

PRESIDENCIA DE LA REPÚBLICA



FLOW CHART 2024

MTOP- FERROCARRIL 2° ETAPA

2024 MEDIO	JULIO DEL 05 AL 24 TOTAL SALIDAS
RADIO MONTEVIDEO	5.454
RADIO INTERIOR	20.402
TOTAL APARICIONES	25.856

CLIENTE
CAMPAÑA
MEDIO

**Presidencia de la República
MTOP- FERROCARRIL 2° ETAPA
RADIO**

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Departamento	Medio	Material	seg	JULIO																								Salidas	Segundos
				V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M						
				5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24						
CANELONES	Radio Canelones AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	71	4.686				
	Radio Canelones AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Radio Canelones AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960					
	Radio Cristal del Uruguay (7am a 13pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Radio Cristal del Uruguay (13pm a 20pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Radio Cristal del Uruguay (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960					
	Fm del Molino (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Fm del Molino (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Fm del Molino (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960					
	Fm Naturaleza (7am a 13 am)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Fm Naturaleza (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Fm Naturaleza (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960					
	Fm Inolvidable (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Fm Inolvidable (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
Fm Inolvidable (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
Total				55	55	55	55	55	55	55	55	55	55	55	45	45	45	45	45	45	45	45	1.010	66.660					
SORIANO	Difusora Soriano AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Difusora Soriano AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Difusora Soriano AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Radio Agraciada AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Radio Agraciada AM (13 pm a 20)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Radio Agraciada AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	PRIMAVERA FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	PRIMAVERA FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
PRIMAVERA FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960							
Total				33	33	33	33	33	33	33	33	33	33	33	27	27	27	27	27	27	27	27	606	39.996					
RÍO NEGRO	Rincon AM- FM (7am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	71	4.686					
	Rincon AM- FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Rincon AM- FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Impacto FM (7am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Impacto FM(13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Impacto FM(20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Visión FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Visión FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Visión FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Radio San Javier AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Radio San Javier AM (13 pm a 20pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Radio San Javier AM (20pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Radio Young AM (7am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Radio Young AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
Radio Young AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960							
Total				55	55	55	55	55	55	55	55	55	55	55	45	45	45	45	45	45	45	1.010	66.660						
	Broadcasting San José AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Broadcasting San José AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Broadcasting San José AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Principal FM (7 am a 13 PM)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Principal FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						
	Principal FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960						
	Maragata FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686						

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	Latina FM (13pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686
	Latina FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960
	Total			99	99	99	99	99	99	99	99	99	99	99	81	81	81	81	81	81	81	1.818	119.988
COLONIA	Radio del Oeste AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio del Oeste AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio del Oeste AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Radio Colonia (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Colonia (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Colonia (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Emisora Conosur (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Emisora Conosur (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Emisora Conosur (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Radio Carmelo (7 am 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Carmelo (13pm a 20pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Carmelo (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Emisora del Sauce (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Emisora del Sauce (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Emisora del Sauce (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Radio Centro (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Centro (13 pm en 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Radio Centro (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Mágica FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Mágica FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Mágica FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Sacramento FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Sacramento FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Sacramento FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Amanecer FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Amanecer FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Amanecer FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Claridad FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Claridad FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Claridad FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Victoria FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Victoria FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Victoria FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
	Nueva Helvecia FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Nueva Helvecia FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686	
	Nueva Helvecia FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960	
Color FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686		
Color FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686		
Color FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
Palmira FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686		
Palmira FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	71	4.686		
Palmira FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
	Total			154	154	154	154	154	154	154	154	154	154	126	126	126	126	126	126	126	2.828	186.648	
RIVERA	Internacional FM AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Internacional FM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Internacional FM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
	Radio Vichadero (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Vichadero (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Vichadero (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
	Radio Rivera AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Rivera AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Rivera AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
	Radio Reconquista AM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Reconquista AM (13 pm a 20 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		
	Radio Reconquista AM (20 pm en adelante)	FERROCARRIL	66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60	3.960		
	Activa FM (7 am a 13 pm)	FERROCARRIL	66	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	71	4.686		

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