

PRESIDENCIA DE LA REPÚBLICA



FLOW CHART 2022

CBP/Transformación Educativa

2022 MEDIO	NOVIEMBRE DEL 02 AL 10
RADIO MONTEVIDEO	2106
RADIO INTERIOR	8.181
TOTAL APARICIONES	10287

**CLIENTE
CAMPAÑA
MEDIO**

**Presidencia de la República
TRANSFORMACIÓN EDUCATIVA
RADIO**



Uruguay
Presidencia

Medio	MATERIAL	seg	NOVIEMBRE												Salidas	Segundos			
			J	V	S	D	L	M	M	J	M	J	M	J					
CX 20 Montecarlo (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 20 Montecarlo (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 20 Montecarlo (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
Sarandi 690AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Sarandi 690AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Sarandi 690AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
Sport 890 (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Sport 890 (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Sport 890 (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
Espectador 810 AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Espectador 810 AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Espectador 810 AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
CX 12 Oriental (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 12 Oriental (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 12 Oriental (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
CX 16 Carve (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 16 Carve (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
CX 16 Carve (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
100,3 Aire FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
100,3 Aire FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
100,3 Aire FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
91,9 Like (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
91,9 Like (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
91,9 Like (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Total			9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	81	4779
101,9 Azul FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593

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Medio	MATERIAL	seg	NOVIEMBRE							SALIDAS	Segundos			
			M	J	V	S	D	L	M			J		
			2	3	4	5	6	7	8	9	10			
GENÉRICO (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	27	1593
GENÉRICO (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	27	1593
GENÉRICO (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	27	1593
Total		177	9	9	9	9	9	9	9	9	9	9	81	4779

	Medio	Material	seg	NOVIEMBRE												Segundos		
				M	J	V	S	D	L	M	M	J	Salidas					
					2	3	4	5	6	7	8	9		10				
RADIOS																		
	Radio Canelones AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Canelones AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Canelones AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Cristal del Uruguay (7am a 13pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Cristal del Uruguay (13pm a 20pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Cristal del Uruguay (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm del Molino (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm del Molino (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm del Molino (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Naturaleza (7am a 13 am)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Naturaleza (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Naturaleza (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Inolvidable (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Inolvidable (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Fm Inolvidable (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
			45	45	45	45	45	45	45	45	45	45	45	45	45	45	405	23895
	Difusora Soriano AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Difusora Soriano AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Difusora Soriano AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Agraciada AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Agraciada AM (13 pm a 20)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio Agraciada AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	PRIMAVERA FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	PRIMAVERA FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	PRIMAVERA FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Total		27	27	27	27	27	27	27	27	27	27	27	27	27	27	243	14337
	Rincon AM- FM (7am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Rincon AM- FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Rincon AM- FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Impacto FM (7am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Impacto FM(13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Impacto FM(20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593

LAVALLEJA	FM Federal (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Federal (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Federal (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Por Siempre FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Por Siempre FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Por Siempre FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Total			27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	243	14337
	FM Conquistador (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Conquistador (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
FM Conquistador (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Patria AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Patria AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Patria AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Hit FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Hit FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Hit FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Total			27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	243	14337	
MALDONADO	Radio San Carlos (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio San Carlos (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Radio San Carlos (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Gente (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Gente (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Gente (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Voces (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Voces (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	FM Voces (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Milenum FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Milenum FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Milenum FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Aspen FM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Aspen FM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Aspen FM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
	Total			45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	405	23895
	Difusora Rochense AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593
Difusora Rochense AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Difusora Rochense AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Fortaleza AM (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Fortaleza AM (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Radio Fortaleza AM (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Nueva Radio Lascano (7 am a 13 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Nueva Radio Lascano (13 pm a 20 pm)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	
Nueva Radio Lascano (20 pm en adelante)	SPOT GENERAL	59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	27	1593	

