

PLAN DE MEDIOS

"Marca Pais Aniversario 2023"

MEDIO	MARZO				INSERCIONES	IMPACTOS (000)	ALC+1	ALC. 000	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI
	6	13	20	27								
OOH												
Pauta Regular												
Nº Elementos			23									
Impactos (000)			212,095									
Alcance +1			15.00%									
Inversión S/.			S/ 98,784.18									
Inversión S/. OOH - Vía Pública					23	212,095	15%	0.00	98,784.18	116,565.33	0.55	38%
DIGITAL												
Pauta Regular												
Alc+1 por mes (%)			21%				21%					
Alc+1 por mes (000)			1,991					1,991				
Impactos (000)			59,093			59,093						
Inversión \$. Digital						59,093			186,680.67	186,680.67	93.79	62%
					23	271,188	33.0%	3,051	S/. 285,464.85	S/. 303,246.00	S/. 1.12	100%



PAUTA OOH

PROVEEDOR	CIUDAD	ELEMENTO	CANTIDAD	CARAS / UNIDADES	PERIODO		DÍAS	HORAS	ALQUILER / PRODUCCIÓN			TOTAL S/. Neto	TOTAL S/. + IGV	IMPACTOS (000)	CPM + IGV
					INICIO	FIN			COSTO MENSUAL S/.	PRODUCCIÓN	TOTAL S/. NETO				
JMT	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/5,000.00	S/0.00	S/2,833.33	S/2,833.33	S/3,343.33	13,440	S/0.25
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/5,000.00	S/0.00	S/2,833.33	S/2,833.33	S/3,343.33	5,869	S/0.57
PMP	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/3,500.00	S/0.00	S/1,983.33	S/1,983.33	S/2,340.33	13,480	S/0.17
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonificado	S/0.00	Bonificado	Bonificado	Bonificado	24,817	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/3,500.00	S/0.00	S/1,983.33	S/1,983.33	S/2,340.33	21,167	S/0.11
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
ALAC	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/10,000.00	S/0.00	S/5,666.67	S/5,666.67	S/6,686.67	8,126	S/0.82
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	8,126	
KUNTURFLY	Lima	Paquete Publicidad Aérea (parapente rotulado + banner)	1	1	17-Mar		1	4 Horas							
	Lima				18-Mar		1	4 Horas							
	Lima				19-Mar		1	4 Horas							
	Lima				23-Ene		1	4 Horas	-	-	S/33,050.85	S/33,050.85	S/39,000.00	-	-
	Lima				24-Ene		1	4 Horas							
	Lima				25-Ene		1	4 Horas							
BRAPEX	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/9,000.00	S/0.00	S/5,100.00	S/5,100.00	S/6,018.00	13,440	S/0.45
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado		
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/9,000.00	S/0.00	S/5,100.00	S/5,100.00	S/6,018.00	5,869	S/1.03
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	Bonif	S/0.00	Bonif	Bonificado	Bonificado	Bonif	
LEDEX	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/15,000.00	S/0.00	S/8,500.00	S/8,500.00	S/10,030.00	13,440	S/0.75
CLEAR CHANNEL	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/8,000.00	S/0.00	S/4,533.33	S/4,533.33	S/5,349.33	13,440	S/0.40
	Lima	Pantalla Digital	1	1	15-Mar	31-Mar	17	-	S/8,000.00	S/0.00	S/4,533.33	S/4,533.33	S/5,349.33	5,869	S/0.91
Sub-Total			23									S/. 98,784.18	S/. 116,565.33	212,095	S/. 0.55
Total			23									S/. 98,784.18	S/. 116,565.33	212,095	S/. 0.55

Pre-Evaluación	
Avisos	23
Impactos	212,095
Freq%	20
Alc+1%	15.00%
Alc+3%	10.20%
Universo	10,656,181

* El Plan puede tener variaciones por temas de comunicación de la campaña, coyuntura nacional, estrategias de medios, sin embargo esta no debe sufrir alteraciones en la inversión e inserciones contratadas

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

PROMPERU

MARCA PERÚ

MARCA PERÚ

MARCA PERÚ

15 MARZO - 31 MARZO

HM 18-65 ABC



PAUTA DIGITAL

OBJETIVO		TIPO DE MEDIO	SOPORTE	MEDIO	FORMATO	TIPO DE COMPRA	DURACIÓN	ALCANCE	IMPRESIONES	VISTAS	VTR	CPV	CPM	TOTAL \$ NETO	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI
	AWARENESS	Internacional	Video	Facebook	PPV (R&F)	CPMu		18,000,000	55,620,000				\$0.54	\$30,000.00	S/. 120,000.00	S/. 120,000.00	\$0.54	64%
		Internacional	Social	Tik Tok	Video In feed	CPV	30"		3,472,952	277,836	8.00%	\$0.06	\$4.80	\$16,670.17	S/. 66,680.67	S/. 66,680.67	\$4.80	36%
	Sub-Total									59,092,952	277,836				S/. 186,680.67	S/. 186,680.67	100%	
Total									59,092,952	277,836				S/. 186,680.67	S/. 186,680.67	100%		

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CTR=Clics/Impresiones

CPM=Costo/Impresiones*1000

VTR= Visualizaciones/Impresiones

Pre-Evaluación	
Avisos	-
Impactos	59,093
Alc(000)	1,991
Alc+1%	21.19%
Alc+3%	6.21%
Universo	9,393.621