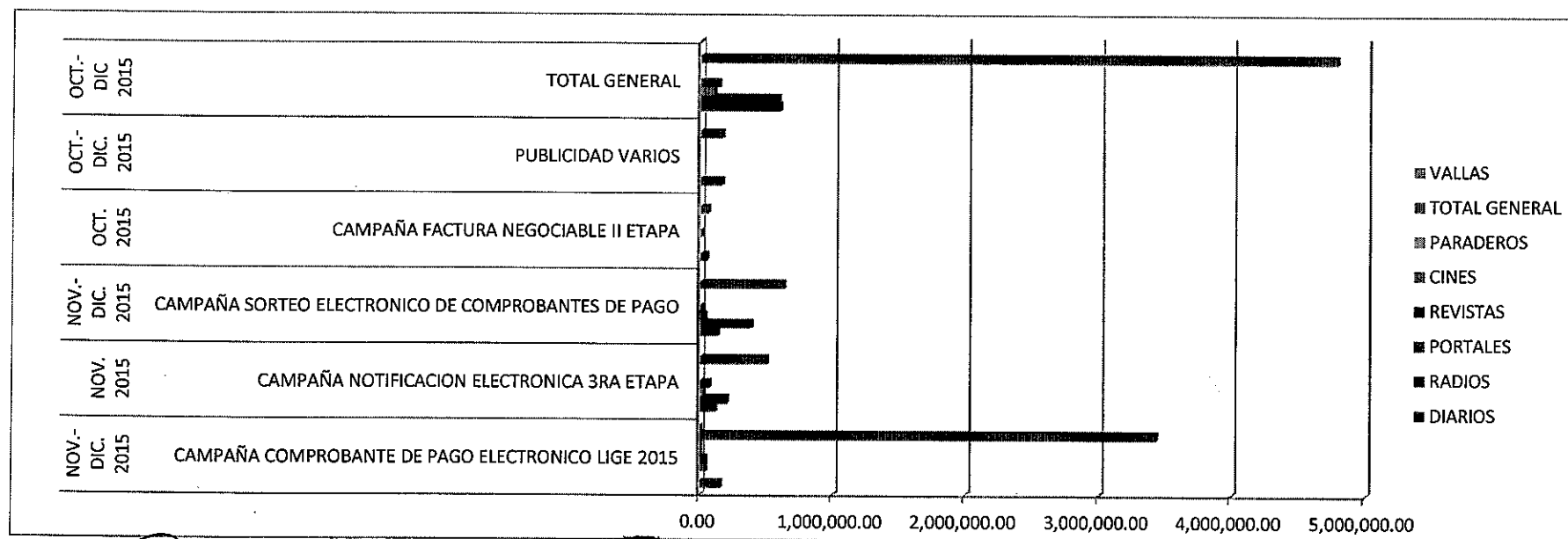


GASTOS DE PUBLICIDAD CUARTO TRIMESTRE 2015

MES	NOV.-DIC. 2015	NOV. 2015	NOV.-DIC. 2015	OCT. 2015	OCT.-DIC. 2015	OCT.-DIC 2015
MEDIOS CAMPAÑAS	CAMPAÑA COMPROBANTE DE PAGO ELECTRONICO LIGE 2015	CAMPAÑA NOTIFICACION ELECTRONICA 3RA ETAPA	CAMPAÑA SORTEO ELECTRONICO DE COMPROBANTES DE PAGO	CAMPAÑA FACTURA NEGOCIABLE II ETAPA	PUBLICIDAD VARIOS	TOTAL GENERAL
DIARIOS	151,754.95	113,744.06	125,259.76	50,086.27	163,368.47	604,213.51
TELEVISION	3,143,506.57					3,143,506.57
RADIOS		201,123.12	386,851.75			587,974.87
PORTALES	37,346.48	26,699.38	36,710.72			100,756.58
REVISTAS	39,915.44	69,414.88	23,545.64	9,331.84		142,207.80
CINES	57,542.00	46,724.00	46,724.00			150,990.00
PARADEROS		16,500.00	9,750.00			26,250.00
VALLAS		28,880.00				28,880.00
TOTAL GENERAL	3,430,065.44	503,085.44	628,841.87	59,418.11	163,368.47	4,784,779.33



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