

PLAN DE MEDIOS
CAMPAÑA "RUTAS CORTAS - HUANCAYO"



| MEDIO | SETIEMBRE | | OCT | INSERCIONES | IMPACTOS (000) | ALC+1 | ALC. ABS.** | TOTAL S/. NETO | TOTAL S/. + IGV | CPM + IGV | SOI |
|-------------------------------|-----------|---------------|-----|-------------|-------------------|-------|-------------|-------------------|--------------------|--------------|------|
| | 23 | 30 | 07 | | | | | | | | |
| OOH | | | | | | | | | | | |
| Pauta Regular | | | | | | | | | | | |
| N° Elementos | | 17 | | | | | | | | | |
| Alc+1 (%) | | 2% | | | | | | | | | |
| Impactos | | 228.27 | | | | | | | | | |
| Inversión alquiler S/ | | 4,725.75 | | | | | | | | | |
| Inversión producción S/ | | 0.00 | | | | | | | | | |
| Inversión S/. OOH | | S/. 4,725.75 | | 17 | 228 | 1.8% | 25.3 | S/. 4,725.75 | S/. 5,576.39 | S/. 24.43 | 9% |
| RADIO PROVINCIA | | | | | | | | | | | |
| Pauta Regular | | | | | | | | | | | |
| Spots | | 429 | | | | | | | | | |
| Impactos | | 39,417.63 | | | | | | | | | |
| Inversión S/ | | 39,585.00 | | | | | | | | | |
| Inversión S/. Radio Provincia | | S/. 39,585.00 | | 429 | 39,418 | | | S/. 39,585.00 | S/. 46,710.30 | S/. 1.19 | 75% |
| DIGITAL | | | | | | | | | | | |
| Pauta Regular | | | | | | | | | | | |
| Alc+1 por semana (%) | | 4.8% | | | | | | | | | |
| Impactos | | 2,242.00 | | | | | | | | | |
| Inversión S/ | | 10,000.00 | | | | | | | | | |
| Inversión S/. Digital | | S/. 10,000.00 | | | 2,242 | 4.8% | 67.2 | S/. 10,000.00 | S/. 10,000.00 | S/. 4.46 | 16% |
| | | | | 446 | 41,888 | 6.49% | 91.29 | S/. 54,310.75 | S/. 62,286.69 | S/. 1.49 | 100% |

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

Universo
1,406.90

Resumen de Inversión

Montos expresado en soles

| NOMBRE COMERCIAL | RAZÓN SOCIAL | RUC | MEDIO | AVISOS | INVERSIÓN NETA \$ | INVERSIÓN NETA + IGV \$ | INVERSION NETA S/. | INVERSIÓN NETA + IGV S/. |
|---------------------------|--|-------------|----------------|--------|-------------------|-------------------------|--------------------|--------------------------|
| REAL PLAZA | REAL PLAZA S.R.L. | 20511315922 | OOH | 17 | \$1,181.44 | \$1,394.10 | S/ 4,725.75 | S/ 5,576.39 |
| RADIO HUANCAYO - HUANCAYO | RADIODIFUSORA HUANCAYO S.A.C | 20112257994 | RADIO REGIONAL | 84 | \$3,570.00 | \$4,212.60 | S/ 14,280.00 | S/ 16,850.40 |
| RADIO HUANCAYO - HUANCAYO | RADIODIFUSORA HUANCAYO S.A.C | 20112257994 | RADIO REGIONAL | 17 | Bonificado | Bonificado | Bonificado | Bonificado |
| R.P.P. - HUANCAYO | GRUPORPP SOCIEDAD ANONIMA CERRADA | 20492353214 | RADIO REGIONAL | 84 | \$2,021.25 | \$2,385.08 | S/ 8,085.00 | S/ 9,540.30 |
| R.P.P. - HUANCAYO | GRUPORPP SOCIEDAD ANONIMA CERRADA | 20492353214 | RADIO REGIONAL | 34 | Bonificado | Bonificado | Bonificado | Bonificado |
| RADIO EXITOSA - HUANCAYO | RADIO LA KARIBEÑA SOCIEDAD ANONIMA CERRADA | 20113367360 | RADIO REGIONAL | 84 | \$630.00 | \$743.40 | S/ 2,520.00 | S/ 2,973.60 |
| RADIO EXITOSA - HUANCAYO | RADIO LA KARIBEÑA SOCIEDAD ANONIMA CERRADA | 20113367360 | RADIO REGIONAL | 25 | Bonificado | Bonificado | Bonificado | Bonificado |
| 15-50 - HUANCAYO | PERUANA DE RADIODIFUSION SRL | 20129570505 | RADIO REGIONAL | 84 | \$3,675.00 | \$4,336.50 | S/ 14,700.00 | S/ 17,346.00 |
| 15-50 - HUANCAYO | PERUANA DE RADIODIFUSION SRL | 20129570505 | RADIO REGIONAL | 17 | Bonificado | Bonificado | Bonificado | Bonificado |
| FACEBOOK / INSTAGRAM | META PLATFORMS IRELAND LIMITED | - | DIGITAL | - | \$1,500.00 | \$1,500.00 | S/ 6,000.00 | S/ 6,000.00 |
| TIKTOK | TIKTOK INC. | - | DIGITAL | - | \$1,000.00 | \$1,000.00 | S/ 4,000.00 | S/ 4,000.00 |
| | | | | 446 | \$13,577.69 | \$15,571.67 | S/ 54,310.75 | S/ 62,286.69 |

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

DURACIÓN

PROMPERU

TURISMO INTERNO

FERIA RUTAS CORTAS - HUANCAYO

FERIA RUTAS CORTAS - HUANCAYO

SETIEMBRE - OCTUBRE

18-40 ABC

25 segundos



PAUTA RADIO PROVINCIAS

| CADENA | MEDIO | COBERTURA | RAT% | RAT# | HORARIO | SEG | TIPO | SETIEMBRE | | | | | | | OCTUBRE | | | | | | | TOTAL | TRPS | IMPACTOS (000) | COSTO POR SEG. S/. | COSTO POR AVISO S/. | TOTAL S/ NETO | TOTAL S/ + IGV | CPM + IGV | | |
|--------------------|----------|-----------|------|-------|---------------|-----|-----------------|-----------|----|----|----|----|----|----|---------|----|----|----|----|----|----|-------|------|-------------------|-----------------------|------------------------|------------------|-------------------|---------------|---------------|--------------|
| | | | | | | | | W | J | V | S | D | L | M | W | J | V | S | D | L | M | | | | | | | | | W | J |
| | | | | | | | | 25 | 26 | 27 | 28 | 29 | 30 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | | | | | | | | | 09 | 10 |
| LOCAL | HUANCAYO | Huancayo | 3.7 | 115.6 | 06:00 - 23:59 | 25 | Spots rotativos | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 84 | 310.8 | 9,713 | S/. 6.80 | S/. 170.00 | S/. 14,280.00 | S/. 16,850.40 | S/. 11.99 |
| LOCAL | HUANCAYO | Huancayo | 3.7 | 115.6 | 06:00 - 23:59 | 25 | Spots rotativos | 1 | | 1 | 5 | | 1 | | 1 | | 5 | | 1 | | 1 | | 17 | 62.9 | 1,966 | bonificación | bonificación | bonificación | bonificación | bonificación | |
| RPP | R.P.P. | Huancayo | 1.4 | 70.0 | 06:00 - 23:59 | 25 | Spots rotativos | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 84 | 117.6 | 5,880 | S/. 3.85 | S/. 96.25 | S/. 8,085.00 | S/. 9,540.30 | S/. 1.62 |
| RPP | R.P.P. | Huancayo | 1.4 | 70.0 | 06:00 - 23:59 | 25 | Spots rotativos | 1 | 1 | 1 | 6 | 5 | 1 | 1 | 1 | 1 | 1 | 6 | 5 | 1 | 1 | 1 | 1 | 34 | 47.6 | 2,380 | bonificación | bonificación | bonificación | bonificación | bonificación |
| CU | EXITOSA | Huancayo | 1.0 | 93.0 | 06:00 - 23:59 | 25 | Spots rotativos | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 84 | 84.0 | 7,812 | S/. 1.20 | S/. 30.00 | S/. 2,520.00 | S/. 2,973.60 | S/. 0.38 |
| CU | EXITOSA | Huancayo | 1.0 | 93.0 | 06:00 - 23:59 | 25 | Spots rotativos | 1 | 1 | 1 | 5 | 5 | 1 | | | | 5 | 5 | | | 1 | | 25 | 25.0 | 2,325 | bonificación | bonificación | bonificación | bonificación | bonificación | |
| LOCAL | 15-50 | Huancayo | 3.7 | 92.5 | 06:00 - 23:59 | 25 | Spots rotativos | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 7 | | | 7 | 7 | 7 | 7 | 84 | 310.8 | 7,770 | S/. 7.00 | S/. 175.00 | S/. 14,700.00 | S/. 17,346.00 | S/. 2.23 |
| LOCAL | 15-50 | Huancayo | 3.7 | 92.5 | 06:00 - 23:59 | 25 | Spots rotativos | 1 | | 1 | 5 | | 1 | | 1 | | 5 | | 1 | | 1 | | 17 | 62.9 | 1,573 | bonificación | bonificación | bonificación | bonificación | bonificación | bonificación |
| Sub-Total Huancayo | | | | | | | | 32 | 30 | 32 | 21 | 10 | 32 | 29 | 31 | 29 | 31 | 21 | 10 | 31 | 30 | 31 | 29 | 429 | 1,022 | 39,418 | | | S/. 39,585.00 | S/. 46,710.30 | S/. 1.19 |
| Total | | | | | | | | 32 | 30 | 32 | 21 | 10 | 32 | 29 | 31 | 29 | 31 | 21 | 10 | 31 | 30 | 31 | 29 | 429 | 1,022 | 39,418 | | | S/. 39,585.00 | S/. 46,710.30 | S/. 1.19 |

CLIENTE

PRODUCTO

CAMPAÑA

MOTIVO

PERIODO

PROMPERU

TURISMO INTERNO

FERIA RUTAS CORTAS - HUANCAYO

FERIA RUTAS CORTAS - HUANCAYO

SETIEMBRE - OCTUBRE



PAUTA OOH

| PROVEEDOR | CIUDAD | ELEMENTO | CIUDAD | ELEMENTO | CARAS | PERIODO | | DÍAS | ALQUILER | | PRODUCCIÓN S/ | TOTAL S/. Neto | TOTAL S/. + IGV | IMPACTOS (000) | CPM + IGV |
|------------|---------------------------|------------------------|----------------------|----------|---------|--------------------------|--------------------------|----------|-------------------------------|----------------------------|---------------|-------------------|--------------------|-------------------|--------------|
| | | | | | | INICIO | FIN | | COSTO ALQUILER MENSUAL S/. | COSTO ALQUILER TOTAL S/ | | | | | |
| REAL PLAZA | CC. REAL PLAZA - HUANCAYO | Pantallas Videowall | Huancayo Huancayo | 4 1 | 16 1 | 25/09/2024 25/09/2024 | 10/10/2024 10/10/2024 | 16 16 | S/10,126.62 | S/4,725.75 | | S/4,725.75 | S/5,576.39 | 228 | |
| Sub-Total | | | | 5 | 17 | | | | | S/. 4,725.75 | S/. 0.00 | S/. 4,725.75 | S/. 5,576.39 | 228 | S/. 24.43 |
| Total | | | | 5 | 17 | | | | | S/. 4,725.75 | S/. 0.00 | S/. 4,725.75 | S/. 5,576.39 | 228 | S/. 24.43 |

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

PROMPERU

TURISMO INTERNO

RUTAS CORTAS - HUANCAYO

RUTAS CORTAS - HUANCAYO

25 SETIEMBRE - al 10 OCTUBRE

18-40 ABC



PAUTA DIGITAL

| BRANDING | OBJETIVO | | SOPORTE | MEDIO | FORMATO | SEGMENTACIÓN | KPI | TIPO DE COMPRA | PERIODO | | ALCANCE | IMPRESIONES | CPMu | CPM | TOTAL \$ NETO | TOTAL S/. NETO | TOTAL S/. + IGV | CPM + IGV | SOI |
|-----------|-----------|--|------------------|-----------------------------------|----------------------------|----------------------|------------------------|----------------|------------|------------|---------|-------------|--------|--------|---------------|----------------|-----------------|-----------|------|
| | | | | | | | | | INICO | FIN | | | | | | | | | |
| | AWARENESS | BrandAwareness VideoViews LocalAwareness | SOCIAL SOCIAL | FACEBOOK / INSTAGRAM TIKTOK | PPA / PPV VIDEO IN FEED | HUANCAYO HUANCAYO | ALCANCE IMPRESIONES | CPMu CPM | 25/09/2024 | 10/10/2024 | 400,000 | 992,000 | \$3.75 | \$1.51 | \$1,500.00 | S/. 6,000.00 | S/. 6,000.00 | \$1.51 | 60% |
| | | | | | | | | | 25/09/2024 | 10/10/2024 | | 1,250,000 | | \$0.80 | \$1,000.00 | S/. 4,000.00 | S/. 4,000.00 | \$0.80 | 40% |
| Sub-Total | | | | | | | | | | | | 2,242,000 | | | \$2,500.00 | \$10,000.00 | \$10,000.00 | | 100% |
| Total | | | | | | | | | | | | 2,242,000 | | | \$2,500.00 | S/. 10,000.00 | S/. 10,000.00 | | 100% |

T.C 4

Nota: Los formatos y tipos de compra pueden modificarse en función a los objetivos de comunicación y optimización de resultados de campaña. Asimismo, los niveles de costos unitarios (CPM, CPV, etc.) son referenciales y mediante subasta (puja), pues varía según la coyuntura del mercado y el inventario disponible de cada plataforma.

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