



ORDEN DE TRANSMISIÓN

ORDEN PARA: MULTIMEDIOS SA DE CV

CAMPAÑA: DESCUENTO PREDIAL ENERO 12 PORCIENTO DURACIÓN: 30"

FECHA DE ENVÍO: MARTES 31 DE DICIEMBRE DE 2024

FECHA DE TRASMISIÓN: 02 AL 31 DE ENERO 2025

CS/001.2025/MMR/DA.LJQ

MULTIMEDIOS, LA CALIENTE 90.9 FM	ENERO																															TOTAL SPOT	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL
	M/01	J/02	V/03	S/04	D/05	L/06	M/07	M/08	J/09	V/10	S/11	D/12	L/13	M/14	M/15	J/16	V/17	S/18	D/19	L/20	M/21	M/22	J/23	V/24	S/25	D/26	L/27	M/28	M/29	J/30	V/31				
07:00 - 07:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
07:30 - 08:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
08:00 - 08:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
08:30 - 09:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
09:00 - 09:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
09:30 - 10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
10:00 - 10:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
12:00 - 12:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
12:30 - 13:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
13:00 - 13:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
13:30 - 14:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
14:00 - 14:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
14:30 - 15:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
15:00 - 15:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1		
15:30 - 16:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
16:00 - 16:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
16:30 - 17:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
17:00 - 17:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
17:30 - 18:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
TOTAL	0	10	10	0	0	10	10	10	10	10	0	0	10	10	10	0	0	0	0	0	0	0	0	0	0	0	0	10	10	10	10	10	10		



ORDEN DE TRANSMISIÓN

MULTIMEDIOS, LA LUPE 104.5 FM	ENERO																															TOTAL	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL	
	M/01	J/02	V/03	S/04	D/05	L/06	M/07	M/08	J/09	V/10	S/11	D/12	L/13	M/14	M/15	J/16	V/17	S/18	D/19	L/20	M/21	M/22	J/23	V/24	S/25	D/26	L/27	M/28	M/29	J/30	V/31					
07:00 - 07:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	150	30"	\$638.23	\$95,734.50
07:30 - 08:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
08:00 - 08:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
08:30 - 09:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
09:00 - 09:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
09:30 - 10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
10:00 - 10:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
12:00 - 12:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
12:30 - 13:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
13:00 - 13:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
13:30 - 14:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
14:00 - 14:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
14:30 - 15:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
15:00 - 15:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1				
15:30 - 16:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
16:00 - 16:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
16:30 - 17:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
17:00 - 17:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
17:30 - 18:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
TOTAL	0	10	10	0	0	10	10	10	10	10	0	0	10	10	10	0	0	0	0	0	0	0	0	0	0	0	10	10	10	10	10	10				



ORDEN DE TRANSMISIÓN

MULTIMEDIOS, D95 94.9FM	ENERO																															TOTAL	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL
	M/01	J/02	V/03	S/04	D/05	L/06	M/07	M/08	J/09	V/10	S/11	D/12	L/13	M/14	M/15	J/16	V/17	S/18	D/19	L/20	M/21	M/22	J/23	V/24	S/25	D/26	L/27	M/28	M/29	J/30	V/31				
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
07:30 - 08:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
08:00 - 08:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
08:30 - 09:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
09:00 - 09:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
09:30 - 10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
10:00 - 10:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
12:00 - 12:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
12:30 - 13:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
13:00 - 13:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
13:30 - 14:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
14:00 - 14:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
14:30 - 15:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
15:00 - 15:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
15:30 - 16:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
16:00 - 16:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
16:30 - 17:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
17:00 - 17:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
17:30 - 18:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
TOTAL	0	8	8	0	0	8	8	8	8	8	0	0	8	8	8	0	0	0	0	0	0	0	0	0	0	0	0	8	8	8	8	8			



ORDEN DE TRANSMISIÓN

MULTIMEDIOS, HITS 103.7 FM	ENERO																															TOTAL SPOT	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL
	M/01	J/02	V/03	S/04	D/05	L/06	M/07	M/08	J/09	V/10	S/11	D/12	L/13	M/14	M/15	J/16	V/17	S/18	D/19	L/20	M/21	M/22	J/23	V/24	S/25	D/26	L/27	M/28	M/29	J/30	V/31				
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
07:30 - 08:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
08:00 - 08:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
08:30 - 09:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
09:00 - 09:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
09:30 - 10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
10:00 - 10:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
12:00 - 12:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
12:30 - 13:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
13:00 - 13:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
13:30 - 14:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
14:00 - 14:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
14:30 - 15:00	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
15:00 - 15:30	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1			
15:30 - 16:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
16:00 - 16:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
16:30 - 17:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
17:00 - 17:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
17:30 - 18:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
TOTAL	0	8	8	0	0	8	8	8	8	8	0	0	8	8	8	0	0	0	0	0	0	0	0	0	0	0	0	8	8	8	8	8			

TOTAL SPOTS	540
TOTAL INVERSIÓN	\$344,644.20