



# ORDEN DE TRANSMISIÓN

ORDEN PARA: MULTIMEDIOS SA DE CV

CS/038.2025/MMR/DA.LIQ

CAMPAÑA: ACCIONES DE GOBIERNO MUNICIPAL 2025

DURACIÓN: 30"

FECHA DE ENVÍO: 27 DE AGOSTO DE 2025

FECHA DE TRASMISSION: 28 DE AGOSTO AL 09 DE SEPTIEMBRE 2025

| MULTIMEDIOS,<br>LA CALIENTE<br>90.9 FM | AGOSTO |      |      |      | SEPTIEMBRE |      |      |      |      |      |      |      |      | TOTAL<br>SPOT | DURACIÓN | COSTO UNITARIO<br>C/IVA | TOTAL        |
|----------------------------------------|--------|------|------|------|------------|------|------|------|------|------|------|------|------|---------------|----------|-------------------------|--------------|
|                                        | J/28   | V/29 | S/30 | D/31 | L/01       | M/02 | M/03 | J/04 | V/05 | S/06 | D/07 | L/08 | M/09 |               |          |                         |              |
| 07:00 - 07:30                          | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    | 612           | 30"      | \$667.59                | \$408,565.08 |
| 07:30 - 08:00                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 08:00 - 08:30                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 08:30 - 09:00                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 09:00 - 09:30                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 09:30 - 10:00                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 10:00 - 10:30                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 10:30 - 11:00                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 11:00 - 11:30                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 11:30 - 12:00                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 12:00 - 12:30                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 12:30 - 13:00                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 13:00 - 13:30                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 13:30 - 14:00                          | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 14:00 - 14:30                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 14:30 - 15:00                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 15:00 - 15:30                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 15:30 - 16:00                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 16:00 - 16:30                          | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 16:30 - 17:00                          | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |               |          |                         |              |
| 17:00 - 17:30                          | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |               |          |                         |              |
| 17:30 - 18:00                          | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |               |          |                         |              |
| TOTAL                                  | 44     | 44   | 18   | 18   | 62         | 62   | 62   | 62   | 62   | 27   | 27   | 62   | 62   |               |          |                         |              |



# ORDEN DE TRANSMISIÓN

**ORDEN PARA:** MULTIMEDIOS SA DE CV

**CS/038.2025/MMR/DA.LIQ**

**CAMPAÑA:** ACCIONES DE GOBIERNO MUNICIPAL 2025

**DURACIÓN:** 30"

**FECHA DE ENVÍO:** 28 DE AGOSTO DE 2025

**FECHA DE TRASMISIÓN:** 28 DE AGOSTO AL 09 DE SEPTIEMBRE 2025

| MULTIMEDIOS, LA<br>LUPE 104.5 FM | AGOSTO |      |      |      | SEPTIEMBRE |      |      |      |      |      |      |      |      | TOTAL | DURACIÓN | COSTO UNITARIO<br>C/IVA | TOTAL        |
|----------------------------------|--------|------|------|------|------------|------|------|------|------|------|------|------|------|-------|----------|-------------------------|--------------|
|                                  | J/28   | V/29 | S/30 | D/31 | L/01       | M/02 | M/03 | J/04 | V/05 | S/06 | D/07 | L/08 | M/09 |       |          |                         |              |
| 07:00 - 07:30                    | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    | 612   | 30"      | \$667.59                | \$408,565.08 |
| 07:30 - 08:00                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 08:00 - 08:30                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 08:30 - 09:00                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 09:00 - 09:30                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 09:30 - 10:00                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 10:00 - 10:30                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 10:30 - 11:00                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 11:00 - 11:30                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 11:30 - 12:00                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 12:00 - 12:30                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 12:30 - 13:00                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 13:00 - 13:30                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 13:30 - 14:00                    | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 14:00 - 14:30                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 14:30 - 15:00                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 15:00 - 15:30                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 15:30 - 16:00                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 16:00 - 16:30                    | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 16:30 - 17:00                    | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| 17:00 - 17:30                    | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| 17:30 - 18:00                    | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| TOTAL                            | 44     | 44   | 18   | 18   | 62         | 62   | 62   | 62   | 62   | 27   | 27   | 62   | 62   |       |          |                         |              |



# ORDEN DE TRANSMISIÓN

**ORDEN PARA:** MULTIMEDIOS SA DE CV

**CS/038.2025/MMR/DA.LIQ**

**CAMPAÑA:** ACCIONES DE GOBIERNO MUNICIPAL 2025

**DURACIÓN:** 30"

**FECHA DE ENVÍO:** 28 DE AGOSTO DE 2025

**FECHA DE TRASMISIÓN:** 28 DE AGOSTO AL 09 DE SEPTIEMBRE 2025

| MULTIMEDIOS, D95<br>94.9FM | AGOSTO |      |      |      | SEPTIEMBRE |      |      |      |      |      |      |      |      | TOTAL | DURACIÓN | COSTO UNITARIO<br>C/IVA | TOTAL        |
|----------------------------|--------|------|------|------|------------|------|------|------|------|------|------|------|------|-------|----------|-------------------------|--------------|
|                            | J/28   | V/29 | S/30 | D/31 | L/01       | M/02 | M/03 | J/04 | V/05 | S/06 | D/07 | L/08 | M/09 |       |          |                         |              |
| 07:00 - 07:30              | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    | 612   | 30"      | \$667.59                | \$408,565.08 |
| 07:30 - 08:00              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 08:00 - 08:30              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 08:30 - 09:00              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 09:00 - 09:30              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 09:30 - 10:00              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 10:00 - 10:30              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 10:30 - 11:00              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 11:00 - 11:30              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 11:30 - 12:00              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 12:00 - 12:30              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 12:30 - 13:00              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 13:00 - 13:30              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 13:30 - 14:00              | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |       |          |                         |              |
| 14:00 - 14:30              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 14:30 - 15:00              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 15:00 - 15:30              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 15:30 - 16:00              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 16:00 - 16:30              | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |       |          |                         |              |
| 16:30 - 17:00              | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| 17:00 - 17:30              | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| 17:30 - 18:00              | 2      | 2    | 0    | 0    | 2          | 2    | 2    | 2    | 2    | 0    | 0    | 2    | 2    |       |          |                         |              |
| TOTAL                      | 44     | 44   | 18   | 18   | 62         | 62   | 62   | 62   | 62   | 27   | 27   | 62   | 62   |       |          |                         |              |



# ORDEN DE TRANSMISIÓN

| MULTIMEDIOS,<br>HITS 103.7 FM | AGOSTO |      |      |      | SEPTIEMBRE |      |      |      |      |      |      |      |      | TOTAL<br>SPOT | DURACIÓN | COSTO UNITARIO<br>C/IVA | TOTAL        |
|-------------------------------|--------|------|------|------|------------|------|------|------|------|------|------|------|------|---------------|----------|-------------------------|--------------|
|                               | J/28   | V/29 | S/30 | D/31 | L/01       | M/02 | M/03 | J/04 | V/05 | S/06 | D/07 | L/08 | M/09 |               |          |                         |              |
| 07:00 - 07:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    | 650           | 30"      | \$667.59                | \$433,933.50 |
| 07:30 - 08:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 08:00 - 08:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 08:30 - 09:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 09:00 - 09:30                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 09:30 - 10:00                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 10:00 - 10:30                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 10:30 - 11:00                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 11:00 - 11:30                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 11:30 - 12:00                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 12:00 - 12:30                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 12:30 - 13:00                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 13:00 - 13:30                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 13:30 - 14:00                 | 2      | 2    | 2    | 2    | 3          | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |               |          |                         |              |
| 14:00 - 14:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 14:30 - 15:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 15:00 - 15:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 15:30 - 16:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 16:00 - 16:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 16:30 - 17:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 17:00 - 17:30                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| 17:30 - 18:00                 | 2      | 2    | 0    | 0    | 3          | 3    | 3    | 3    | 3    | 0    | 0    | 3    | 3    |               |          |                         |              |
| TOTAL                         | 44     | 44   | 20   | 20   | 66         | 66   | 66   | 66   | 66   | 30   | 30   | 66   | 66   |               |          |                         |              |

|                 |                |
|-----------------|----------------|
| TOTAL SPOTS     | 2486           |
| TOTAL INVERSIÓN | \$1,659,628.74 |



# ORDEN DE TRANSMISIÓN

