



2017 Packages

Rules

1. Packages apply to all advertising agencies and clients
2. Packages must be purchased as advertised. NO CHANGES may be made
3. All spots will be placed as rotators unless otherwise stated
4. All make good will be automatic
5. Packages are effective immediately and may be withdrawn from the market at any time.
6. One client per package. Packages cannot be shared.

Retail Package
Effective January 1st, 2017



Program	Day	Time	Spots
ROS	M-F	5am—3pm	4-30ss
ROS	M-F	3pm—5pm	2-30ss
ROS	M-F	5pm—11:30pm	2-30ss
ROS	M-F	11:30pm—2am	2-30ss
Total			10-30ss



	Day	Size	Impressions
Display Banners	M-F	Web 300x250	50,000
ROS @ wapa.tv	M-F	Mobile 320x50	50,000
Total			100,000

Total spots per week	10-30ss
Total Cost per week	\$7,000
Average Cost per spot	\$700

Total TV & Web \$7,000

1. Commercial must advertise at least one product with a special and regular price as per DACO regulations.
2. Commercial must be 30 seconds or 2-15seconds in length.
3. Commercial must state the specific retail locations where the product is available.
4. Sales must have a start and end dates. No sales may be longer than three weeks.
5. Package must run as presented and make goods will be mandatory and given automatically.
6. Client may select any day of the week to run package, but no more than one day per package.
7. Payment in advance unless previous credit with WAPA is established.
8. All spots will run on a ROS basis within their respective time blocks and can be pre-emptable.

WAPA reserves the right to withdraw this offer at any time.

9. The spot must clearly be one for the retail store, not the products advertised. Under **NO** circumstances segments of the commercial of the products advertised can be included in the commercial

Women's Package

Effective January 1st, 2017



Program	Day	Time	Spots
Noticentro al Amanecer	M-F	5:30am	5-30ss
Juntos en la Mañana	M-F	9:30am	5-30ss
Pégate al Mediodía	M-F	11:30am	3-30ss
Viva La Tarde	M-F	1pm	2-30ss
Novela	M-F	2:00pm	5-30ss
WAPA a las Cuatro	M-F	4:00pm	1-30ss
ROS	Sat	12pm-5pm	1-30ss
Películas/Series	Sun	12pm-5pm	1-30ss
Total			23-30ss



	Day	Size	Impressions
Display Banners	M-F	Web 300x250	50,000
ROS @ wapa.tv	M-F	Mobile 320x50	50,000
Total			100,000

Total spots per week	23-30ss
Total Cost per week	\$9,400
Average cost per spot	\$408.70

Total TV & Web

\$9,400

Women's Day & Primetime Package

Effective January 1st, 2017



Program	Day	Time	Spots
Noticentro al Amanecer	M-F	5:30am	3-30ss
Juntos en la Mañana	M-F	9:30am	3-30ss
Pégate al Mediodía	M-F	11:30am	2-30ss
Viva La Tarde	M-F	1pm	3-30ss
Novela	M-F	2:00pm	5-30ss
WAPA a las Cuatro	M-F	4:00pm	3-30ss
ROS	Sat	12pm-5pm	2-30ss
Películas/Series	Sun	12pm-5pm	2-30ss
Películas	M-F	7pm	2-30ss
Series	M-F	10-11pm	2-30ss
Total			27-30ss



	Day	Size	Impressions
Display Banners	Mon-Sun	Web 300x250	50,000
ROS @ wapa.tv	Mon-Sun	Mobile 320x50	50,000
Total			100,000

Total spots per week	27-30ss
Total Cost per week	\$14,700
Average cost per spot	\$544.44

Total TV & Web

\$14,700

Men's Package
Effective January 1st, 2017



Program	Day	Time	Spots
Super Lucha Libre	Sat & Sun	12pm	4-30ss
Smack Down	Sat	1pm	4-30ss
Pégate al Mediodía	M-F	11:30am	3-30ss
WAPA a las Cuatro	M-F	4:00pm	1-30ss
Lo Sé Todo	M-F	6pm	1-30ss
Series	M-F	10pm	1-30ss
Super Cine	Fri	7pm	1-30ss
Noticentro	M-F	11pm	1-30ss
Total			16-30ss



	Day	Time	Spots
ROS Daytime	Mon-Sun	12pm-5m	35-30ss
ROS Primetime	Mon-Sun	5pm-11pm	28-30ss
Total			63-30ss



	Day	Size	Impressions
Display Banners	Mon-Sun	Web 300x250	50,000
ROS @ wapa.tv	Mon-Sun	Mobile 320x50	50,000
Total			100,000

Total spots per week	79-30ss
Total Cost per week	\$14,610
Average cost per spot	\$184.93

Total TV & Web **\$14,610**

News Package
Effective January 1st, 2017



Program	Day	Time	Spots
Noticentro al Amanecer	M-F	5:30a-9:30a	5-30ss
Noticentro	M-F	5-6pm	2-30ss
Noticentro	M-F	11-11:30pm	1-30ss
Noticentro	Sat	5-6pm	2-30ss
Noticentro	Sun	5-6pm	2-30ss
Noticentro	Sa	10-10:30pm	2-30ss
Noticentro En una Semana	Sat	10:30-11:30pm	2-30ss
Noticentro	Su	10-10:30pm	2-30ss
Total			18-30ss



	Day	Size	Impressions
Display Banners	Mon-Sun	Web 300x250	50,000
ROS @ wapa.tv	Mon-Sun	Mobile 320x50	50,000
Total			100,000

Total Spots per week	18-30ss
Total Cost per week	\$15,500
Average cost per spot	\$861.11

Total TV & Web

\$15,500

Weekend Package
Effective January 1st, 2017



Program	Day	Time	Spots
Lucha Libre	Sat	12pm	2-30ss
Lucha Libre	Sun	12pm	2-30ss
WWE Experience	Sun	1pm	1-30ss
Pelicula / Series	Sat	3pm	1-30ss
Pelicula	Sun	3pm	1-30ss
Smack Down	Sat	1pm	2-30ss
Pelicula / Series	Sun	8-10pm	2-30ss
Total			12-30ss



	Day	Size	Impressions
Display Banners	Sat-Sun	Web 300x250	35,000
ROS @ wapa.tv	Sat-Sun	Mobile 320x50	35,000
Total			70,000

Total spots per week	12-30ss
Total Cost per week	\$6,050
Average cost per spot	\$504.17

Total TV & Web

\$6,050

Movie Package
Effective January 1st, 2017



Program	Day	Time	Spots
Novela	Mon-Wed-Fri	7-9pm	3-30ss
Pelicula Especial	Sat	6pm	1-30ss
Super Cine	Sun	3pm-5pm	2-30ss
Series	Sat	3pm-5pm	1-30ss
Ultima Función	M-Tue-Fri	11:30pm	5-30ss
Total			12-30ss



	Day	Size	Impressions
Display Banners	Mon-Sun	Web 300x250	50,000
ROS @ wapa.tv	Mon-Sun	Mobile 320x50	50,000
Total			100,000

Total spots per week 12-30ss
Total Cost per week \$9,400
Average cost per spot \$783.33

Total TV & Web

\$9,400

Local Daytime Package
Effective January 1st, 2017



Program	Day	Time	Spots
Noticentro Al Amanecer	M-F	5:00am—9:30am	3-30ss
Juntos en la Mañana	M-F	9:30am—11am	3-30ss
Pégate al Mediodía	M-F	11:30am—1pm	5-30ss
Total			11-30ss



	Day	Size	Impressions
Display Banners	Mon-Fri	Web 300x250	30,000
ROS @ wapa.tv	Mon-Fri	Mobile 320x50	30,000
Total			60,000

Total spots per week 11-30ss
Total Weekly Cost \$5,000
Average Cost per spot \$454.55

Total TV & Web

\$5,000

Youth Oriented Package

Effective January 1st, 2017



Program	Day	Time	Spots
Series	Fri	9pm	1-30ss
Super Cine	M-F	7-9pm	3-30ss
Series	M-F	10pm	3-30ss
Ultima Función	M-Tue-Fri	11:30pm	5-30ss
Jangueo	M-S	2am-4:30am	5-30ss
Total			17-30ss



	Day	Size	Impressions
Display Banners	Mon-Fri	Web 300x250	50,000
ROS @ wapa.tv & jangueo.tv	Mon-Fri	Mobile 320x50	50,000
Total			100,000

Number of spots per week	17-30ss
Total cost per week	\$12,800
Average Cost per spot	\$752.94

Total TV & Web

\$12,800



WAPA 2 Deportes Retail Package
Effective January 1st, 2017



Program	Day	Time	Spots
ROS	M-F	1pm—5pm	20-30ss
ROS	M-F	5pm—11:30pm	10-30ss
ROS	Sat-Sun	1pm-11:30pm	5-30ss
Total			35-30ss

Number of spots per week	35-30ss
Total cost per week	\$2,500
Average Cost per spot	\$71.43

Total TV

\$2,500

WAPA 2 Deportes Basketball Package (BSN/NBA)
Effective January 1st, 2017



NBA (Nov 2016-Apr 2017 / Nov 2017-Apr 2018)
BSN (Apr 2017-Jul 2017)

Program	Day	Time	Spots
Regular Series	3 games per week	7pm & 8pm	6-30ss

Blocked categories:

BSN: Auto, Rum, Beer, Fast Foods
NBA: n/a

Number of spots per week	6-30ss
Total cost per week	\$2,500
Average Cost per spot	\$416.70

Total TV

\$2,500

WAPA 2 Deportes Baseball Package (MLB)
Effective January 1st, 2017



Package does not apply to WBC (World Baseball Classic)

Regular Series	5 games per week	7pm & 8pm	10-30ss
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Blocked categories:

MLB: Airlines

Number of spots per week	10-30ss
Total cost per week	\$4,250
Average Cost per spot	\$425.00

Total TV	\$4,250
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