

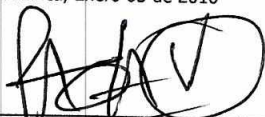


**ESQUEMA TARIFARIO CESION DE TIEMPO AL AIRE 2016**  
**TARIFAS CESION DE ESPACIOS 2016 - PROGRAMAS INSTITUCIONALES**

**LUNES A VIERNES**

HORARIO		VALOR EMISION BRUTO	IPC 2016	VR BRUTO	SAYCO	IVA	TOTAL EMISION
FRANJA HORARIA		2015	6.77%	2016	2%	16%	2016
Hasta 00:06 AM	B	291,618	19,743	311,360	6,227	49,818	367,405
00:06 - 08:00 AM	A	354,873	24,025	378,898	7,578	60,624	447,099
8:00 - 12:00 AM	B	291,618	19,743	311,360	6,227	49,818	367,405
12:00 - 01:00 PM	A	354,873	24,025	378,898	7,578	60,624	447,099
01:00 - 02:00 PM	AA	411,573	27,863	439,436	8,789	70,310	518,535
02:00 - 05:00PM	B	291,618	19,743	311,360	6,227	49,818	367,405
05:00 07:00 PM	A	339,184	22,963	362,146	7,243	57,943	427,333
07:00 - 09:30 PM	AAA	505,955	34,253	540,209	10,804	86,433	637,446
09:30 - 10:30 PM	AA	411,573	27,863	439,436	8,789	70,310	518,535
10:30 - 11:00 PM	A	339,184	22,963	362,146	7,243	57,943	427,333
11:00 - Cierre	B	291,618	19,743	311,360	6,227	49,818	367,405
<b>SABADOS Y DOMINGOS</b>				<b>VR BRUTO</b>	<b>SAYCO</b>	<b>IVA</b>	<b>TOTAL EMISION</b>
<b>FRANJA HORARIA</b>				<b>2016</b>	<b>2%</b>	<b>16%</b>	<b>2016</b>
Hasta 00:06 AM	B	291,618	19,743	311,360	6,227	49,818	367,405
00:06 - 08:00 AM	A	354,873	24,025	378,898	7,578	60,624	447,099
08:00 - 03:00 PM	AA	411,573	27,863	439,436	8,789	70,310	518,535
03: 00 - 09:30 PM	AAA	505,955	34,253	540,209	10,804	86,433	637,446
09:30 - CIERRE	AA	411,573	27,863	439,436	8,789	70,310	518,535
<b>PROGRAMA COMERCIAL</b>		<b>1,291,802</b>	<b>87,455</b>	<b>1,379,257</b>	<b>27,585</b>	<b>220,681</b>	<b>1,627,523</b>
<b>INCREMENTO 6.77%</b>							
<b>PROGRAMA INSTITUCIONAL</b>		<b>850,925</b>	<b>57,608</b>	<b>908,532</b>	<b>18,171</b>	<b>145,365</b>	<b>1,072,068</b>
<b>6.77%</b>							
<b>PROGRAMA DE OPINIÓN</b>		<b>651,142</b>	<b>44,082</b>	<b>695,224</b>	<b>13,904</b>	<b>111,236</b>	<b>820,364</b>
<b>TRANSFER</b>		<b>55,226</b>	<b>3,739</b>	<b>58,964</b>	<b>1,179</b>	<b>9,434</b>	<b>70,000</b>
<b>SE APROXIMA A MULTIPLO DE MIL</b>							
<b>CERTIFICADOS</b>		<b>11,045</b>	<b>748</b>	<b>11,793</b>	<b>236</b>	<b>1,887</b>	<b>14,000</b>
<b>ESCANEOS POR UNIDAD</b>		<b>195</b>		<b>195</b>			<b>195</b>

Floridablanca, Enero 05 de 2016

  
**PAOLA VARGAS FUENTES**  
 Proyecto

  
**LUDY PAEZ ORTEGA**  
 Gerente