

| REPORTE DE GASTOS EN MATERIA DE PUBLICIDAD QUINTO INFORME DE RESULTADOS | | |
|---|---------------------|-----------------|
| MEDIO | IMPACTOS Y/O | MONTO |
| | INSERCIONES | |
| EL UNIVERSAL | 8 | N/A |
| EL GRAFICO | 10 | N/A |
| LA CRÓNICA | 4 | N/A |
| LA JORNADA | 6 | N/A |
| OEM | 30 | N/A |
| EXCELSIOR | 4 | N/A |
| OVACIONES | 7 | N/A |
| EL FINANCIERO | 4 | N/A |
| MILENIO | 10 | N/A |
| HERALDO | 3 | N/A |
| PUBLIMETRO | 5 | \$ 565,151.74 |
| LA RAZÓN | 5 | \$ 116,000.00 |
| 24 HORAS | 3 | \$ 357,741.94 |
| EL ECONOMISTA | 1 | \$ 116,000.00 |
| OCHO COLUMNAS | 8 | \$ 116,000.00 |
| PUNTUAL | 6 | \$ 116,000.00 |
| PORTAL | 5 | \$ 58,000.00 |
| ADELANTE EN LA NOTICIA | 6 | \$ 116,000.00 |
| EDOMEX AL DÍA | 6 | \$ 37,000.00 |
| DIARIO IMAGEN | 6 | \$ 75,000.00 |
| IMPULSO | 6 | \$ 84,400.00 |
| HOY ESTADO | 2 | \$ 58,000.00 |
| NUESTRA ZONA | 1 | \$ 11,600.00 |
| HOY CARICATURA | 2 | \$ 16,000.00 |
| DESPERTAR DEL SUR | 3 | \$ 44,080.00 |
| NOTMUSA | 3 | \$ 293,372.76 |
| AGORA | 1 | \$ 19,998.40 |
| TV NOVELAS | 2 | \$ 367,631.00 |
| CONTRALÍNEA | 2 | \$ 139,200.00 |
| SIEMPRE | 1 | \$ 61,480.00 |
| COLLAGE | 1 | \$ 11,600.00 |
| IQ MAGAZZINE | 1 | \$ 46,400.00 |
| GANANDO ESPACIOS | 1 | \$ 58,000.00 |
| CABLECOM | 1896 | \$ 745,583.04 |
| MEGACABLE | 1801 | \$ 900,121.72 |
| TV MEXIQUENSE | 332 | N/A |
| TV AZTECA TOLUCA | 82 | \$ 512,472.12 |
| TELEvisa TOLUCA | 86 | \$ 1,715,216.60 |
| TV AZTECA VALLE DE MÉXICO | 41 | N/A |
| IMAGEN RADIO | 127 | N/A |
| RADIO FORMULA | 780 | N/A |
| SUPER STEREO MILED | 260 | \$ 208,800.00 |
| RADIO MEXIQUENSE | 260 | N/A |
| RADIO CAPITAL | 520 | N/A |
| RADIORAMA | 195 | \$ 81,200.00 |
| ABC RADIO | 260 | N/A |
| GRUPO RADIO CENTRO | 650 | N/A |
| GRUPO ACIR | 650 | \$ 348,000.00 |
| RADIO ROCCA | 600 | \$ 92,800.00 |
| ULTRA RADIO | 260 | \$ 174,000.00 |
| GRUPO SIETE | 624 | \$ 158,000.00 |
| GRUPO EXPANSIÓN | INTERNET | \$ 464,928.00 |
| AGAVIS | INTERNET | N/A |
| ID FACTORY | INTERNET | N/A |
| IMM INTERNET MEDIA MÉXICO | INTERNET | N/A |
| AGENCIA MVT | INTERNET | \$ 23,200.00 |
| SDP NOTICIAS | INTERNET | \$ 58,000.00 |
| MESA REVUELTA | INTERNET | \$ 42,920.00 |
| JUAN FUTBOL | INTERNET | \$ 52,925.00 |
| MILENIO | 500,000 | \$ 580,000.00 |
| RACK STAR | CINEMINUTOS | \$ 1,160,000.00 |
| CMI | 12 | \$ 218,120.00 |
| ISA CORPORATIVO | 68 | \$ 354,524.95 |
| ILUMINA MEDIOS | 21 | \$ 328,570.00 |
| 5M2 ANDENES | 18 | \$ 345,050.00 |
| COMERCIALIZADORA IMU | 152 | \$ 916,700.00 |
| COMFIA | 195 | \$ 574,740.00 |
| VENTTU COMERCIALIZADORA | 70 | \$ 298,676.80 |
| PM ONSTREET | 30 | \$ 319,213.44 |
| PROMO MIL | 18 | \$ 238,960.00 |
| GMI | 200 | \$ 406,000.00 |