**OFERTA CONSORCIO NACIONAL DE MEDIOS**
**CLIENTE TRANSMILENIO**
**CAMPAÑA REFUERZO**
oct-21

| MES OCTUBRE | | | | | | | | | | OCTUBRE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | V | S | D | L | M | M | J | V | S | D | L | M | M | J | V | S | D | L | M | M | J | V | S | D | L | M | M | J | V | S | D | |
| EMISORA | CADENA | CIUDAD | PROGRAMA | HORARIO | REQUERIMIENTO | BRUTO VEZ | BRUTO TOTAL | DCTO | NETO | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | TOTAL |
| LA BASICA | RCN | BOGOTA | NOTICIAS | 5 A 10AM | | $ 2.317.000 | $ 83.412.000 | 81,22% | $ 15.664.774 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | | 2 | 1 | 2 | 1 | | | 2 | 1 | 2 | 1 | 2 | | | 36 |
| LA BASICA | RCN | BOGOTA | NOTICIAS MEDIO DIA | 12 A 13 | | $ 961.000 | $ 41.323.000 | 81,25% | $ 7.748.063 | 3 | | | 3 | 3 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 43 |
| TREN TARDE | RCN | BOGOTA | TREN | 4 A 6 PM | | $ 1.246.000 | $ 53.578.000 | 82,40% | $ 9.429.728 | 3 | | | 3 | 3 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 43 |
| LA FM | RCN | BOGOTA | NOTICIAS | 4 A 10 AM | | $ 1.837.000 | $ 38.577.000 | 45,91% | $ 20.866.299 | 2 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 21 |
| EL SOL | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 18:000 | | $ 459.000 | $ 77.112.000 | 83,55% | $ 12.684.924 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | 168 |
| RADIO UNO | RCN | BOGOTA | NOT MAÑANAS UNO | 5 A 10AM | | $ 576.000 | $ 14.976.000 | 85,97% | $ 2.101.133 | 2 | | | 1 | 2 | 1 | 2 | 1 | | | 2 | 1 | 2 | 1 | 2 | | | | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 26 |
| RADIO UNO | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 18:000 | | $ 443.000 | $ 98.346.000 | 81,75% | $ 17.948.145 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | | 222 |
| FANTASTICA | RCN | BOGOTA | PROG MUSICAL | 10:00 A 19:00 | | $ 405.000 | $ 91.125.000 | 81,42% | $ 16.931.025 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 225 |
| LA MEGA | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 16:00 | Cuña de hasta 30 segundos | $ 506.000 | $ 113.850.000 | 81,76% | $ 20.766.240 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 225 |
| CARIÑOSA | RCN | BOGOTA | NOT - PACHO ALERTA | 5:00 A 9:00AM | | $ 626.000 | $ 16.276.000 | 81,44% | $ 3.020.826 | 2 | | | 1 | 2 | 1 | 2 | 1 | | | 2 | 1 | 2 | 1 | 2 | | | | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 26 |
| CARIÑOSA | RCN | BOGOTA | NOT - PACHO ALERTA | 06:00-9:000 | | $ 626.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 80 |
| EL SOL | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 18:000 | | $ 459.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 70 |
| FANTASTICA | RCN | BOGOTA | PROG MUSICAL | 10:00 A 18:000 | | $ 405.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 17 |
| LA BASICA | RCN | BOGOTA | NOTICIAS | 06:00-10:000 | | $ 2.317.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 17 |
| LA BASICA | RCN | BOGOTA | NOTICIAS MEDIO DIA | 12:00-13:00 | | $ 961.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 70 |
| LA MEGA | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 18:000 | | $ 506.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 70 |
| RADIO UNO | RCN | BOGOTA | PROG. MUSICAL | 10:00 A 18:000 | | $ 443.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 17 |
| TREN TARDE | RCN | BOGOTA | TREN | 16:00-18:000 | | $ 1.246.000 | | BONIFICADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | **$ 628.575.000** | | **$ 127.161.156** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **1.376** |

**MAS IVA**