|---------------------------|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|--------------------|----------------------|-----|------------|---------------|--------------|--------------|-------|--|--|----------------|--|--|--|--|--|--|--|--|--|------------------------|--|--|--|
| Código OS | Proveedor | Medio | Formato | Sem 05-Jun | Sem 12-Jun | Sem 19-Jun | Sem 26-Jun | Sem 03-Jul | Sem 10-Jul | Sem 17-Jul | Sem 24-Jul | Sem 31-Jul | Sem 7-Ago | Total Neto (Euros) | Total Neto (Dólares) | ROI | Impacto | Alcance (000) | Alcance % 15 | Alcance % 18 | | | | | | | | | | | | | | | | | |
| TV | | | | | | | | | | | | | | 184,577.32 € | | | | | | | | | | \$201,184.05 | | | | | | | | | | 5% | | | |
| Múltiples | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1763-16 | SONY | SONY + AXN | Varios | | | | | | | | | | | 97,200.00 € | \$105,948.00 | 2% | | 29,843,360 | 6,632 | 14.2% | 10.9% | | | | | | | | | | | | | | | | |
| 1763-17 | A+E NETWORKS LATIN AMERICA | History Channel | Varios | | | | | | | | | | | 87,377.32 € | \$95,236.05 | 2% | | | | | | | | | | | | | | | | | | | | | |
| DIGITAL | | | | | | | | | | | | | | 2,637,799.31 € | | | | | | | | | | \$2,876,201.25 | | | | | | | | | | 66% | | | |
| Múltiples | | | | | | | | | | | | | | 579,462.88 € | | | | | | | | | | \$631,549.25 | | | | | | | | | | 15% | | | |
| 1763-12 | INFLUENCERS | Redes Sociales | 32 Stories + 8 Reels / Asistencia de 8 influencers | | | | | | | TBC | | | | 180,825.00 € | \$197,099.25 | 5% | | | | | | | | | | | | | | | | | | | | | |
| 1763-13 | LUS ANDRADE INTERNATIONAL MEDIA | Site Web temáticas viajes | Custom Article Sponsorship (x2) + Promotion | | | | | | | | | | | 185,000.00 € | \$201,650.00 | 5% | | | | | | | | | | | | | | | | | | | | | |
| 1763-14 | A+E NETWORKS LATIN AMERICA | Site Información genérica | Banners (300x250, 728x90 y/o 300x400) Comercial Video Review | | | | | | | | | | | 6,422.02 € | \$7,000.00 | 0% | 24,360,476 | 16,240 | 23.5% | 18.8% | | | | | | | | | | | | | | | | | |
| 1763-15 | SOVEREIGN | Portales de Viajes | Posteos de contenido 1 post por semana (total 4 semanas) | | | | | | | | | | | 19,000.00 € | \$20,800.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 80,000.00 € | \$87,200.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 47,706.42 € | \$52,000.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 14,360.73 € | \$15,675.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 38,533.10 € | \$42,000.00 | 0% | 53,561,905 | 11,396 | 74.5% | 59.6% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 15,376.15 € | \$16,000.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 153,000.00 € | \$166,770.00 | 4% | | | | | | | | | | | | | | | | | | | | | |
| 1763-09 | YANET | Travel + Leisure | Premium Native Article | | | | | | | | | | | 200,000.00 € | \$216,200.00 | 4% | | | | | | | | | | | | | | | | | | | | | |
| 1763-19 | ESPAÑA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 229,837.89 € | \$250,000.00 | 7% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 36,000.00 € | \$39,140.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 15,761.47 € | \$17,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 1,788.99 € | \$1,950.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 22,018.31 € | \$24,000.00 | 0% | 28,930,714 | 4,900 | 69.7% | 55.7% | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 15,800.00 € | \$17,042.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-10 | DESTINIA | Destinia Club Viajer | Branded Content + Inbound Marketing | | | | | | | | | | | 75,000.00 € | \$81,750.00 | 2% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 69,500.00 € | \$75,750.00 | 2% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 16,814.48 € | \$18,358.00 | 5% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 36,000.00 € | \$39,240.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 16,275.23 € | \$17,200.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 2,085.12 € | \$2,200.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 13,765.47 € | \$15,000.00 | 0% | 24,391,238 | 3,253 | 77.7% | 62.1% | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 8,254.88 € | \$9,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 39,000.00 € | \$42,510.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 56,000.00 € | \$60,440.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 22,955.78 € | \$25,000.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 20,000.00 € | \$21,700.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 1,380.73 € | \$1,505.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 8,254.88 € | \$9,000.00 | 0% | 21,838,095 | 6,423 | 67.5% | 54.0% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Video Premium | Video | | | | | | | | | | | 28,000.00 € | \$30,520.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Cobertura | Display | | | | | | | | | | | 56,000.00 € | \$60,520.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 17,201.83 € | \$18,740.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 20,000.00 € | \$21,700.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 1,380.73 € | \$1,505.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 8,254.88 € | \$9,000.00 | 0% | 20,947,819 | 5,811 | 72.1% | 57.7% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 53,500.00 € | \$57,273.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 22,955.78 € | \$25,000.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 20,000.00 € | \$21,700.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 1,380.73 € | \$1,505.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 8,254.88 € | \$9,000.00 | 0% | 19,847,819 | 5,089 | 69.2% | 55.4% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Video Premium | Video | | | | | | | | | | | 35,000.00 € | \$38,150.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 25,802.71 € | \$28,120.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-08 | WELABS | Prescription Travel | Branded Content + Social | | | | | | | | | | | 7,768.17 € | \$8,500.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 20,000.00 € | \$21,700.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 1,380.73 € | \$1,505.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 8,254.88 € | \$9,000.00 | 0% | 19,333,333 | 10,175 | 69.0% | 55.2% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 11,000.00 € | \$12,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Video Premium | Video | | | | | | | | | | | 24,500.00 € | \$26,705.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Cobertura | Display | | | | | | | | | | | 35,000.00 € | \$38,150.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 22,955.78 € | \$25,000.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-11 | ANA | Prescription Travel | Branded Content + Traffic Drivers | | | | | | | | | | | 15,761.47 € | \$17,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-18 | SUNMEDIA | Red de Cobertura Premium | The Brave Content + Native Intent | | | | | | | | | | | 20,000.00 € | \$21,700.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-01 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | | | 9,274.31 € | \$10,000.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-02 | TEXTOK | Redes Sociales | Page Post Photo / Carousel | | | | | | | | | | | 802.75 € | \$875.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-04 | GOOGLE | Redes Sociales | In-Feed | | | | | | | | | | | 6,880.73 € | \$7,500.00 | 0% | 15,461,905 | 2,062 | 68.2% | 54.6% | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Redes Sociales | True View | | | | | | | | | | | 9,833.07 € | \$10,500.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| 1763-05 | INFIMA | Red de Video Premium | True View | | | | | | | | | | | 19,000.00 € | \$20,620.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-06 | IDAP | Red de Cobertura | Display | | | | | | | | | | | 28,000.00 € | \$30,520.00 | 1% | | | | | | | | | | | | | | | | | | | | | |
| 1763-07 | BWS | Contextual | Standard Banners | | | | | | | | | | | 11,467.89 € | \$12,500.00 | 0% | | | | | | | | | | | | | | | | | | | | | |
| OCH | | | | | | | | | | | | | | 1,532,859.94 € | | | | | | | | | | \$1,756,959.54 | | | | | | | | | | 29% | | | |
| Múltiples | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1763 - 22 / 1763 - 23 | DONALEY / BUENA SEÑAL | New York y Los Angeles | Santiago | | | | | | | | | | | 486,346.62 € | \$530,130.00 | 17% | 37,050,820 | 10,897 | 71.2% | 57.0% | | | | | | | | | | | | | | | | | |
| 1763 - 24 | FEMILIN TRADE | Varios | México DF Buenos Aires, Córdoba y Mendoza San Paulo | | | | | | | | | | | 122,388.07 € | \$133,403.00 | 3% | 24,124,663 | 2,805 | 67.0% | 53.6% | | | | | | | | | | | | | | | | | |
| 1763 - 19 | CLICE | Intercomerciales | Madrid | | | | | | | | | | | 94,078.00 € | \$103,200.00 | 2% | 20,495,152 | 8,107 | 85.3% | 68.2% | | | | | | | | | | | | | | | | | |
| 1763 - 20 | GRAN PANTALLA | Intercomerciales | Madrid | | | | | | | | | | | 120,123.18 € | \$130,200.00 | 1% | 70,537,394 | 5,456 | 74.4% | 58.1% | | | | | | | | | | | | | | | | | |
| 1763 - 21 | GLOBAL | AIV/ Cenciones | Madrid y Barcelona | | | | | | | | | | | 11,936.61 € | \$129,000.00 | 1% | 34,668,008 | 10,247 | 68.8% | 58.6% | | | | | | | | | | | | | | | | | |
| 1763 - 21 | GLOBAL | AIV/ Cenciones | Madrid y Barcelona | | | | | | | | | | | 87,948.00 € | \$95,863.82 | 1% | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | | | | | | | | | | | | | 3,575,212.78 € | | | | | | | | | | \$4,332,380.84 | | | | | | | | | | 100% | | | |

Moneda de facturación: El tipo de cambio en efectivo. Pueden haber variaciones al momento de la contratación administrativa en colón.

| | | | | |
|-----------------------|------|---------------------|-----|---------------|
| TC (Euro a Solos): | 4.18 | TOTAL FINAL Dolares | \$ | 4,332,880.84 |
| TC (Euro a Dolares): | 1.09 | TOTAL FINAL Solos | \$/ | 16,898,625.26 |
| TC (Dolares a Solos): | 3.90 | | | |

| Quantificados | Ind. 25-54 (Ciudades de interés)* |
|---------------|-----------------------------------|
| USA | 15,303,010 |
| España* | 7,033,100 |
| México | 9,508,685 |
| Chile | 4,188,866 |
| Ecuador | 3,022,216 |
| Colombia | 8,061,203 |
| Brasil | 14,739,303 |
| Argentina | 7,351,148 |
| TOTAL LATAM | 46,871,421 |
| TOTAL | 69,207,531 |

*España: Ind. 25-65 (Ciudades de interés).

Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Reforzamiento - 2º Parte 2023 - V8 (2da revisión)
Período: Semana 19 junio a semana 07 agosto 2023
Medio: TV

LATAM: Ind. 25-54 años

| | | | | | | | Junio | | | | Julio | | | | perú iris media | | | | | | | | | | | |
|------------|----------------------------|-----------------|------------------|------------|----------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------|----------------------|----------------------|---------------------------|----------------------------|------------------------|------------|------------------|-------------|------------|-------|------|
| Código GR | Proveedor | Medio / Soporte | Ámbito | Franja | Duración | Formato | Sem 05- Jun | Sem 12- Jun | Sem 19- Jun | Sem 26- Jun | Sem 03- Jul | Sem 10- Jul | Sem 17- Jul | Sem 24- Jul | Total Neto (Euros) | Total Neto (Dólares) | Tipo de Contratación | TOTAL UNIDADES POR SEMANA | TOTAL UNIDADES POR MERCADO | TOTAL UNIDADES CAMPAÑA | Impactos | Cobertura (Abs.) | Cobertura % | Frecuencia | | |
| TV | | | | | | | | | | | | | | | | | 29,843,160 | | | | | | | 6,631,813 | 14.1% | 4.50 |
| STR2-16 | SONY | SONY CHANNEL | MÉXICO | PRIME TIME | 30" | Spot | | | | | | | | | 97,200.00 | \$105,948.00 | CF | 7 | 28 | 28 | 29,843,160 | 6,631,813 | 14.1% | 4.50 | | |
| | | | CHILE | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | 2 | 8 | 8 | | | | | | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | COLOMBIA-ECUADOR | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 6 | 25 | | | | | 25 | |
| | | | | Tarifa | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | BRASIL | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 2 | 8 | | | | | 8 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | ARGENTINA | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 2 | 8 | | | | | 8 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | MÉXICO | Tarifa | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | SONY | AXN | CHILE | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 6 | 25 | | | | | 25 | |
| | | | | Tarifa | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | COLOMBIA-ECUADOR | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 6 | 25 | | | | | 25 | |
| | | | | Tarifa | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | BRASIL | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 6 | 25 | | | | | 25 | |
| | | | | Tarifa | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| | | | ARGENTINA | Mañana | 30" | Spots Bonificados | | | | | | | | | | | | | 6 | 25 | | | | | 25 | |
| | | | | Tarifa | 30" | Spot | | | | | | | | | | | | | 14 | 56 | | | | | 56 | |
| | | | | PRIME TIME | 30" | Spot | | | | | | | | | | | | | 7 | 28 | | | | | 28 | |
| STR2-17 | A+E NETWORKS LATIN AMERICA | History Channel | México | PRIME TIME | 30" | Invitación semáforo | | | | | | | | | 87,372.52 € | \$95,236.05 | CF | 23 | 126 | 630 | | | | | | |
| | | | Andes | | 10" | VORTEX (super) | | | | | | | | | | | | 7 | 12 | 60 | | | | | | |
| | | | Argentina | | 5" | Corrima E/ATC | | | | | | | | | | | | 3 | 18 | 90 | | | | | | |
| | | | Chile | | 30" | Spot | | | | | | | | | | | | 6 | 24 | 120 | | | | | | |
| | | | Brasil | | 10" | Suavidad Credits | | | | | | | | | | | | 3 | 6 | 30 | | | | | | |
| | | | | | 30" | Formato Corte 2 versiones | | | | | | | | | | | | 6 | 36 | 180 | | | | | | |
| TELEVISIÓN | | | | | | | | | | | | | | | | | 184,572.52 € | \$201,184.05 | | 243 | 1,051 | 1,309 | | | | |

Cuantificado Ind. 25-54 (Ciudades de interés)*
TOTAL LATAM 46,871,421

TOTAL FINAL Euros 184,572.52 €
TOTAL FINAL Dólares \$ 201,184.05
TOTAL FINAL Soles S/ 784,617.80

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

TC (Euros a Soles): 4.18
TC (Euros a Dólares): 1.09
TC (Dólares a Soles): 3.9

Cliente: PROMPERU
 Área: TURISMO
 Campaña: Campaña Peru Now - Ampliación
 Período: Semana 03 de julio a semana del 31 de julio
 Medio: OOH



EE.UU., España, Chile, México, Brasil y Argentina
 Millennials y Generación Z

| Codigo CI | | Proveedor | Medio / Superficie | Ámbito | Ubicación | Formato | JUNIO | | | | | JULIO | | | | | AGOSTO | | | | | Cantidad | Tarifa | Negociación | Producción | Total Neto (Euros) | Total Neto (Dólares) | Impactos (estimados) | Cobertura (Abs.) | Cobertura % | Frecuencia | | | | | | | | | | | | | | | | | | | | | |
|----------------|---------------|--------------------|--------------------|---|-----------------------------------|---------------|----------|--------|--------|--------|--------|--------|--------|----------|--------|--------|--------|--------|--------|--------|----------|----------|--------|-------------|----------------|--------------------|----------------------|----------------------|------------------|-------------|------------|--------|--------------|--------------|--------------|--------|--------|--|--|--|--------------|------------|------------|-----------|-----------|-------|-------|-----|------|--|--|--|
| | | | | | | | 01º sem. | Sem 26 | Sem 27 | Sem 28 | Sem 29 | Sem 30 | Sem 31 | 01º sem. | Sem 26 | Sem 27 | Sem 28 | Sem 29 | Sem 30 | Sem 31 | 01º sem. | | | | | | | | | | | Sem 26 | Sem 27 | Sem 28 | Sem 29 | Sem 30 | Sem 31 | | | | | | | | | | | | | | | |
| DOH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 22 | DORALET | DS Spectacular | EEUU (New York) | Natlex Times Square | spot 15 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$117,000.00 | 0.00% | \$0.00 | 107,339.45 € | \$117,000.00 | 97,050,620 | 10,897,241 | 71.2% | 3.4 | | | | | | | | | | | | | | | | | | | |
| | | DS Circuit | EEUU (New York) | Circuit digital en Brooklyn Citypoint | spot 10 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 39 | \$194,000.00 | 0.00% | \$0.00 | 11,392.66 € | \$194,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Static Shells | EEUU (New York) | Circuito static shells | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 80 | \$169,000.00 | 0.00% | \$18,700.00 | 166,715.40 € | \$181,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | DS Walls | EEUU (New York) | Bryant Park | spot 15 sec / 150 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$74,000.00 | 0.00% | \$0.00 | 67,889.91 € | \$74,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 23 | BUENA VISTA | Billboard | EEUU (Los Angeles) | Billboard Frontlight - Century Blvd | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$105,000.00 | 0.00% | \$1,400.00 | 29,365.06 € | \$105,000.00 | 97,050,620 | 10,897,241 | 71.2% | 3.4 | | | | | | | | | | | | | | | | | | | |
| | | DS Walls | EEUU (Los Angeles) | Pantallas digitales - Manhattan Village | spot 10 sec / 160 sec loop | | | | | | | | | | | | | | | | | | | 40 | \$91,500.00 | 0.00% | \$0.00 | 83,944.95 € | \$91,500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| ESPAÑA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 19 | CLUEC | Intercambiadores | Madrid | Avd América / Plaza Castilla / Principe Pio | spot 10 sec / 60 sec loop | | | | | | | | | | | | | | | | | | | 9 | 228,000.00 € | 62.00% | 400.00 € | 87,090.00 € | 294,938.30 | 97,061,623 | 5,641,118 | 80.2% | 17.2 | | | | | | | | | | | | | | | | | | | |
| ST02 - 20 | GRAN PANTALLA | Intercambiadores | Madrid | Moncloa / Plaza Elíptica | spot 10 sec / 60 sec loop | | | | | | | | | | | | | | | | | | | 2 | 111,118.00 € | 62.00% | 100.00 € | 42,338.64 € | 148,146.12 | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 21 | GLOBAL | Aut/ Carreteras | Madrid | Atocha - Gran Formosa DORH | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | 64,000.00 € | 79.00% | 40.00 € | 17,330.00 € | 118,878.80 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Aut/ Carreteras | Madrid | Atocha - Circuito Mapia | TBC | | | | | | | | | | | | | | | | | | | 34 | 86,760.00 € | 63.00% | 952.00 € | 16,163.20 € | 137,237.89 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Aut/ Carreteras | Barcelona | Santa - Circuito 1 | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | 15,400.00 € | 50.00% | 2,815.00 € | 10,340.00 € | 111,770.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Aut/ Carreteras | Barcelona | Santa - Circuito Mapia | TBC | | | | | | | | | | | | | | | | | | | 26 | 68,640.00 € | 63.00% | 708.00 € | 26,124.80 € | 126,476.03 | | | | | | | | | | | | | | | | | | | | | | | |
| CHILE | | | | | | | | | | | | | | | | | | | | | | | | | 122,388.07 € | | | | | | | | | 119,463.00 € | | | | | | | | 24,124,663 | | 2,801,193 | | 67.0% | | 8.6 | | | | |
| ST02 - 24 | FEMUR TRADE | Valle | Santiago | Mal Plaza Domingos | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$12,000.00 | 0.00% | \$885.00 | 11,747.71 € | \$12,885.00 | 24,124,663 | 2,801,193 | 67.0% | 8.6 | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | Santiago | Av. Las Condes Frente Castañeros, La Barmeha | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$7,000.00 | 0.00% | \$0.00 | 6,422.02 € | \$7,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Valle | Santiago | Salida Chusqueo | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,500.00 | 0.00% | \$0.00 | 1,211.01 € | \$1,500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Gran Formosa | Santiago | Av. Kennedy - Av. Padre Hurtado | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$14,000.00 | 0.00% | \$0.00 | 22,018.35 € | \$14,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Valle | Santiago | San Martín Chusqueo, Casaca San Ignacio- Carretera General San Martín | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$2,500.00 | 0.00% | \$880.00 | 1,103.67 € | \$3,380.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Valle / Loma | Santiago | Cruz de Terreros - Torres del Tajamar - Av. Providencia 1 | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 2 | \$80,000.00 | 0.00% | \$880.00 | 28,333.03 € | \$80,880.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Valle intersección | Santiago | Circuito Magallanes Benítez - Vitacura | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 9 | \$8,000.00 | 0.00% | \$1,632.00 | 8,836.70 € | \$9,632.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | Santiago | Mal Plaza Vespertino | TBC | | | | | | | | | | | | | | | | | | | 1 | \$25,000.00 | 0.00% | \$0.00 | 22,895.78 € | \$25,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Valle intersección | Santiago | Metra - Estación Escuela Militar | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$5,200.00 | 0.00% | \$0.00 | 4,770.64 € | \$5,200.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Teléfono DS | Santiago | Av. Vitacura con Iglesia Goyeneche, desde Andrés Bello (San Carlos) | TBC | | | | | | | | | | | | | | | | | | | 9 | \$12,000.00 | 0.00% | \$0.00 | 11,009.17 € | \$12,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| MÉXICO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 26 | FEMUR TRADE | Religios DS | México DF | Polanco, Pedregal, Condesa, Santa Fe, Nápoles | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$18,000.00 | 0.00% | \$0.00 | 15,779.81 € | \$18,000.00 | 204,295,512 | 8,106,965 | 85.3% | 25.2 | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Anillo Periférico (Perisur I) | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Periférico - Palmas (Polanco II) | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Av. Vasco de Quiroga y de los Poetas | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Av. De los Insurgentes Sur y Josefina Priar | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Aeropuerto 1 | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Pantalla DS | México DF | Marqueso Escobedo | spot 20 sec / 360 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$10,700.00 | 0.00% | \$0.00 | 9,816.51 € | \$10,700.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | | ARGENTINA | | | | | | | | | | | | | | | | | | | | | | | | | 120,121.10 € | | | | | | | | 118,932.00 € | | | | | | | | 76,517,204 | | 5,466,450 | | 74.4% | | 12.9 | | | |
| ST02 - 28 | | FEMUR TRADE | Building wrap | Buenos Aires | Avd. del Libertador y Av. Marconi | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$18,000.00 | 0.00% | \$1,996.00 | 11,458.72 € | | | | \$23,996.00 | 76,517,204 | 5,466,450 | 74.4% | 12.9 | | | | | | | | | | | | | | | |
| | Building wrap | | Buenos Aires | Av. Pueyrredón & Av. Las Heras | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$180,000.00 | 0.00% | \$1,285.00 | 12,178.90 € | \$181,285.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Telero DS | | Buenos Aires | Av. Figueroa Alcorta y La Pampa | spot 8 sec / 64 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$6,800.00 | 0.00% | \$0.00 | 6,218.53 € | \$6,800.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Telero DS | | Buenos Aires | Av. Libertador 4100 | spot 8 sec / 64 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$11,500.00 | 0.00% | \$0.00 | 12,385.32 € | \$11,500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Telero DS | | Buenos Aires | Av. 9 de Mayo Mariscal T. de Alvar | spot 8 sec / 64 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$6,800.00 | 0.00% | \$0.00 | 6,218.53 € | \$6,800.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Puentes Led | | Buenos Aires | Alto Palermo Shopping | spot 15 sec | | | | | | | | | | | | | | | | | | | 1 | \$11,500.00 | 0.00% | \$0.00 | 10,500.46 € | \$11,500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Puentes Led | | Buenos Aires | Dol Baires Shopping | spot 15 sec | | | | | | | | | | | | | | | | | | | 1 | \$9,000.00 | 0.00% | \$0.00 | 8,256.86 € | \$9,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Pantalla DS | | Buenos Aires | Alejo Shopping | spot 15 sec | | | | | | | | | | | | | | | | | | | 1 | \$1,600.00 | 0.00% | \$2,287.00 | 7,235.78 € | \$7,887.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Av. San Juan & Calles | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Bolivia & Chevalier | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Arcadio y Sur | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Av. Vélez Sarsfield & Dean Funes | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Córdoba Shopping | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Paseo del Indio Shopping | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Wall Mural | | Córdoba | Pantalla Digital - Av. Las Heras y Avenidas | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Espectacular | | Córdoba | Pantalla Digital - Alvear y Libertad | Rp / 100% SOV | | | | | | | | | | | | | | | | | | | 1 | \$1,482.75 | 0.00% | \$0.00 | 1,360.32 € | \$1,482.75 | | | | | | | | | | | | | | | | | | | | | | | |
| | Pantalla DS | | Mendoza | José Vicente Zapata 200 | 8 sec / 120 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$2,450.00 | 0.00% | \$0.00 | 2,247.71 € | \$2,450.00 | | | | | | | | | | | | | | | | | | | | | | | |
| | Valle | | Mendoza | Bvataria y Avd. España | 9 sec / 120 sec loop | | | | | | | | | | | | | | | | | | | 1 | \$2,450.00 | 0.00% | \$0.00 | 2,247.71 € | \$2,450.00 | | | | | | | | | | | | | | | | | | | | | | | |
| BRASIL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST02 - 28 | FEMUR TRADE | Religios DS | Sao Paulo | Circuito urbano | spot 10 sec / 80 sec loop | | | | | | | | | | | | | | | | | | | 25 | \$122,000.00 | 0.00% | \$0.00 | 111,936.61 € | \$122,000.00 | 33,468,608 | 10,142,002 | 68% | 3.3 | | | | | | | | | | | | | | | | | | | |
| TOTAL DOH | | | | | | | | | | | | | | | | | | | | | | | | | 1,152,939.94 € | | | | | | | | 1,204,595.54 | | | | | | | | 1,204,595.54 | | | | 68.8% | | 3.3 | | | | | |