



2021 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 Packages are effective immediately and may be withdrawn from the market at any time.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, 2021



| Program | Day | Time | Spots | |
|----------------|--------------|-------------|----------------|----------------|
| ROS | M-F | 5am—4pm | 6-30SS | |
| ROS | M-F | 4pm—11:30pm | 2-30SS | |
| ROS | M-F | 11:30pm—2am | 2-30SS | |
| | Total | | 10-30SS | \$5,800 |

|  | Day | Size | Impressions | |
|---|--------------|---------------|--------------------|----------------|
| Display Banners | M-F | Web 300x250 | 50,000 | |
| ROS @ wapa.tv | M-F | Mobile 320x50 | 50,000 | |
| | Total | | 100,000 | \$1,500 |

| | |
|-----------------------|---------|
| Total spots per week | 10-30SS |
| Total Cost per week | \$7,300 |
| Average Cost per spot | \$730 |

| | |
|---------------------------|----------------|
| Total TV & Web | \$7,300 |
|---------------------------|----------------|

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, 2021



| Program | Day | Time | Spots | |
|---------------------------|-----|-----------------------|----------------|--------------------|
| Noticentro al Amanecer | M-F | 5:30am | 5-30SS | |
| Teleserie | M-F | 9:30am | 5-30SS | |
| Pégate al Mediodía | M-F | 11:30am | 3-30SS | |
| Viva La Tarde | M-F | 1:00pm | 2-30SS | |
| Teleserie | M-F | 2pm | 5-30SS | |
| Lo Se Todo | M-F | 3:00pm | 1-30SS | |
| ROS | Sat | 12pm-5pm | 1-30SS | |
| ROS | Sun | 12pm-5pm | 1-30SS | |
| Total | | | 23-30SS | \$8,650 |
| wapa.tv | | Day | Size | Impressions |
| Display Banners | M-F | Web 300x250 | 50,000 | |
| ROS @ wapa.tv | M-F | Mobile 320x50 | 50,000 | |
| Total | | | 100,000 | \$1,500 |
| | | Total spots per week | 23-30SS | |
| | | Total Cost per week | \$10,150 | |
| | | Average cost per spot | \$441.31 | |
| Total TV & Web | | | | \$10,150.00 |

Women's Day & Primetime Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|---------------------------|---------|-----------------------|----------------|--------------------|
| Noticentro al Amanecer | M-F | 5:30am | 3-30SS | |
| Teleserie | M-F | 9:30am | 3-30SS | |
| Pégate al Mediodía | M-F | 11:30am | 2-30SS | |
| Viva la Tarde | M-F | 1:00pm | 3-30SS | |
| Teleserie | M-F | 2pm | 5-30SS | |
| Lo Se Todo | M-F | 3:00pm | 3-30SS | |
| ROS | Sat | 12pm-5pm | 2-30SS | |
| ROS | Sun | 12pm-5pm | 2-30SS | |
| Películas | M-F | 7pm | 2-30SS | |
| Series | M-F | 10-11pm | 2-30SS | |
| Total | | | 27-30SS | \$13,350 |
| wapa.tv | | Day | Size | Impressions |
| Display Banners | Mon-Sun | Web 300x250 | 50,000 | |
| ROS @ wapa.tv | Mon-Sun | Mobile 320x50 | 50,000 | |
| Total | | | 100,000 | \$1,500 |
| | | Total spots per week | 27-30SS | |
| | | Total Cost per week | \$14,850 | |
| | | Average cost per spot | \$550.00 | |
| Total TV & Web | | | | \$14,850.00 |

Men's Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|--------------------|-----------|---------|----------------|----------------|
| Super Lucha Libre | Sat & Sun | 1pm | 4-30ss | |
| Smack Down | Sat | 2pm | 4-30ss | |
| Pégate al Mediodía | M-F | 11:30am | 3-30ss | |
| Lo Se Todo | M-F | 3:00pm | 1-30ss | |
| Guerreros | M-F | 5:30pm | 1-30ss | |
| Series | M-K-Th-F | 10pm | 1-30ss | |
| Función Estelar | Fri | 7pm | 1-30ss | |
| Noticentro | M-F | 11pm | 1-30ss | |
| Total | | | 16-30ss | \$8,550 |



ROS Daytime
ROS Primetime

| Day | Time | Spots | |
|--------------|----------|----------------|----------------|
| Mon-Sun | 12pm-5m | 35-30ss | |
| Mon-Sun | 5pm-11pm | 28-30ss | |
| Total | | 63-30ss | \$4,550 |



Display Banners
ROS @ wapa.tv

| Day | Size | Impressions | |
|--------------|---------------|----------------|----------------|
| Mon-Sun | Web 300x250 | 50,000 | |
| Mon-Sun | Mobile 320x50 | 50,000 | |
| Total | | 100,000 | \$1,500 |

Total spots per week 79-30ss
Total Cost per week \$14,600
Average cost per spot \$184.81

Total TV & Web \$14,600

News Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|--------------------------|--------------|---------------|----------------|-----------------|
| Noticentro al Amanecer | M-F | 5:30a-9:30a | 5-30SS | |
| Noticentro | M-F | 4-5:30pm | 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 | \$14,500 |



Display Banners
ROS @ wapa.tv

| Day | Size | Impressions | |
|--------------|---------------|----------------|----------------|
| Mon-Sun | Web 300x250 | 50,000 | |
| Mon-Sun | Mobile 320x50 | 50,000 | |
| Total | | 100,000 | \$1,500 |

Total Spots per week 18-30SS
Total Cost per week \$16,000
Average cost per spot \$888.89

Total TV & Web \$16,000

Weekend Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|-------------------|--------------|--------|----------------|----------------|
| Lucha Libre | Sat | 1pm | 2-30SS | |
| Smack Down | Sat | 2pm | 2-30SS | |
| Serie | Sat | 4pm | 1-30SS | |
| Lucha Libre | Sun | 1pm | 2-30SS | |
| Serie | Sun | 2pm | 1-30SS | |
| Pelicula | Sun | 3pm | 1-30SS | |
| Pelicula / Series | Sun | 6-10pm | 2-30SS | |
| | Total | | 11-30SS | \$5,000 |



Display Banners
ROS @ wapa.tv

| Day | Size | Impressions | |
|--------------|---------------|---------------|----------------|
| Sat-Sun | Web 300x250 | 35,000 | |
| Sat-Sun | Mobile 320x50 | 35,000 | |
| Total | | 70,000 | \$1,050 |

Total spots per week 11-30SS
Total Cost per week \$6,050
Average cost per spot \$550.00

Total TV & Web \$6,050

Movie Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|-------------------|-----|----------------|----------------|----------------|
| Función Estelar | M-F | 7-9pm | 3-30ss | |
| Pelicula Especial | Sat | 6pm | 1-30ss | |
| Pelicula Especial | Sat | 8pm | 1-30ss | |
| Pelicula Especial | Sun | 6pm | 1-30ss | |
| Pelicula Especial | Sun | 8pm | 1-30ss | |
| Super Cine | Sun | 3pm-5pm | 1-30ss | |
| Ultima Función | M-F | 11:30pm-1:30am | 5-30ss | |
| Total | | | 13-30ss | \$9,900 |



| | Day | Size | Impressions | |
|-----------------|---------|---------------|----------------|----------------|
| Display Banners | Mon-Sun | Web 300x250 | 50,000 | |
| ROS @ wapa.tv | Mon-Sun | Mobile 320x50 | 50,000 | |
| Total | | | 100,000 | \$1,500 |

| | | |
|---------------------------|----------|-----------------|
| Total spots per week | 13-30ss | |
| Total Cost per week | \$11,400 | |
| Average cost per spot | \$876.93 | |
| Total TV & Web | | \$11,400 |

Local Daytime Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|------------------------|-----|-----------------|----------------|----------------|
| Noticentro Al Amanecer | M-F | 5:30am - 9:30am | 3-30SS | |
| Pégate al Mediodía | M-F | 11:30am - 1pm | 5-30SS | |
| Viva la Tarde | M-F | 1pm - 2pm | 5-30SS | |
| Lo Se Todo | M-F | 3pm - 4pm | 3-30SS | |
| Total | | | 16-30SS | \$5,900 |



| | Day | Size | Impressions | |
|-----------------|---------|---------------|---------------|--------------|
| Display Banners | Mon-Fri | Web 300x250 | 30,000 | |
| ROS @ wapa.tv | Mon-Fri | Mobile 320x50 | 30,000 | |
| Total | | | 60,000 | \$900 |

Total spots per week 16-30SS
 Total Weekly Cost \$6,800
 Average Cost per spot \$425.00

Total TV & Web \$6,800

Youth Oriented Package

Effective January 1st, 2021



| Program | Day | Time | Spots | |
|-----------------|-----------|--------|---------------|-----------------|
| El Remix | Wed | 10pm | 1-30SS | |
| Guerreros | M-F | 5:30pm | 2-30SS | |
| Función Estelar | M-F | 7-9pm | 2-30SS | |
| Series | M-T-TH- F | 10pm | 3-30SS | |
| Total | | | 8-30SS | \$11,200 |



| | 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 | \$1,500 |

Number of spots per week 8-30SS
 Total cost per week \$12,600
 Average Cost per spot \$1,587.50

Total TV & Web \$12,700