



PROMPERÚ

TURISMO

Campaña Fronteras - Ecuador II V6

Agosto - Noviembre

24/07/2024



Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Fronteras - Ecuador II V6
Período: Agosto - Noviembre
Óptico Total de Campaña

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|----------------------------|
| Ecuador |
| Millennials + Generación X |

| | | | | JULIO | | | AGOSTO | | | | | SEPTIEMBRE | | | | | OCTUBRE | | | | NOVIEMBRE | | promperu irismedia | | | | | | | | | |
|-------------------|-------------|---------------------|---------------------------------------|-------|-------|-------|--------|-------|-------|-------|-------|------------|-------|-------|-------|-------|---------|-------|-------|-------|-----------|-----------------------|--------------------|-----------------------------|----------------------------|--------------------------------|------------|---------------|--------------|--------------|--|--|
| Código OI | Proveedor | Medio | Formato | 08-14 | 15-21 | 22-28 | 29-04 | 05-11 | 12-18 | 19-25 | 26-01 | 02-08 | 09-15 | 16-22 | 23-29 | 30-06 | 07-13 | 14-20 | 21-27 | 28-03 | 04-10 | Moneda de Facturación | Total Neto (Euros) | Total Neto (Dolares) | Total Neto (Soles) | SOI | Impactos | Alcance (000) | Alcance % +1 | Alcance % +3 | | |
| Digital Awareness | | | | | | | | | | | | | | | | | | | | | | | | 67,590.00 € \$2,250.00 € | \$41,400.00 \$16,400.00 | S/ 458,858.00 S/ 279,965.00 | 51% 31% | | | | | |
| ECU 04 | VIDOOMY | Red Premium | Video | | | | | | | | | | | | | | | | | | | EUR | 10,500.00 € | | S/ 46,200.00 | 5% | 14,744,571 | 842,547 | 66.0% | 52.8% | | |
| ECU 05 | TARGET 2016 | Red Cobertura | Display | | | | | | | | | | | | | | | | | | EUR | 5,250.00 € | | S/ 23,100.00 | 3% | | | | | | | |
| ECU 06 | META | Redes Sociales | Page Post Photo/ Carrusel/ Stories | | | | | | | | | | | | | | | | | | USD | | \$5,400.00 | S/ 21,060.00 | 2% | | | | | | | |
| ECU 07 | SUNMEDIA | Red Geolocalización | Display | | | | | | | | | | | | | | | | | | EUR | 6,000.00 € | | S/ 26,400.00 | 3% | | | | | | | |
| ECU 08 | SEEDTAG | Red Premium | Richmedia | | | | | | | | | | | | | | | | | | EUR | 10,500.00 € | | S/ 46,200.00 | 5% | | | | | | | |
| ECU 09 | TIK TOK | Redes Sociales | In Feed | | | | | | | | | | | | | | | | | | USD | | \$30,000.00 | S/ 117,000.00 | 13% | | | | | | | |
| Tráfico | | | | | | | | | | | | | | | | | | | | | | | 0.00 € | \$6,000.00 | S/ 23,400.00 | 3% | | | | | | |
| ECU 06 | META | Redes Sociales | Page Post Photo/ Carrusel/ Stories | | | | | | | | | | | | | | | | | | | USD | | \$6,000.00 | S/ 23,400.00 | 3% | | | | | | |
| Influencers | | | | | | | | | | | | | | | | | | | | | | | 35,340.00 € | \$0.00 | S/ 155,496.00 | 17% | | | | | | |
| ECU 05 | TARGET 2016 | Redes Sociales | IG: 4 stories + 1 reel TT: 1 video | | | | | | | | | | | | | | | | | | | EUR | 35,340.00 € | | S/ 155,496.00 | 17% | | | | | | |
| OOH | | | | | | | | | | | | | | | | | | | | | | | 0.00 € | \$73,917.61 | S/ 288,278.67 | 32% | | | | | | |
| ECU 10 | NETCOM | Pantalla LED | Varios | | | | | | | | | | | | | | | | | | | USD | | \$73,917.61 | S/ 288,278.67 | 32% | 30,854,218 | 793,168 | 62.2% | 49.7% | | |
| RADIO | | | | | | | | | | | | | | | | | | | | | | | 0.00 € | \$39,187.50 | S/ 152,831.28 | 17% | | | | | | |
| ECU 11 | TIMH | DIBLU | Cuña 30" | | | | | | | | | | | | | | | | | | | USD | | \$2,550.00 | S/ 9,945.00 | 1% | 49,519 | 187,572 | 14.7% | 11.8% | | |
| | | FOREVER | Varios | | | | | | | | | | | | | | | | | | | USD | | \$3,506.25 | S/ 13,674.38 | 2% | | | | | | |
| | | FABU | Varios | | | | | | | | | | | | | | | | | | | USD | | \$1,721.25 | S/ 6,712.88 | 1% | | | | | | |
| | | SUPERIOR | Varios | | | | | | | | | | | | | | | | | | | USD | | \$2,868.75 | S/ 11,188.13 | 1% | | | | | | |
| | | FIESTA | Varios | | | | | | | | | | | | | | | | | | | USD | | \$3,017.50 | S/ 11,768.25 | 1% | | | | | | |
| | | SUPERSOL | Varios | | | | | | | | | | | | | | | | | | | USD | | \$4,526.25 | S/ 17,652.38 | 2% | | | | | | |
| | | BOQUERON | Varios | | | | | | | | | | | | | | | | | | | USD | | \$5,442.50 | S/ 21,225.75 | 2% | | | | | | |
| | | KOCODRILO | Varios | | | | | | | | | | | | | | | | | | | USD | | \$3,123.75 | S/ 12,182.63 | 1% | | | | | | |
| | | LA HECHICERA | Varios | | | | | | | | | | | | | | | | | | | USD | | \$3,825.00 | S/ 14,917.50 | 2% | | | | | | |
| | | LA VOZ DEL TOMBAMBA | Varios | | | | | | | | | | | | | | | | | | | USD | | \$4,398.75 | S/ 17,155.13 | 2% | | | | | | |
| | | COMPLICE | Varios | | | | | | | | | | | | | | | | | | | USD | | \$4,207.50 | S/ 16,409.25 | 2% | | | | | | |
| TOTAL ECUADOR | | | | | | | | | | | | | | | | | | | | | | | 67,590.00 € | \$154,505.11 | S/ 899,965.95 | 100% | 45,648,308 | 1,136,094 | 89.0% | 71.2% | | |

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

TC (Euros a Soles): 4.40
 TC (Euros a Dólar): 1.09
 TC (Dólares a Soles) 3.90

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| Mercado | Ciudades de Interés (25 a 44) |
| Ecuador* | 1,276,000 |
| TOTAL | 1,276,000 |

*Ciudades de Interés: Cuenca, Guayaquil, Machala y Loja

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| | Pedidos importantes |
| | ACN |

| | |
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| TOTAL FINAL Euros | 67,590.00 € |
| TOTAL FINAL Dolares | \$ 154,505.11 |
| TOTAL FINAL Soles | S/ 899,965.95 |

Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Fronteras - Ecuador II V6
Período: Agosto - Noviembre
Medio: DIGITAL

Ecuador
Millennials + Generación X



| | | | | | | AGOSTO | | | | | SEPTIEMBRE | | | | | OCTUBRE | | | | | NOVIEMBRE | perú insmedia | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-------------|-----------------------|----------------------|---|--|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|--------|--------|--------|--------|-----------------------|----------------------|--------------------|--------------------|----------------------|-------------|------------|---------|-------------|-------------------------|----------|-----------------|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | SEM 31 | SEM 32 | SEM 33 | SEM 34 | SEM 35 | SEM 36 | SEM 37 | SEM 38 | SEM 39 | SEM 40 | SEM 41 | SEM 42 | SEM 43 | SEM 44 | SEM 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Código OI | Proveedor | Medio / Soporte | Ubicación | Ámbito | Formato | 29-04 | 05-11 | 12-18 | 19-25 | 26-01 | 02-08 | 09-15 | 16-22 | 23-29 | 30-06 | 07-13 | 14-20 | 21-27 | '28-03 | 04-10 | Moneda de Facturación | Total Neto (Dolares) | Total Neto (Euros) | Total Neto (Soles) | Tipo de Contratación | Impresiones | Clicks | Views | CTR / VTR % | CPM-CPC-CPV- COSTE FIJO | Impactos | Cobertura (Abs) | Cobertura % | | | | | | | | | | | | | | | | | | | |
| DIGITAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Awareness | | | | | | | | | | | | | | | | | | | | | | \$35,400.00 | 32,250.00 € | S/ 279,960.00 | 11,428,571 | 88,250 | 1,050,000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECU 04 | VIDEOOMY | Red Premium | Canal RDN | Ecuador (Cuenca, Guayaquil, Machala y Loja) | Video | | | | | | | | | | | | | | | | EUR | | 10,500.00 € | S/ 46,200.00 | CPV | 428,571 | - | 300,000 | 70.00% | 0.04 € | | | | | | | | | | | | | | | | | | | | | | |
| ECU 05 | TARGET 2016 | Red Cobertura | Canal RDN | | Display | | | | | | | | | | | | | | | | | EUR | | 5,250.00 € | S/ 23,100.00 | CPM | 750,000 | 6,750 | - | 0.90% | 7.00 € | | | | | | | | | | | | | | | | | | | | | |
| ECU 06 | META | Redes Sociales | Facebook + Instagram | | Page Post Photo/ Carousel/ Stories | | | | | | | | | | | | | | | | | USD | \$5,400.00 | | S/ 21,060.00 | CPM | 6,750,000 | 67,500 | - | 1.00% | \$0.80 | | | | | | | | | | | | | | | | | | | | | |
| ECU 07 | SUNMEDIA | Red Contextualización | Red Premium | | Display | | | | | | | | | | | | | | | | | EUR | | 6,000.00 € | S/ 26,400.00 | CPM | 1,000,000 | 9,000 | - | 0.90% | 6.00 € | | | | | | | | | | | | | | | | | | | | | |
| ECU 08 | SEEDTAG | Red Premium | Contextual Impact | | Richmedia | | | | | | | | | | | | | | | | | EUR | | 10,500.00 € | S/ 46,200.00 | CPM | 1,000,000 | 5,000 | - | 0.50% | 10.50 € | | | | | | | | | | | | | | | | | | | | | |
| ECU 09 | TIK TOK | Redes Sociales | TikTok | In Feed | | | | | | | | | | | | | | | | | USD | \$30,000.00 | | S/ 117,000.00 | CPV | 1,500,000 | - | 750,000 | 50.00% | \$0.04 | | | | | | | | | | | | | | | | | | | | | | |
| Tráfico | | | | | | | | | | | | | | | | | | | | | | \$6,000.00 | 0.00 € | S/ 23,400.00 | 3,000,000 | 30,000 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECU 06 | META | Redes Sociales | Facebook + Instagram | Ecuador (Cuenca, Guayaquil, Machala y Loja) | Page Post Photo/ Carousel/ Stories | | | | | | | | | | | | | | | | USD | \$6,000.00 | | S/ 23,400.00 | CPC | 3,000,000 | 30,000 | - | 1.00% | \$0.20 | | | | | | | | | | | | | | | | | | | | | | |
| Influencers | | | | | | | | | | | | | | | | | | | | | | \$0.00 | 35,340.00 € | S/ 155,496.00 | 316,000 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECU 05 | TARGET 2016 | Redes Sociales | Instagram + TikTok | Ecuador (Cuenca, Guayaquil, Machala y Loja) | IG: 4 stories + 1 reel TT: 1 video Asistencia | | | | | | | | | | | | | | | | EUR | | 35,340.00 € | S/ 155,496.00 | COSTO FIJO | 316,000 | - | - | - | 35,340.00 € | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL DIGITAL | | | | | | | | | | | | | | | | | | | | | \$41,400.00 | 67,590.00 € | S/ 458,856.00 | 14,744,571 | 118,250 | 1,050,000 | 14,744,571 | 842,547 | 66.0% | | | | | | | | | | | | | | | | | | | | | | | |

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 CTR's o VTR's). Asimismo, los niveles de costos unitarios (CPC, CPM, etc.) son referenciales y mediante subasta (públi), 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)

| | |
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| | Fechas importantes |
| | AON |

TC (Euros a Sole 4.40
TC (Euros a Dol: 1.09
TC (Dólares a S: 3.90

| | |
|---------------------|---------------|
| TOTAL FINAL Euros | 67,590.00 € |
| TOTAL FINAL Dolares | \$ 41,400.00 |
| TOTAL FINAL Soles | S/ 458,856.00 |

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|----------|-------------------------------|
| Mercado | Ciudades de Interés (25 a 44) |
| Ecuador* | 1,276,000 |
| TOTAL | 1,276,000 |

*Ciudades de Interés: Cuenca, Guayaquil, Machala y Loja

Ciente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Fronteras - Ecuador II V6
Período : Agosto - Noviembre
Medio OOH

Ecuador
Millennials + Generación X

| | | | | | | AGOSTO | | | | SEPTIEMBRE | | | | OCTUBRE | | | | NOVIEMBRE | | | | | | | | | | | | | | | | |
|-----------|-----------|------------------|-----------|--|--------------------------------------|--------|--------|--------|--------|------------|--------|--------|--------|---------|--------|--------|--------|-----------|--------|--------|----------|----------------|----------------------|-------------|-------------|----------------------|--------------------|----------------------|------------------|-------------|---------|--|-------|--|
| | | | | | | nº sem | SEM 31 | SEM 32 | SEM 33 | SEM 34 | SEM 35 | SEM 36 | SEM 37 | SEM 38 | SEM 39 | SEM 40 | SEM 41 | SEM 42 | SEM 43 | SEM 44 | SEM 45 | | | | | | | | | | | | | |
| Código OI | Proveedor | Medio / Soporte | Ámbito | Ubicación | Formato | 29-04 | 05-11 | 12-18 | 19-25 | 26-01 | 02-08 | 09-15 | 16-22 | 23-29 | 30-06 | 07-13 | 14-20 | 21-27 | 28-03 | 04- 10 | Cantidad | Nº de periodos | Mones de facturación | Tarifa | Negociación | Total Neto (Dólares) | Total Neto (Soles) | Impactos (estimados) | Cobertura (Abs.) | Cobertura % | | | | |
| OOH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECU 10 | NETCOM | Pantalla LED | Guayaquil | Av. Francisco de Orellana y Victor Hugo Sicouret | 10 x 5 | | | | | | | | | | | | | | | | 1 | 2 | USD | \$ 2,674.00 | 33% | \$3,567.12 | S/ 13,911.75 | 3,529,708 | 793,168 | 62.2% | | | | |
| | | Pantalla LED | | Av. Luis Plaza Dañin Y Elias Muñoz | 10 x 5 | | | | | | | | | | | | | | | | 1 | 2 | USD | \$ 2,674.00 | 33% | \$3,567.12 | S/ 13,911.75 | 3,644,872 | | | | | | |
| | | Pantalla LED | | Av. P. Menendez Gilbert | 10 x 5 | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 2,674.00 | 33% | \$5,350.67 | S/ 20,867.63 | 6,109,866 | | | | | | |
| | | Pantalla LED | | Mall del Sol | 6,27 x 1,00 x 4,27 | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 4,305.00 | 33% | \$8,614.31 | S/ 33,595.79 | 2,850,000 | | | | | | |
| | | Pantalla LED | | Mall del Sol | 3,50 x 0,50 x 4,50 | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 4,679.00 | 33% | \$9,362.68 | S/ 36,514.45 | 2,850,000 | | | | | | |
| | | Pantalla LED | | Mall del Sol | TBC | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 4,991.00 | 33% | \$9,986.99 | S/ 38,949.26 | 2,850,000 | | | | | | |
| | | Pantalla LED | | Mall del Sol | TBC | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 3,387.00 | 33% | \$6,777.39 | S/ 26,431.81 | 2,850,000 | | | | | | |
| | | Circuito Digital | | Mall del Sol | TBC | | | | | | | | | | | | | | | | 8 | 3 | USD | \$ 4,456.00 | 33% | \$8,916.46 | S/ 34,774.18 | 2,850,000 | | | | | | |
| | | Pantalla LED | Cuenca | Mall del Rio | TBC | | | | | | | | | | | | | | | | 1 | 3 | USD | \$ 2,807.00 | 33% | \$5,616.81 | S/ 21,905.55 | 1,350,000 | | | | | | |
| | | Circuito Digital | | Millenium Plaza | Varias | | | | | | | | | | | | | | | | 3 | 3 | USD | \$ 1,798.00 | 33% | \$3,597.80 | S/ 14,031.41 | 540,000 | | | | | | |
| | | Pantalla LED | | Av. 12 de Abril y Unidad Nacional | 8 x 4 | | | | | | | | | | | | | | | | 1 | 2 | USD | \$ 2,139.00 | 33% | \$2,853.43 | S/ 11,128.36 | 375,340 | | | | | | |
| | | Pantalla LED | Machala | Av. 25 de Junio | 8 x 4 | | | | | | | | | | | | | | | | | 1 | 2 | USD | \$ 2,139.00 | 33% | \$2,853.43 | S/ 11,128.36 | | | 507,648 | | | |
| | | Pantalla LED | | Loja | Av. Emiliano Ortega Parterre Central | 8 x 4 | | | | | | | | | | | | | | | | 1 | 2 | USD | \$ 2,139.00 | 33% | \$2,853.43 | S/ 11,128.36 | | | 546,784 | | | |
| TOTAL OOH | | | | | | | | | | | | | | | | | | | | | | | \$ 40,862.00 | | \$73,917.61 | | S/ 288,278.67 | | 30,854,218 | | 793,168 | | 62.2% | |

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

TC (Euros a Soles): 4.40

TC (Euros a Dólares): 1.09

TC (Dólares a Soles): 3.9

| | |
|----------|-----------|
| Mercado | Universo |
| Ecuador* | 1,276,000 |

*Ciudades de Interés: Cuenca, Guayaquil, Machala y Loja

| | | |
|---------------------|----|------------|
| TOTAL FINAL Euros | - | € |
| TOTAL FINAL Dólares | \$ | 73,917.61 |
| TOTAL FINAL Soles | S/ | 288,278.67 |

Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Fronteras - Ecuador II V6
Período: Agosto - Noviembre
Medio: Radio

Ecuador
 Millennials + Generación X

| | | | | | | AGOSTO | | | | | SEPTIEMBRE | | | | | OCTUBRE | | | | | NOVIEMBRE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|---------------|-----------------------|---------------|-------------|------------------------|---------------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|--------|--------|--------|--------|-----------|-----------------------|------------------------|-------------|----------------------|--------------------|----------------------|------------------|-------------|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | nº sem | Sem 31 | Sem 32 | Sem 33 | Sem 34 | Sem 35 | Sem 36 | Sem 37 | Sem 38 | Sem 39 | Sem 40 | Sem 41 | Sem 42 | Sem 43 | Sem 44 | Sem 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Codigo OI | Proveedor | Medio / Soporte | Segmentación | Formato | Horario | 29-04 | 05-11 | 12-18 | 19-25 | 26-01 | 02-08 | 09-15 | 16-22 | 23-29 | 30-06 | 07-13 | 14-20 | 21-27 | 28-03 | 04-10 | Cantidad | Moneda de Facturación | Total Tarifa (Dólares) | % Descuento | Total Neto (Dólares) | Total Neto (Soles) | Impactos (estimados) | Cobertura (Abs.) | Cobertura % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RADIO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECU 11 | TIMH | DIBLU | FOREVER | Guayaquil | Cuña 30" | 07:00 H 16:00 | | 30 | | | | | | | 30 | 30 | | | 30 | | 120 | USD | \$3,000.00 | 15% | \$2,550.00 | S/ 9,945.00 | 49,519 | 187,572 | 14.7% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | Presenta - despide 10" | 07:00 H 09:30 | | 10 | 10 | | | | | | | 10 | | 10 | 10 | | 190 | USD | \$4,125.00 | 15% | \$3,506.25 | S/ 13,674.38 | 22,809 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | Mención 15" | 07:00 H 16:00 | | 5 | 5 | | | | | | | 5 | | 5 | 5 | | | 90 | USD | \$2,025.00 | 15% | \$1,721.25 | S/ 6,712.88 | | | 35,264 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | Cuña 30" | 10:00 H 16:00 | | 20 | 20 | | | | | | | 20 | | 20 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 18:00 | | 3 | 3 | | | | | | | | | 3 | | 3 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | FABU | Machala | Mención 15" | 07:00 H 16:00 | | 15 | | | | | | | | | 15 | | 15 | | 15 | | 150 | USD | \$3,375.00 | 15% | \$2,868.75 | S/ 11,188.13 | | | 73,303 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 07:00 H 16:00 | | 20 | | | | | | | | 15 | 15 | | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Mención 15" | 07:00 H 16:00 | | 15 | | | | | | | | | 15 | 15 | | 15 | | 154 | USD | \$3,550.00 | 15% | \$3,017.50 | S/ 11,768.25 | 51,095 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | SUPERIOR | Machala | Cuña 30" | 06:00 H 18:00 | | 6 | | | | | | | | 6 | 6 | | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 07:00 H 16:00 | | 20 | 15 | | | | | | | 15 | 20 | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 06:00 H 18:00 | | 6 | 6 | | | | | | | 6 | 6 | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | FIESTA | Machala | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Mención 15" | 07:00 H 16:00 | | 15 | | | | | | | | 15 | 15 | | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | SUPERSOL | Loja | Cuña 30" | 06:00 H 18:00 | | 6 | 6 | | | | | | | 6 | 6 | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cuña 30" | 07:00 H 16:00 | | | | 20 | 15 | | | | | | | | 20 | 15 | 20 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BOQUERON | Loja | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Activación entrevista | TBC | | 6 | 6 | | | | | | | 6 | 6 | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 16:00 | | 20 | | | | | | | | 15 | 20 | | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KOCODRILO | Loja | Mención 15" | 07:00 H 16:00 | | 15 | | | | | | | | 15 | 15 | | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 18:00 | | 6 | | | | | | | | 6 | 6 | | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 16:00 | | 20 | 15 | | | | | | | | 20 | 15 | 20 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LA HECHICERA | Cuenca | Cuña 30" | 07:00 H 8:00 | | 5 | 5 | | | | | | | 5 | 5 | 5 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 08:00 H 14:00 | | 10 | 5 | | | | | | | 5 | 10 | 5 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 20 | 20 | | | | | | | 20 | 20 | 20 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 16:00 | | 6 | 6 | | | | | | | 6 | 6 | | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LA VOZ DEL TOMBAMBA | Cuenca | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Cuña 30" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COMPLICE | Cuenca | Cuña 30" | 07:00 H 16:00 | | 6 | 6 | | | | | | | 6 | 6 | | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Mención 15" | 07:00 H 16:00 | | 15 | 15 | | | | | | | 15 | 15 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL RADIO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)

| | |
|-----------------------|------|
| TC (Euros a Soles): | 4.40 |
| TC (Euros a Dólares): | 1.09 |
| TC (Dólares a Soles): | 3.9 |

| | | |
|---------------------|----|------------|
| TOTAL FINAL Euros | - | € |
| TOTAL FINAL Dólares | \$ | 39,187.50 |
| TOTAL FINAL Soles | S/ | 152,831.28 |

| | |
|----------|-----------|
| Mercado | Universo |
| Ecuador* | 1,276,000 |

*Ciudades de Interés: Cuenca, Guayaquil, Machala y Loja