

**COMPULSA Noviembre-Diciembre 2007**

| <b>MEDIOS</b>                                 | <b>Dto medio</b> | <b>NAYA</b> | <b>SGP</b> | <b>ANUNCIAR</b> | <b>MEDIASTRATEGY</b> | <b>PERCER</b> | <b>EMPRESA</b>         |
|---|------------------|-------------|------------|-----------------|----------------------|---------------|------------------------|
| <b>AMADEUS</b>                                |                  |             |            |                 |                      |               |                        |
| AMADEUS L a D de 6 a 24 hs                    | 61,00%           | 10,00%      | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| AMADEUS Resto programación                    | 61,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>AMERICA AM 1190</b>                        |                  |             |            |                 |                      |               |                        |
| AMERICA L a D 6 a 24 hs                       | 53,00%           | 52,00%      | 47,00%     | 50,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>           |
| AMERICA Resto programación                    | (**)             | (**)        | 47,00%     | 50,00%          | 47,50%               | 50,00%        | <b>ANUNCIAR/PERCER</b> |
| <b>ASPEN FM 102,3</b>                         |                  |             |            |                 |                      |               |                        |
| ASPEN L a D 6 a 20 hs                         | 53,00%           | 52,00%      | 47,00%     | 50,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>           |
| ASPEN Resto programación                      | (**)             | (**)        | 47,00%     | 50,00%          | 47,50%               | 50,00%        | <b>ANUNCIAR/PERCER</b> |
| <b>BUENOS AIRES AM 1350</b>                   |                  |             |            |                 |                      |               |                        |
|   | (**)             | (**)        | (**)       | (**)            | 47,50%               | 50,00%        | <b>PERCER</b>          |
| <b>CLASICA NACIONAL 96,7</b>                  |                  |             |            |                 |                      |               |                        |
| CLASICA NACIONAL L/D 6 a 24 hs                | (**)             | 35,00%      | 30,00%     | 32,00%          | 47,50%               | 50,00%        | <b>PERCER</b>          |
| CLASICA NACIONAL Resto de la Programacion     | (**)             | (**)        | 30,00%     | 32,00%          | 47,50%               | 50,00%        | <b>PERCER</b>          |
| <b>COLONIA AM 550</b>                         |                  |             |            |                 |                      |               |                        |
|   | (**)             | 50,00%      | (**)       | (**)            | 47,50%               | (**)          | <b>NAYA</b>            |
| <b>CONCEPTO AM</b>                            |                  |             |            |                 |                      |               |                        |
| Concepto AM de 6 a 22 hs                      | 40,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>CONTINENTAL AM 590</b>                     |                  |             |            |                 |                      |               |                        |
|   | 40,00%           | 35,00%      | 22,00%     | 25,00%          | 10,75%               | 15,00%        | <b>MEDIO</b>           |
| <b>DEL PLATA AM 1030</b>                      |                  |             |            |                 |                      |               |                        |
| Del plata L/V 6 a 20 hs                       | 55,00%           | 53,00%      | 50,00%     | 50,00%          | (**)                 | 50,00%        | <b>MEDIO</b>           |
| Del plata Resto                               | 55,00%           | (**)        | 50,00%     | 50,00%          | (**)                 | 50,00%        | <b>MEDIO</b>           |
| <b>EL MUNDO AM 1070</b>                       |                  |             |            |                 |                      |               |                        |
| EL MUNDO L/V 7 a 22 hs                        | 32,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| EL MUNDO resto de la programación             | 32,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>FM 100</b>                                 |                  |             |            |                 |                      |               |                        |
| FM 100 de 09 a 13 HS                          | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>           |
| FM 100 Lu a vi 6.00 a 09                      | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>           |
| FM 100 resto de la programación               | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>           |
| <b>FM 101.1</b>                               |                  |             |            |                 |                      |               |                        |
| FM 101.1 de 6 A 13 - 18 a 20 hs               | 50,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| FM 101.1 Resto de la programación             | 50,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>FM BLUE 100,7</b>                          |                  |             |            |                 |                      |               |                        |
| FM BLUE L/D 6 a 20 hs                         | 66,00%           | 65,00%      | (**)       | 60,00%          | (**)                 | (**)          | <b>MEDIO</b>           |
| FM BLUE Resto programación                    | (**)             | (**)        | (**)       | 60,00%          | (**)                 | (**)          | <b>ANUNCIAR</b>        |
| <b>FM 40 PRINCIPALES 105,5 (HIT)</b>          |                  |             |            |                 |                      |               |                        |
| FM 40 PRINCIPALES La Cornisa de 6 a 9 hs.     | 40,00%           | 35,00%      | 25,00%     | 20,00%          | (**)                 | (**)          | <b>MEDIO</b>           |
| FM 40 PRINCIPALES Lu a Dom s/c sector horario | 40,00%           | 35,00%      | 25,00%     | 20,00%          | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>FM MEGA 98,3</b>                           |                  |             |            |                 |                      |               |                        |
| FM MEGA 98,3 LU a Vi de 06 a 24 hs            | 61,00%           | 50,00%      | 42,00%     | 48,00%          | 47,50%               | (**)          | <b>MEDIO</b>           |
| FM MEGA 98,3 resto prog.                      | 61,00%           | (**)        | 42,00%     | 48,00%          | 47,50%               | (**)          | <b>MEDIO</b>           |
| <b>FM METRO 95,1</b>                          |                  |             |            |                 |                      |               |                        |
| FM Metro Lu a Do de 6 a 20 hs                 | 53,00%           | 52,00%      | 47,00%     | 50,00%          | (**)                 | 48,00%        | <b>MEDIO</b>           |

**COMPULSA Noviembre-Diciembre 2007**

| <b>MEDIOS</b>   | <b>Dto medio</b> | <b>NAYA</b> | <b>SGP</b> | <b>ANUNCIAR</b> | <b>MEDIASTRATEGY</b> | <b>PERCER</b> | <b>EMPRESA</b>             |
|---|------------------|-------------|------------|-----------------|----------------------|---------------|----------------------------|
| FM Metro Resto de la programación                         | (**)             | (**)        | 47,00%     | 50,00%          | (**)                 | 48,00%        | <b>ANUNCIAR</b>            |
| <b>FM MILLENIUM</b>                                       |                  |             |            |                 |                      |               |                            |
| FM MILLENIUM L/D 6:30 a 24 hs                             | 50,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| FM MILLENIUM resto de la programación                     | 50,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| <b>FM PALERMO</b>   | 20,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| <b>FM X 4 104.3</b>                                       | 30,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| <b>FOLCLORICA</b>   |                  |             |            |                 |                      |               |                            |
| FOLCLORICA L/D 6 a 24 hs                                  | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>       |
| FOLCLORICA Resto de la Programación                       | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>       |
| <b>KABUL 107,9</b>  |                  |             |            |                 |                      |               |                            |
| Lu a Dom de 7 a 17 Hs                                     | 60,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| Lu a Dom de 17 a 1 Hs                                     | 60,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| Lu a Dom de 1 a 5 Hs                                      | 60,00%           | (**)        | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>               |
| <b>KRB 92,6</b>   | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>       |
| <b>LA ISLA</b>  | (**)             | 50,00%      | 48,00%     | 45,00%          | 47,50%               | (**)          | <b>NAYA</b>                |
| <b>LA RED</b>   |                  |             |            |                 |                      |               |                            |
| La Red Lu a Vi de 6 a 21 hs                               | 51,00%           | (**)        | (**)       | (**)            | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| La Red Resto programación                                 | 51,00%           | (**)        | (**)       | (**)            | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| <b>LIBERTAD</b>   | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>       |
| <b>MAGICA 93.5</b>  | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>       |
| <b>MITRE</b>  |                  |             |            |                 |                      |               |                            |
| Mitre 09 a 13 HS  | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| Mitre Lu a vi 5.30 a 09                                   | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| Mitre resto de la programación                            | 50,25%           | 50,00%      | 40,00%     | 45,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| <b>NACIONAL</b>   |                  |             |            |                 |                      |               |                            |
| NACIONAL L/D 6 a 24 hs                                    | (**)             | 35,00%      | 30,00%     | 32,00%          | 47,50%               | 50,00%        | <b>PERCER</b>              |
| NACIONAL Resto de la Programación                         | (**)             | (**)        | 30,00%     | 32,00%          | 47,50%               | 50,00%        | <b>PERCER</b>              |
| <b>RADIO 10</b>   |                  |             |            |                 |                      |               |                            |
| Radio 10 L/D de 6 a 24 hs                                 | 61,00%           | 50,00%      | 47,00%     | 48,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| Radio 10 resto prog.                                      | 61,00%           | (**)        | 47,00%     | 48,00%          | 47,50%               | 50,00%        | <b>MEDIO</b>               |
| <b>RADIO ALFA 106.3</b>                                   |                  |             |            |                 |                      |               |                            |
| RADIO ALFA 106.3 de 7:30 a 12 hs                          | (**)             | (**)        | 15,00%     | (**)            | 40,00%               | 50,00%        | <b>PERCER</b>              |
| RADIO ALFA 106.3 de 19 a 22 hs                            | (**)             | (**)        | 15,00%     | (**)            | 40,00%               | 50,00%        | <b>PERCER</b>              |
| RADIO ALFA 106.3 de 23 a 24 hs                            | (**)             | (**)        | 15,00%     | (**)            | 40,00%               | 50,00%        | <b>PERCER</b>              |
| RADIO ALFA 106.3 Resto programación                       | (**)             | (**)        | 15,00%     | (**)            | 40,00%               | 50,00%        | <b>PERCER</b>              |
| <b>RADIO BELGRANO AM 950</b>                              |                  |             |            |                 |                      |               |                            |
| Lu a Vi de 6 a 13 Hs                                      | 70,00%           | 65,00%      | 47,00%     | 50,00%          | (**)                 | (**)          | <b>MEDIO</b>               |
| Resto de la programación                                  | 70,00%           | (**)        | 47,00%     | 50,00%          | (**)                 | (**)          | <b>MEDIO</b>               |
| <b>RADIO DISNEY 94,3</b>                                  |                  |             |            |                 |                      |               |                            |
| FM Radio Disney 94,3 L/D de 6 a 13 - 14 a 18 - 19 a 21 hs | (**)             | 60,00%      | 50,00%     | 50,00%          | 37,00%               | 50,00%        | <b>NAYA</b>                |
| FM Radio Disney 94,3 Resto prog.                          | (**)             | (**)        | 50,00%     | 50,00%          | 37,00%               | 50,00%        | <b>SGP/ANUNCIAR/PERCER</b> |

**COMPULSA Noviembre-Diciembre 2007**

| <b>MEDIOS</b>                      | <b>Dto medio</b> | <b>NAYA</b> | <b>SGP</b> | <b>ANUNCIAR</b> | <b>MEDIASTRATEGY</b> | <b>PERCER</b> | <b>EMPRESA</b>         |
|------------------------------------|------------------|-------------|------------|-----------------|----------------------|---------------|------------------------|
| <b>RADIO PANDA</b>                 | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>   |
| <b>RADIO POP 101,5</b>             |                  |             |            |                 |                      |               |                        |
| RADIO POP 101,5 de 6 a 24 hs.      | 61,00%           | 50,00%      | (**)       | (**)            | (**)                 | (**)          | <b>MEDIO</b>           |
| <b>RADIO UNO</b>                   |                  |             |            |                 |                      |               |                        |
| Radio Uno Lu a Vi de 10 a 22 hs.   | 75,00%           | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIO</b>           |
| Radio Uno Resto de la programación | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>   |
| <b>RIVADAVIA</b>                   |                  |             |            |                 |                      |               |                        |
| RIVADAVIA de 5,00 a 22 hs          | 85,00%           | (**)        | (**)       | (**)            | 56,00%               | (**)          | <b>MEDIO</b>           |
| RIVADAVIA Resto de programación    | (**)             | (**)        | (**)       | (**)            | 56,00%               | (**)          | <b>MEDIASTRATEGY</b>   |
| <b>ROCK Y POP</b>                  |                  |             |            |                 |                      |               |                        |
| ROCK Y POP L/D 6 a 24 hs           | 50,00%           | 50,00%      | 47,00%     | 48,00%          | 47,50%               | 48,00%        | <b>MEDIO/NAYA</b>      |
| ROCK Y POP Resto programación      | (**)             | (**)        | 47,00%     | 48,00%          | 47,50%               | 48,00%        | <b>ANUNCIAR/PERCER</b> |
| <b>SPLENDID</b>                    | (**)             | (**)        | (**)       | (**)            | 47,50%               | (**)          | <b>MEDIASTRATEGY</b>   |

( \*\* ): no se recibió respuesta

(\*\*): no responde a la forma de pago

(\*\*\*\*): no responde a la forma de cotización solicitada