



GOBIERNO DE LA CIUDAD AUTÓNOMA DE BUENOS AIRES

Compulsa Abril - Octubre 2016

| VÍA PÚBLICA CABA | | | | | | |
|---|-------------------------------------|------------------|--------|-------------|--------------|----------------|
| Dispositivos en Vías Principales de la Ciudad de Buenos Aires | | | | | | |
| FORMATO | Razón Social | Medida | Días | Descuento | Importe | Costo Unitario |
| CARTELERAS DOBLES | Mega Estructuras Publicitarias SRL. | 1,48 x 1,10 mts. | 3 | 35,00% | \$23,00 | \$14,95 |
| | BESINGULAR | 1,48 X 2,2 Mts | 7 | 50,00% | \$425,40 | \$226,20 |
| | EM SERVICIOS PUBLICITARIOS S.A. | 148 X 110 Cm | 3 | 40,00% | \$28,00 | \$16,80 |
| | PINTA BAIREs SRL | 148 X 109 | 3 | 54,00% | \$141,30 | \$65,00 |
| | VIACART S.A. | 1,48 x 1,10 | 3 | 35,00% | \$25,00 | \$16,25 |
| | VIA WALL S.A. | 1,48 X 1,10 | 3 | 50,00% | \$43,00 | \$21,50 |
| | GIROLA | 148x109 cm. | 3 | 45,00% | \$29,04 | \$15,97 |
| | AD - POINT | 148x109 cm. | 3 | 62,82% | \$39,67 | \$14,75 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,48x1,10 mts | 3 | 50,00% | \$48,01 | \$ 24,00 |
| | VISIVA ARGENTINA SA | 148x109 cm. | 3 | 50,00% | \$28,46 | \$14,23 |
| SELENE PUBLICIDAD | 148x110 cm. | 3 | 50,00% | \$41,48 | \$20,74 | |
| SÉXTUPLES | Mega Estructuras Publicitarias SRL. | 4,31 x 2,15 mts. | 14 | 35,00% | \$2.200,00 | \$1.430,00 |
| | BESINGULAR | 4,4 X 2,2 Mts | 14 | 50,00% | \$4.120,00 | \$2.060,00 |
| | PINTA BAIREs SRL | 440 X 220 | 15 | 70,00% | \$3.857,00 | \$1.157,00 |
| | ATACAMA S.A. DE PUBLICIDAD | 4,40 X 2,20 | 14 | 55,00% | \$2.500,00 | \$1.125,00 |
| | VIACART S.A. | 4,40 X 2,20 | 14 | 35,00% | \$2.500,00 | \$1.625,00 |
| | EM SERVICIOS PUBLICITARIOS S.A. | 440 x 220 Cm | 14 | 40,00% | \$2.500,00 | \$1.500,00 |
| | VIA WALL S.A. | 4,4 X 2,20 | 7 | 50,00% | \$452,00 | \$226,00 |
| | GIROLA | 440x220 cm. | 14 | 45,00% | \$2.833,60 | \$1.558,48 |
| | LATIN AMERICAN COMMUNICATIONS SA | 4,31x2,15 mts. | 14 | 50,00% | \$4.684,57 | \$2.342,00 |
| | AD - POINT | 440x220 cm. | 14 | 59,12% | \$3.871,54 | \$1.582,83 |
| VISIVA ARGENTINA SA | 440x220 cm. | 14 | 50,00% | \$2.000,00 | \$1.000,00 | |
| SELENE PUBLICIDAD | 440x220 cm. | 14 | 50,00% | \$4.022,00 | \$2.011,00 | |
| 4 X 4 | Mega Estructuras Publicitarias SRL. | 4,31 x 4,26 mts. | 14 | 35,00% | \$6.000,00 | \$3.900,00 |
| | BESINGULAR | 4,4 X 4,4 Mts | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| | EM SERVICIOS PUBLICITARIOS S.A. | 4x4 | 30 | 40,00% | \$10.000,00 | \$6.000,00 |
| | PINTA BAIREs SRL | 4X4 | 15 | 65,00% | \$13.000,00 | \$4.550,00 |
| | VIACART S.A. | 4,40 X 4,40 | 14 | 35,00% | \$3.600,00 | \$2.340,00 |
| | VIA WALL S.A. | 4,4 X 4,4 | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| | AD - POINT | 4x4 mts | 14 | 61,44% | \$8.416,40 | \$3.245,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 4,31x4,26 mt | 14 | 30,00% | \$10.183,85 | \$7.128,70 |
| | VISIVA ARGENTINA SA | 440x440 cm | 30 | 50,00% | \$8.000,00 | \$4.000,00 |
| 7x3 | GIROLA | 7x3 mts. | 14 | 14,00% | \$3.960,00 | \$3.405,60 |
| | LATIN AMERICAN COMMUNICATIONS SA | 7,30x7,30 mt | 30 | 30,00% | \$65.467,82 | \$45.827,33 |
| | SELENE PUBLICIDAD | 7x3 mts. | 14 | 50,00% | \$11.106,00 | \$5.553,00 |
| | AD - POINT | 7x3 mts. | 14 | 68,04% | \$10.821,00 | \$3.458,82 |
| 7X7 | VISIVA ARGENTINA SA | 7X7 | 30 | 50,00% | \$44.000,00 | \$22.000,00 |
| | BESINGULAR | 7X7Mts | 30 | 40,00% | \$78.100,00 | \$46.860,00 |
| | EM SERVICIOS PUBLICITARIOS S.A. | 7X7 | 30 | 40,00% | \$36.000,00 | \$21.600,00 |
| | PINTA BAIREs SRL | 7X7 | 30 | 50,00% | \$70.000,00 | \$35.000,00 |
| | VIA PUBLICA CLAN S.A. | 7X7 | 30 | 20,00% | \$82.500,00 | \$66.000,00 |
| | VIACART S.A. | 7X7 | 30 | 35,00% | \$35.000,00 | \$22.750,00 |
| | VIA WALL S.A. | 7X7 | 30 | 50,00% | \$55.720,00 | \$27.860,00 |
| | GIROLA | 7x7 mts | 30 | 22,00% | \$30.800,00 | \$24.024,00 |
| | AD - POINT | 7x7 mts | 30 | 36,49% | \$43.537,50 | \$27.650,00 |
| | SELENE PUBLICIDAD | 7x7 mts | 30 | 50,00% | \$59.323,00 | \$29.661,50 |
| MULTIMARKETING S.A. | 7x7 mts | 30 | 30,00% | \$50.700,00 | \$35.490,00 | |
| Transiluminados | SELENE PUBLICIDAD | 148x100 cm. | 30 | 20,00% | \$13.500,00 | \$10.800,00 |
| | BESINGULAR | 100 Mts2 | 30 | 20,00% | \$250.000,00 | \$200.000,00 |
| | PINTA BAIREs SRL | m2 | 30 | 30,00% | \$1.500,00 | \$1.050,00 |
| | VIA PUBLICA CLAN S.A. | 100m2 | 30 | 20,00% | \$250.000,00 | \$200.000,00 |
| | DELFINO MAGNUS SRL | MT2 | 30 | 15,00% | \$600,00 | \$510,00 |
| | VIA WALL S.A. | | 30 | 50,00% | | \$0,00 |
| | GIROLA | 148x210 cm. | 7 | 55,00% | \$308,00 | \$138,60 |
| | AD - POINT | 1 m2 | 30 | 31,18% | \$850,00 | \$585,00 |
| AD - POINT | 148x220 cm. | 7 | 68,01% | \$420,82 | \$134,60 | |



GOBIERNO DE LA CIUDAD AUTÓNOMA DE BUENOS AIRES

Compulsa Abril - Octubre 2016

| VÍA PÚBLICA CABA | | | | | | |
|---------------------|----------------------------------|-------------|----|--------|--------------|-------------|
| ESPECTACULARES X m2 | LATIN AMERICAN COMMUNICATIONS SA | m2 mt | 30 | 40,00% | \$1.678,88 | \$1.007,33 |
| | SELENE PUBLICIDAD | 148x220 cm. | 7 | 50,00% | \$438,00 | \$219,00 |
| | UMBRA S.A. | 15x40 mts. | 30 | 71,67% | \$89.240,00 | \$25.281,69 |
| | UMBRA S.A. | 5x18 mts | 30 | 71,67% | \$46.745,00 | \$13.242,86 |
| | UMBRA S.A. | 10x10 mts. | 30 | 71,67% | \$31.871,00 | \$9.029,05 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$52.056,00 | \$14.747,46 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$60.555,00 | \$17.155,23 |
| | UMBRA S.A. | 9x15 mts. | 30 | 71,67% | \$75.726,00 | \$21.453,18 |
| | UMBRA S.A. | 18x16 mts. | 30 | 71,67% | \$122.386,00 | \$34.671,95 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$75.641,00 | \$21.429,10 |
| | UMBRA S.A. | 6x10 mts. | 30 | 71,67% | \$31.871,00 | \$9.029,05 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$75.726,00 | \$21.453,18 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$60.555,00 | \$17.155,23 |
| | UMBRA S.A. | 14x10 mts. | 30 | 71,67% | \$65.442,00 | \$18.539,72 |
| | UMBRA S.A. | 6x10 mts. | 30 | 71,67% | \$31.871,00 | \$9.029,05 |
| | UMBRA S.A. | 8x15 mts. | 30 | 71,67% | \$38.246,00 | \$10.835,09 |
| | UMBRA S.A. | 9x18 mts. | 30 | 71,67% | \$75.641,00 | \$21.429,10 |
| | UMBRA S.A. | 22x14 mts. | 30 | 71,67% | \$157.232,00 | \$44.543,83 |
| | UMBRA S.A. | 9x15 mts. | 30 | 71,67% | \$84.990,00 | \$24.077,67 |
| | COMUNICACIÓN EN ACCION S.R.L. | 150 | 30 | 30,00% | \$68.000,00 | \$47.600,00 |
| | MULTIMARKETING S.A. | 1 m2 | 30 | 30,00% | \$800,00 | \$560,00 |

| Dispositivos en Vías Secundarias de la Ciudad de Buenos Aires | | | | | | |
|---|-------------------------------------|------------------|------|-----------|-------------|----------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe | Costo Unitario |
| CARTELERAS DOBLES | Mega Estructuras Publicitarias SRL. | 1,48 x 1,10 mts. | 3 | 35,00% | \$20,00 | \$13,00 |
| | BESINGULAR | 1,48 X 2,2 Mts | 7 | 50,00% | \$452,40 | \$226,20 |
| | PINTA BAIRES SRL | 148 X 109 | 3 | 54,00% | \$134,80 | \$62,00 |
| | VIACART S.A. | 1,48 X 1,10 | 3 | 35,00% | \$25,00 | \$16,25 |
| | VIA WALL S.A. | 1,48 X 1,10 | 3 | 50,00% | \$43,00 | \$21,50 |
| | GIROLA | 148x109 cm. | 3 | 55,00% | \$29,04 | \$13,07 |
| | AD - POINT | 148x109 cm. | 3 | 68,49% | \$39,67 | \$12,50 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,48x1,10 mts | 3 | 50,00% | \$48,01 | \$24,00 |
| | SELENE PUBLICIDAD | 148x110 cm | 3 | 50,00% | \$41,48 | \$20,74 |
| | VISIVA ARGENTINA SA | 148x109 cm. | 3 | 55,00% | \$28,46 | \$12,80 |
| SÉXTUPLES | Mega Estructuras Publicitarias SRL. | 4,31 x 2,15 mts. | 14 | 35,00% | \$1.950,00 | \$1.267,50 |
| | BESINGULAR | 4,4 X 2,2 Mts | 14 | 50,00% | \$4.120,00 | \$2.060,00 |
| | PINTA BAIRES SRL | 440X220 | 15 | 70,00% | \$3.666,66 | \$1.100,00 |
| | ATACAMA S.A. DE PUBLICIDAD | 4,40 X 2,20 | 14 | 55,00% | \$2.500,00 | \$1.125,00 |
| | VIACART S.A. | 4,40 X 2,20 | 14 | 35,00% | \$2.500,00 | \$1.625,00 |
| | VIA WALL S.A. | 4,4 X 2,20 | 7 | 50,00% | \$452,00 | \$226,00 |
| | GIROLA | 440x220 cm. | 14 | 55,00% | \$2.833,60 | \$1.275,12 |
| | AD - POINT | 440x220 cm. | 14 | 67,71% | \$3.871,54 | \$1.250,00 |
| | VISIVA ARGENTINA SA | 440x220 cm. | 14 | 55,00% | \$2.000,00 | \$900,00 |
| | SELENE PUBLICIDAD | 440x220 cm. | 14 | 50,00% | \$4.022,00 | \$2.011,00 |
| 4X4 | LATIN AMERICAN COMMUNICATIONS SA | 4,31x2,15 mts. | 14 | 50,00% | \$4.684,57 | \$2.342,29 |
| | Mega Estructuras Publicitarias SRL. | 4,31 x 4,26 mts. | 14 | 35,00% | \$5.600,00 | \$3.640,00 |
| | BESINGULAR | 4,4 X 4,4 Mts | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| | PINTA BAIRES SRL | 4X4 | 15 | 65,00% | \$12.714,30 | \$4.450,00 |
| | VIACART S.A. | 4,40X 4,40 | 14 | 35,00% | \$3.600,00 | \$2.340,00 |
| | VIA WALL S.A. | 4,4 X 4,4 | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| | VISIVA ARGENTINA SA | 440x440 cm. | 30 | 55,00% | \$8.000,00 | \$3.600,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 4,31x4,26 mt | 14 | 30,00% | \$10.183,85 | \$7.128,70 |
| 7X3 | AD - POINT | 4x4 mts. | 14 | 64,36% | \$8.416,40 | \$3.000,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 7,30x7,30 mt | 30 | 30,00% | \$65.467,82 | \$45.827,33 |
| | GIROLA | 7x3 mts. | 14 | 24,00% | \$3.960,00 | \$3.009,60 |
| | AD - POINT | 7x3 mts. | 14 | 70,43% | \$10.821,00 | \$3.200,00 |
| | SELENE PUBLICIDAD | 7x3 mts. | 14 | 50,00% | \$11.106,00 | \$5.553,00 |



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Compulsa Abril - Octubre 2016

| VÍA PÚBLICA CABA | | | | | | |
|---------------------|----------------------------------|-------------|----|--------|--------------|--------------|
| 7x7 | VIA PUBLICA CLAN S.A. | 7X7 | 30 | 20,00% | \$74.500,00 | \$59.600,00 |
| | VIACART S.A. | 7X7 | 30 | 35,00% | \$35.000,00 | \$22.750,00 |
| | VIA WALL S.A. | 7X7 | 30 | 50,00% | \$55.720,00 | \$27.860,00 |
| | BESINGULAR | 7X7Mts | 30 | 40,00% | \$78.100,00 | \$46.860,00 |
| | PINTA BAIREs SRL | 7X7 | 30 | 50,00% | \$60.000,00 | \$30.000,00 |
| | GIROLA | 7x7 mts | 30 | 30,00% | \$30.800,00 | \$21.560,00 |
| | AD - POINT | 7x7 mts | 30 | 50,96% | \$43.537,50 | \$21.350,00 |
| | VISIVA ARGENTINA SA | 7x7 mts | 30 | 55,00% | \$44.000,00 | \$19.800,00 |
| | SELENE PUBLICIDAD | 7x7 mts | 30 | 50,00% | \$59.323,00 | \$ 29.661,50 |
| | MULTIMARKETING S.A. | 7x7 mts | 30 | 30,00% | \$50.700,00 | \$ 35.490,00 |
| Transiluminados | SELENE PUBLICIDAD | 148x100 cm. | 30 | 20,00% | \$13.500,00 | \$10.800,00 |
| ESPECTACULARES X m2 | BESINGULAR | 100 Mts2 | 30 | 20,00% | \$225.000,00 | \$180.000,00 |
| | PINTA BAIREs SRL | m2 | 30 | 30,00% | \$1.300,00 | \$910,00 |
| | VIA PUBLICA CLAN S.A. | 100 m2 | 30 | 20,00% | \$225.000,00 | \$180.000,00 |
| | DELFINO MAGNUS SRL | MT2 | 30 | 15,00% | \$450,00 | \$382,50 |
| | VIA WALL S.A. | | 30 | 50,00% | \$0,00 | \$0,00 |
| | GIROLA | 148x210 cm. | 7 | 62,00% | \$308,00 | \$117,04 |
| | AD - POINT | 148x220 cm. | 7 | 78,14% | \$420,82 | \$92,00 |
| | AD - POINT | 1 m2 | 30 | 47,06% | \$850,00 | \$450,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | m2 mt | 30 | 40,00% | \$1.256,05 | \$753,63 |
| | UMBRA S.A. | 10x10 mts. | 30 | 71,67% | \$53.544,00 | \$15.169,02 |
| | UMBRA S.A. | 6x10 mts. | 30 | 71,67% | \$31.446,00 | \$8.908,65 |
| | UMBRA S.A. | 10x10 mts. | 30 | 71,67% | \$42.495,00 | \$12.038,83 |
| | UMBRA S.A. | 13x16 mts. | 30 | 71,67% | \$74.366,00 | \$21.067,89 |
| | SELENE PUBLICIDAD | 148x220 cm. | 7 | 50,00% | \$438,00 | \$219,00 |
| | MULTIMARKETING S.A. | 1 m2 | 30 | 30,00% | \$700,00 | \$490,00 |

| Dispositivos en Vías Periféricas de la Ciudad de Buenos Aires | | | | | | |
|---|-------------------------------------|------------------|--------|------------|-------------|----------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe | Costo Unitario |
| CARTELERAS DOBLES | Mega Estructuras Publicitarias SRL. | 1,48 x 1,10 mts. | 3 | 35,00% | \$17,00 | \$11,05 |
| | BESINGULAR | 1,48 X 2,2 Mts | 7 | 50,00% | \$452,40 | \$226,20 |
| | PINTA BAIREs SRL | 148 X 109 | 3 | 54,00% | \$134,80 | \$62,00 |
| | GIROLA | 148x109 cm. | 3 | 60,00% | \$29,04 | \$11,62 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,48x1,10 mts | 3 | 50,00% | \$48,01 | \$ 24,00 |
| | VIA WALL S.A. | 1,48 X 1,10 | 3 | 50,00% | \$43,00 | \$21,50 |
| | VISIVA ARGENTINA SA | 148x109 cm. | 3 | 60,00% | \$28,46 | \$ 11,38 |
| | AD - POINT | 148x109 cm. | 3 | 82,61% | \$39,67 | \$6.90 |
| | VIACART S.A. | 1,48 X 1,10 | 3 | 35,00% | \$25,00 | \$16,25 |
| SELENE PUBLICIDAD | 148x110 cm | 3 | 50,00% | \$41,48 | \$20,74 | |
| SÉXTUPLES | Mega Estructuras Publicitarias SRL. | 4,31 x 2,15 mts. | 14 | 35,00% | \$1.800,00 | \$1.170,00 |
| | BESINGULAR | 4,4 X 2,2 Mts | 14 | 50,00% | \$4.120,00 | \$2.060,00 |
| | PINTA BAIREs SRL | 440X220 | 15 | 70,00% | \$3.666,66 | \$1.100,00 |
| | ATACAMA S.A. DE PUBLICIDAD | 4,40 X 2,20 | 14 | 55,00% | \$2.500,00 | \$1.125,00 |
| | VIACART S.A. | 4,40 X 2,20 | 14 | 35,00% | \$2.500,00 | \$1.625,00 |
| | VIA WALL S.A. | 4,4 X 2,20 | 7 | 50,00% | \$452,00 | \$226,00 |
| | GIROLA | 440x220 cm. | 14 | 60,00% | \$2.833,60 | \$1.133,44 |
| | AD - POINT | 440x220 cm. | 14 | 82,18% | \$3.871,54 | \$690,00 |
| | VISIVA ARGENTINA SA | 440x220 cm. | 14 | 60,00% | \$2.000,00 | \$ 800,00 |
| | SELENE PUBLICIDAD | 440x220 cm. | 14 | 50,00% | \$4.022,00 | \$2.011,00 |
| LATIN AMERICAN COMMUNICATIONS SA | 4,31x2,15 mts. | 14 | 50,00% | \$4.684,57 | \$ 2.342,29 | |
| 4x4 | Mega Estructuras Publicitarias SRL. | 4,31 x 4,26 mts. | 14 | 35,00% | \$5.400,00 | \$3.510,00 |
| | PINTA BAIREs SRL | 4X4 | 15 | 65,00% | \$12.714,30 | \$4.450,00 |
| | BESINGULAR | 4,4 X 4,4 Mts | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| | VIACART S.A. | 4,40X 4,40 | 14 | 35,00% | \$3.600,00 | \$2.340,00 |
| | AD - POINT | 4x4 mts. | 14 | 85,15% | \$8.416,40 | \$ 1.250,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 4,31x4,26 mt | 14 | 30,00% | \$10.183,85 | \$ 7.128,70 |
| | VIA WALL S.A. | 4,4 X 4,4 | 14 | 50,00% | \$8.800,00 | \$4.400,00 |
| VISIVA ARGENTINA SA | 440x440 cm. | 30 | 60,00% | \$8.000,00 | \$3.200,00 | |



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Compulsa Abril - Octubre 2016

| VÍA PÚBLICA CABA | | | | | | |
|---------------------|----------------------------------|--------------|--------|-------------|--------------|--------------|
| 7x3 | GIROLA | 7x3 mts. | 14 | 31,00% | \$3.960,00 | \$2.732,40 |
| | AD - POINT | 7x3 mts. | 14 | 84,61% | \$10.821,00 | \$1.665,35 |
| | SELENE PUBLICIDAD | 7x3 mts. | 14 | 50,00% | \$11.106,00 | \$5.553,00 |
| 7x7 | BESINGULAR | 7X7Mts | 30 | 40,00% | \$78.100,00 | \$46.860,00 |
| | GIROLA | 7x7 mts | 30 | 40,00% | \$30.800,00 | \$18.480,00 |
| | AD - POINT | 7x7 mts | 30 | 57,51% | \$43.537,50 | \$18.500,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 7,30x7,30 mt | 30 | 30,00% | \$65.467,82 | \$45.827,33 |
| | VISIVA ARGENTINA SA | 7x7 mts | 30 | 60,00% | \$44,00 | \$17.600,00 |
| | PINTA BAIRE SRL | 7X7 | 30 | 50,00% | \$50.000,00 | \$25.000,00 |
| | VIA PUBLICA CLAN S.A. | 7X7 | 30 | 20,00% | \$70.000,00 | \$56.000,00 |
| | VIACART S.A. | 7X7 | 30 | 35,00% | \$35.000,00 | \$22.750,00 |
| | VIA WALL S.A. | 7X7 | 30 | 50,00% | \$55.720,00 | \$27.860,00 |
| SELENE PUBLICIDAD | 7x7 mts | 30 | 50,00% | \$59.323,00 | \$29.661,50 | |
| Transiluminados | SELENE PUBLICIDAD | 148x100 cm. | 30 | 20,00% | \$13.500,00 | \$10.800,00 |
| ESPECTACULARES X m2 | BESINGULAR | 100 Mts2 | 30 | 20,00% | \$202.500,00 | \$162.000,00 |
| | PINTA BAIRE SRL | m2 | 30 | 30,00% | \$1.200,00 | \$840,00 |
| | VIA PUBLICA CLAN S.A. | 100m2 | 30 | 20,00% | \$200.000,00 | \$160.000,00 |
| | DELFINO MAGNUS SRL | MT2 | 0 | 15,00% | \$390,00 | \$331,50 |
| | VIA WALL S.A. | | 30 | 50,00% | \$0,00 | \$0,00 |
| | GIROLA | 148x210 cm. | 7 | 65,00% | \$308,00 | \$107,80 |
| | AD - POINT | 1 m2 | 30 | 58,82% | \$850,00 | \$350,00 |
| | AD - POINT | 148x220 cm. | 7 | 85,15% | \$420,82 | \$62,50 |
| | LATIN AMERICAN COMMUNICATIONS SA | m2 mt | 30 | 40,00% | \$1.119,25 | \$671,55 |
| SELENE PUBLICIDAD | 148x220 cm. | 7 | 50,00% | \$438,00 | \$219,00 | |

| Publicidad Móvil la Ciudad de Buenos Aires- COLECTIVOS | | | | | | |
|---|----------------------------------|----------------|------|-----------|----------------------|-----------------------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe p/ colectivo | Costo Unitario p/ colectivo |
| Interior Colectivos | BUENOS AIRES MOVIL S.A. | 0,40 X 0,25 | 30 | 10,00% | \$2.000,00 | \$1.800,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,40 x 0,40 mt | 30 | 20,00% | \$4.537,50 | \$ 3.630,00 |
| Exterior Colectivos | PINTA BAIRE SRL | 2X 1,10 | 30 | 50,00% | \$8.000,00 | \$4.000,00 |
| | BUENOS AIRES MOVIL S.A. | 2,00 X 1,00 | 30 | 10,00% | \$2.000,00 | \$1.800,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,80 x 0,80 mt | 30 | 20,00% | \$5.898,75 | \$ 4.719,00 |
| Exterior Colectivos (Lunetas premium) Vías Principales | MEDIA 500 S.A. | 2,1 X 1,0 mts | 30 | 10,00% | \$1.850,00 | \$1.665,00 |
| Exterior Colectivos (Lunetas standard) Vías secundarias y periféricas | MEDIA 500 S.A. | 2,1 x 1,0 | 30 | 10,00% | \$1.500,00 | \$1.350,00 |

| Publicidad Móvil en la Ciudad de Buenos Aires- TAXIS | | | | | | |
|--|----------------------------------|-----------------------------|------|-----------|--------------------|------------------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe p/ MES | Costo Unitario p/ taxi |
| Interior Taxis | LATIN AMERICAN COMMUNICATIONS SA | 0,20 x 0,30 mt | 30 | 30,00% | \$1.197,90 | \$838,53 |
| Exterior Taxis | LATIN AMERICAN COMMUNICATIONS SA | 0,36 x 1,1 / 0,35 x 0,43 mt | 30 | 30,00% | \$7.298,91 | \$5.109,24 |
| Pantallas Taxis | RODEAR PRODUCCIONES SRL | 7" | 30 | 10,00% | \$120.000,00 + iva | |
| | LATIN AMERICAN COMMUNICATIONS SA | 7 pulgadas | 30 | 30,00% | \$1.830,61 | \$1.281,43 |

| Publicidad Móvil en la Ciudad de Buenos Aires- TRENES | | | | | | |
|---|----------------------------------|-----------------|------|-----------|------------------|-------------------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe p/ vagón | Costo Unitario p/ vagón |
| Interior Trenes | LATIN AMERICAN COMMUNICATIONS SA | 1,30 x 0,40 mts | 30 | 50,00% | \$12.100,00 | \$6.050,00 |
| Exterior Trenes | LATIN AMERICAN COMMUNICATIONS SA | 1,50 x 1,10 mt | 30 | 50,00% | \$9.801,00 | \$4.900,50 |
| Pantallas Trenes | LATIN AMERICAN COMMUNICATIONS SA | 7 pulgadas | 30 | 30,00% | \$1.742,40 | \$1.219,68 |



GOBIERNO DE LA CIUDAD AUTÓNOMA DE BUENOS AIRES

Compulsa Abril - Octubre 2016

VÍA PÚBLICA CABA

| Publicidad Móvil en la Ciudad de Buenos Aires- SUBTES | | | | | | |
|---|----------------------------------|----------------|------|-----------|------------------|-------------------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe p/ vagón | Costo Unitario p/ vagón |
| Interior Subtes | LATIN AMERICAN COMMUNICATIONS SA | 0,35 x 0,48 mt | 30 | 20,00% | \$16.940,00 | \$13.552,00 |
| Exterior Subtes | LATIN AMERICAN COMMUNICATIONS SA | 1,53 x 1,09 mt | 30 | 20,00% | \$9.801,00 | \$7.840,80 |
| Pantallas Subtes | LATIN AMERICAN COMMUNICATIONS SA | 1,48 x 1,10 mt | 30 | 20,00% | \$2.904,00 | \$2.323,20 |

| Pantallas LED en la Ciudad de Buenos Aires | | | | | | |
|--|----------------------------------|---------------|---------|-----------|--------------------|---------------------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe p/ segundo | Costo Unitario p/ segundo |
| VIAS PRINCIPALES | PINTA BAIREs SRL | | MENSUAL | 50,00% | \$0,60 | \$0,30 |
| | ATACAMA S.A. DE PUBLICIDAD | 12,00 X 10,00 | 30 | 50,00% | \$0,22 | \$0,11 |
| | ATACAMA S.A. DE PUBLICIDAD | 6,00 X 13,00 | 30 | 50,00% | \$0,16 | \$0,08 |
| | ATACAMA S.A. DE PUBLICIDAD | 7,00 X 5,00 | 30 | 50,00% | \$0,11 | \$0,05 |
| | LATIN AMERICAN COMMUNICATIONS SA | 96m2 | 30 | 50,00% | \$2,62 | \$1,31 |
| Vías Secundarias | PINTA BAIREs SRL | | MENSUAL | 50,00% | \$0,48 | \$0,24 |
| | LATIN AMERICAN COMMUNICATIONS SA | 80m2 | 30 | 30,00% | \$1,51 | \$1,06 |
| Vías Periféricas | PINTA BAIREs SRL | | MENSUAL | 50,00% | \$0,20 | \$0,10 |
| | LATIN AMERICAN COMMUNICATIONS SA | 50m2 | 30 | 30,00% | \$1,36 | \$0,95 |

| Publicidad en shoppings en la Ciudad de Buenos Aires | | | | | | |
|--|----------------------------------|------------------|------|-----------|--------------|----------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe | Costo Unitario |
| Dispositivos pequeños | LATIN AMERICAN COMMUNICATIONS SA | 1x1 | 30 | 30,00% | \$2.722,50 | \$1.905,75 |
| Dispositivos medianos | RESTING CAR SRL | 1,08 X 1,34 mts. | 30 | 70,00% | \$13.300,00 | \$3.990,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 1,20x1,70 mt | 30 | 20,00% | \$7.865,00 | \$6.292,00 |
| Dispositivos grandes | RESTING CAR SRL | 5,00 x 1,80 mts | 30 | 70,00% | \$34.500,00 | \$10.350,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 3x7,5 mt | 30 | 30,00% | \$196.401,15 | \$137.480,81 |

| Publicidad en estacionamientos en la Ciudad de Buenos Aires | | | | | | |
|---|----------------------------------|------------------|------|-----------|-------------|----------------|
| FORMATO | Razón Social | Medida | Días | Descuento | Importe | Costo Unitario |
| Dispositivos pequeños | LATIN AMERICAN COMMUNICATIONS SA | 1,70x0,40 mt | 30 | 40,00% | \$4.416,50 | \$2.649,90 |
| Banners estacionamiento Retiro/Terminal de pasajeros Retiro | UMBRA S.A. | 0,16x1,5 mts. | 30 | 71,67% | \$4.250,00 | \$1.204,03 |
| | RESTING CAR SRL | 1,08 X 1,34 mts. | 30 | 70,00% | \$13.300,00 | \$3.990,00 |
| Dispositivos medianos | COMUNICACIÓN EN ACCIÓN | 3,5 x 1,5 mts | 30 | 30,00% | \$9.200,00 | \$6.440,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 0,80X1,31 MT | 30 | 40,00% | \$17.666,00 | \$10.599,60 |
| LONA / PUBLIE | COMUNICACIÓN EN ACCIÓN | 3,5 x 1,5 mts | 30 | 30,00% | \$9.200,00 | \$6.440,00 |
| Refugios doble faz/Terminal de pasajeros Puente La Noria | UMBRA S.A. | 2X1,20 mts. | 30 | 71,67% | \$5.000,00 | \$1.416,50 |
| Dispositivos grandes | RESTING CAR SRL | 5,00 x 1,80 mts. | 30 | 70,00% | \$34.500,00 | \$10.350,00 |
| | LATIN AMERICAN COMMUNICATIONS SA | 4 x 2 mt | 30 | 40,00% | \$43.560,00 | \$26.136,00 |
| Cartel Estacionamiento Retiro/Terminal de pasajeros Retiro | UMBRA S.A. | 12x5 mts. | 30 | 71,67% | \$42.500,00 | \$12.040,25 |



GOBIERNO DE LA CIUDAD AUTÓNOMA DE BUENOS AIRES

Compulsa Abril - Octubre 2016

VÍA PÚBLICA CABA

| VÍA PÚBLICA CABA | | | | | | |
|---|------------|----------|----|--------|-------------|------------|
| Medianeras Estacionamiento Retiro / Terminal de pasajeros Retiro | UMBRA S.A. | 6x12 mts | 30 | 71,67% | \$17.000,00 | \$4.816,10 |

