



PLAN DE MEDIOS - OPSITEL

Relación de emisoras

N°	Región	Ubicación	Emisora	Frec	Rtg	Mls	GRPS	Impactos	Horarios rotativos	Tarifa Neta	Seg.	Septiembre																								
												L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M		
1	Amazonas	Chachapoyas	Reina de la Selva	101.5 FM	6.60	1.44	2671	826	6:00 - 18:00	0.13	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10	10						
2	Ancash	Huaraz	La Karibeña	107.3 FM	1.00	0.68	436	383	6:00 - 18:00	0.45	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10	10						
3	Ancash	Chimbote	Nova Stereo	104.3 FM	4.00	10.93	1740	4755	6:00 - 18:00	0.40	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
4	Arequipa	Arequipa - Jacobo Hunter	Melodia	101.3 FM	2.07	17.93	900	7800	6:00 - 18:00	0.70	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
6	Apurimac	Abancay	Stereo 95	102.1 FM	1.20	0.48	522	200	6:00 - 18:00	0.10	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
8	Apurimac	Andahuaylas	Panorama	100.3 FM	2.10	0.52	914	226	6:00 - 18:00	0.45	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
7	Ayacucho	Huamanga	Estación Wari	95.3 FM	1.30	1.82	586	782	6:00 - 18:00	0.20	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
9	Cajamarca	Cajamarca	Turbo Mix	92.5 FM	2.30	3.67	1001	1896	6:00 - 18:00	0.30	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
9	Cusco	Cusco	Santa Monica	93.9 FM / 660 AM	3.20	10.08	1392	4385	6:00 - 18:00	0.42	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
10	Huancavelica	Huancavelica	Master Mix	90.3 FM	2.20	0.79	957	344	6:00 - 18:00	0.20	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
11	Huanuco	Huanuco	La Exitosa	91.9 FM	1.10	1.49	479	648	6:00 - 18:00	0.40	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
12	Ica	Ica	Moda	107.7 FM	1.90	3.22	827	1401	6:00 - 18:00	0.50	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
13	Junin	Huancayo - El Tambo	Huancayo	104.3 FM / 870 AM	3.60	10.09	1588	4389	6:00 - 18:00	1.40	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
14	La Libertad	Trujillo	Rumba	99.9 FM	1.50	9.27	653	4076	6:00 - 18:00	1.00	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
15	Lambayeque	Chiclayo	La Karibeña	97.3 FM	1.00	5.21	435	2266	6:00 - 18:00	1.10	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
16	Loreto	Maynas - Iquitos	La Karibeña	95.7 FM	3.30	10.22	1438	4446	6:00 - 18:00	1.10	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
17	Madre de Dios	Puerto Maldonado	La Karibeña	99.1 FM	1.60	0.79	853	344	6:00 - 18:00	0.50	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
18	Moquegua	Mariscal Nieto - Moquegua	Americana	95.7 FM	3.80	4.09	3828	1779	6:00 - 18:00	0.59	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
19	Pasco	Cerro de Pasco	Altura	97.7 FM / 760 AM / 8010 OC	2.30	0.99	1001	431	6:00 - 18:00	0.30	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
20	Piura	Piura	Nova Stereo	94.5 FM	1.50	6.05	853	2632	6:00 - 18:00	0.35	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
21	Puno	Puno	Pachamama	850 AM	1.60	4.79	698	2054	6:00 - 18:00	0.35	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
22	San Martín	San Martín - Tarapoto	Tropical	99.1 FM	3.60	3.75	1568	1631	6:00 - 18:00	0.30	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
23	San Martín	Moyobamba	La Karibeña	88.3 FM	2.70	1.05	1175	457	6:00 - 18:00	0.45	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
24	Tacna	Tacna	Uno	89.7 FM	5.10	11.33	2219	4929	6:00 - 18:00	0.53	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
26	Tumbes	Tumbes	La Hechicera	108.9 FM	2.40	1.99	1044	833	6:00 - 18:00	0.20	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
26	Ucayali	Pucallpa	Súper AM-FM	1350 AM / 103.3 FM	1.70	3.82	740	1662	6:00 - 18:00	0.34	38	10	10	10	10	10	5	10	10	10	10	10	5	10	10	10	10	10	10							
							30263	58146	Total de Avisos			280	280	280	280	280	139	280	280	280	280	280	280	130	0	280	280									

Los montos están expresados en nuevos soles
Incluye IGV

Lima 27 de agosto del 2012

		Octubre																												Nov		N° Avisos en total	Días de campaña	Inversión Neta	IGV S/.	Total a pagar		
J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V									
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	2,148.90	S/.	-	S/.	2,148.90
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	7,438.50	S/.	1,338.93	S/.	8,777.43
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	6,612.00	S/.	1,190.16	S/.	7,802.16
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	11,571.00	S/.	2,082.78	S/.	13,653.78
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	1,853.00	S/.	297.54	S/.	1,850.54
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	7,438.50	S/.	1,338.93	S/.	8,777.43
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	3,306.00	S/.	595.08	S/.	3,901.08
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	13,224.00	S/.	2,380.32	S/.	15,604.32
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	6,942.80	S/.	1,249.87	S/.	8,192.67
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	3,306.00	S/.	595.08	S/.	3,901.08
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	6,612.00	S/.	1,190.16	S/.	7,802.16
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	9,918.00	S/.	1,785.24	S/.	11,703.24
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	23,142.00	S/.	4,165.56	S/.	27,307.56
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	16,530.00	S/.	2,975.40	S/.	19,505.40
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	16,183.00	S/.	3,272.94	S/.	21,455.94
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	18,183.00	S/.	3,272.94	S/.	21,455.94
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	8,265.00	S/.	1,487.70	S/.	9,752.70
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	9,752.70	S/.	1,755.49	S/.	11,508.19
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	4,959.00	S/.	892.82	S/.	5,851.82
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	5,785.50	S/.	1,041.39	S/.	6,826.89
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	5,785.50	S/.	1,041.39	S/.	6,826.89
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	4,959.00	S/.	-	S/.	4,959.00
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	7,438.50	S/.	1,338.93	S/.	8,777.43
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	10,413.90	S/.	1,874.50	S/.	12,288.40
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	3,306.00	S/.	595.08	S/.	3,901.08
1	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	435	47	S/.	5,620.20	S/.	-	S/.	5,620.20
1	200	262	110	5	260	260	260	260	260	130	5	260	260	260	260	260	130	5	260	260	260	260	260	130	5	260	260	260	260	260	11310	1222	S/.	222,493.80	S/.	37,757.83	S/.	260,251.63



PLAN DE MEDIOS ALTERNO - OPSITEL

Relación de emisoras

N°	Región	Ubicación	Emisora	Frec.	Rta	Mh	GRMS	Impulsos	Horarios rotativos	Tarifa Neta	Seg	Setiembre																																					
												L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M								
1	Amazonas	Ghachiapoyas	Reina de la Selva	101.5 FM	6.60	1.44	3597	785	6:00 - 18:00	0.13	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
2	Ancaash	Huaraz	La Karibeña	107.3 FM	1.00	0.88	545	480	6:00 - 18:00	0.45	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
3	Ancash	Chimbote	Nova Stereo	104.3 FM	4.00	10.83	2180	5957	6:00 - 18:00	0.40	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
4	Arequipa	Arequipa - Jacobo Hunter	Melodia	104.3 FM	2.07	17.93	1128	8772	6:00 - 18:00	0.70	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
6	Apurimac	Abancay	Stereo 95	102.1 FM	1.20	0.46	654	251	6:00 - 18:00	0.10	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
6	Apurimac	Andahuaylas	Panorama	100.3 FM	2.10	0.52	1145	283	6:00 - 18:00	0.45	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
7	Ayacucho	Huamanga	Estación Yvan	95.5 FM	1.30	1.82	709	992	6:00 - 18:00	0.20	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
8	Cajamarca	Cajamarca	Turbo Mix	92.6 FM	2.30	3.67	1254	2000	6:00 - 18:00	0.80	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
9	Cusco	Cusco	Santa Monica	93.9 FM / 690 AM	3.20	10.08	1744	5494	6:00 - 18:00	0.42	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
10	Huancavelica	Huancavelica	Master Mix	90.3 FM	2.20	0.79	1199	431	6:00 - 18:00	0.20	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
11	Huanuco	Huanuco	La Exitosa	91.8 FM	1.70	1.49	800	812	6:00 - 18:00	0.40	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
12	Ica	Ica	Mode	107.7 FM	1.90	3.22	1036	1758	6:00 - 18:00	0.60	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
13	Junin	Huancayo - El Tambo	Huancayo	104.3 FM / 870 AM	3.60	10.09	1982	5499	6:00 - 18:00	1.40	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
14	La Libertad	Trujillo	Rumba	99.8 FM	1.50	9.37	818	5107	6:00 - 18:00	1.00	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
15	Lambayeque	Chiclayo	La Karibeña	87.3 FM	1.00	5.21	545	2839	6:00 - 18:00	1.10	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
16	Loreto	Maynas - Iquitos	La Karibeña	95.7 FM	3.20	10.22	1798	5570	6:00 - 18:00	1.10	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
17	Madre de Dios	Puerto Maldonado	La Karibeña	99.1 FM	1.50	0.79	818	431	6:00 - 18:00	0.50	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
18	Moquegua	Mariscal Nieto - Moquegua	Americana	95.7 FM	6.80	4.09	4796	2229	6:00 - 18:00	0.59	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
19	Pasco	Cerro de Pasco	Altura	97.7 FM / 750 AM / 5010 OC	2.30	0.99	1254	540	6:00 - 18:00	0.30	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
20	Piura	Piura	Nova Stereo	94.5 FM	1.50	6.05	818	3297	6:00 - 18:00	0.35	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
21	Puno	Puno	Pachamama	850 AM	1.80	4.79	872	2811	6:00 - 18:00	0.35	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
22	San Martín	San Martín - Tarapoto	Tropical	99.1 FM	3.80	3.75	1962	2044	6:00 - 18:00	0.30	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
23	San Martín	Moyobamba	La Karibeña	88.3 FM	2.70	1.05	1472	572	6:00 - 18:00	0.45	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
24	Tacna	Tacna	Uno	93.7 FM	5.10	11.33	2780	8175	6:00 - 18:00	0.63	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
25	Tumbes	Tumbes	La Hechicera	106.9 FM	2.40	1.99	1306	1085	6:00 - 18:00	0.20	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
26	Ucayali	Pucallpa	Súper AM-FM	1350 AM / 103.3 FM	1.70	3.82	827	2082	6:00 - 18:00	0.34	38	10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10	10	10	10	5		10	10								
												Total de Avisos																																					
												280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320	280	320

Los montos están expresados en nuevos soles
Incluye IGV

Lima 27 de agosto del 2012

