



ORDEN DE TRANSMISIÓN

ORDEN PARA: MULTIMEDIOS SA DE CV
CS/011.2026/MMR/DA.LJQ
CAMPAÑA: ALERTA VIAL TEÓFILO BORUNDA (30)
DURACIÓN: 30"
FECHA DE TRASMISIÓN: 10 AL 26 DE MARZO 2026

MULTIMEDIOS, LA CALIENTE 90.9 FM	MARZO																														TOTAL SPOT	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL	
	D/01	L/02	M/03	M/04	J/05	V/06	S/7	D/8	L/9	M/10	M/11	J/12	V/13	S/14	D/15	L/16	M/17	M/18	J/19	V/20	S/21	D/22	L/23	M/24	M/25	J/26	V/27	S/28	D/29	L/30					M/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	99	30"	\$700.97	\$69,396.03
07:30 – 08:00	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
08:00 – 08:30	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
08:30 – 09:00	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
09:00 – 09:30	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				
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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
12:30 – 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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
14:30 – 15:00	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				
15:00 – 15:30	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				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
TOTAL	0	0	0	0	0	0	0	0	0	0	0	9	9	0	0	9	9	0	9	9	0	0	9	0	9	9	9	0	0	9	0				



ORDEN DE TRANSMISIÓN

MULTIMEDIOS, LA LUPE 104.5 FM	MARZO																															TOTAL	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL	
	D/01	L/02	M/03	M/04	J/05	V/06	S/7	D/8	L/9	M/10	M/11	J/12	V/13	S/14	D/15	L/16	M/17	M/18	J/19	V/20	S/21	D/22	L/23	M/24	M/25	J/26	V/27	S/28	D/29	L/30	M/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	91	30"	\$700.97	\$63,788.27	
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					0
08:00 - 08:30	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					0
08:30 - 09:00	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					0
09:00 - 09:30	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
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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					0
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	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					0
12:30 - 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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					0
13:30 - 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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					0
15:00 - 15:30	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
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	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1					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	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1	0					0
TOTAL	0	0	0	0	0	0	0	0	0	0	0	7	7	0	0	7	7	7	7	7	0	0	7	7	7	7	7	0	0	7	0					0



ORDEN DE TRANSMISIÓN

MULTIMEDIOS, D95 94.9FM	MARZO																															TOTAL	DURACIÓN	COSTO UNITARIO C/IVA	TOTAL
	D/01	L/02	M/03	M/04	J/05	V/06	S/7	D/8	L/9	M/10	M/11	J/12	V/13	S/14	D/15	L/16	M/17	M/18	J/19	V/20	S/21	D/22	L/23	M/24	M/25	J/26	V/27	S/28	D/29	L/30	M/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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	0	1	0			
08:00 - 08:30	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
08:30 - 09:00	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
09:00 - 09:30	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				
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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
12:30 - 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	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	0				
14:30 - 15:00	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				
15:00 - 15:30	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				
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	1	1	0	0	1	1	0	1	1	0	0	1	0	1	1	1	0	0	1	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	0	0	0	0	0	0	0	0	0	0	8	8	0	0	8	8	0	8	8	0	0	8	0	8	8	8	0	0	8	0				

TOTAL SPOTS	278
TOTAL INVERSIÓN	\$194,869.66