



No.	Medio	CANAL	PRODUCTO	PROGRAMA O PROGRAMACION	UNIDAD	COBERTURA	Tarifa Publicada
1	DISCOVERY NETWORKS MEXICO	DISCOVERY CHANNEL	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 29,775.00
2	DISCOVERY NETWORKS MEXICO	DISCOVERY HOME & HEALTH	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 28,432.53
3	DISCOVERY NETWORKS MEXICO	INVESTIGATION DISCOVERY	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 25,308.75
4	DISCOVERY NETWORKS MEXICO	ANIMAL PLANET	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 23,331.25
5	DISCOVERY NETWORKS MEXICO	TLC	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
6	DISCOVERY NETWORKS MEXICO	DISCOVERY KIDS	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 19,785.51
7	DISCOVERY NETWORKS MEXICO	SONY CHANNEL	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
8	DISCOVERY NETWORKS MEXICO	SONY MOVIES	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 15,187.50
9	DISCOVERY NETWORKS MEXICO	AXN	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 25,308.75
10	DISCOVERY NETWORKS MEXICO	TURBO*	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
11	DISCOVERY NETWORKS MEXICO	GOLF CHANNEL*	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
12	DISCOVERY NETWORKS MEXICO	HGTV*	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
13	DISCOVERY NETWORKS MEXICO	FOOD NETWORK*	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 17,865.00
14	DISCOVERY NETWORKS MEXICO	DISCOVERY CHANNEL	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 44,170.35
15	DISCOVERY NETWORKS MEXICO	DISCOVERY HOME & HEALTH	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 42,178.50
16	DISCOVERY NETWORKS MEXICO	INVESTIGATION DISCOVERY	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 37,544.85
17	DISCOVERY NETWORKS MEXICO	ANIMAL PLANET	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 33,127.50
18	DISCOVERY NETWORKS MEXICO	TLC	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 26,502.00
19	DISCOVERY NETWORKS MEXICO	DISCOVERY KIDS	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 29,351.00
20	DISCOVERY NETWORKS MEXICO	TURBO*	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 26,502.00
21	DISCOVERY NETWORKS MEXICO	GOLF CHANNEL*	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 26,502.00
22	DISCOVERY NETWORKS MEXICO	HGTV*	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 26,502.00
23	DISCOVERY NETWORKS MEXICO	FOOD NETWORK*	Cápsula/Patrocinio/Cortinilla	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 26,502.00
24	DISCOVERY NETWORKS MEXICO	TNT MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 15,725.45
25	DISCOVERY NETWORKS MEXICO	WARNER CHANNEL MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 15,725.45
26	DISCOVERY NETWORKS MEXICO	CINEMAX MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 13,740.68
27	DISCOVERY NETWORKS MEXICO	SPACE MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 11,643.25
28	DISCOVERY NETWORKS MEXICO	TNT SERIES MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 8,538.34
29	DISCOVERY NETWORKS MEXICO	CNN ESPAÑOL	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 6,558.00
30	DISCOVERY NETWORKS MEXICO	CARTOON NETWORK MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 11,643.25
31	DISCOVERY NETWORKS MEXICO	CARTOONITO MEXICO	SPOTEO	ROTATIVO PRIME TIME (17:00 - 26:00)	30"	NACIONAL	\$ 8,538.34
32	DISCOVERY NETWORKS MEXICO	TNT MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 9,301.47
33	DISCOVERY NETWORKS MEXICO	WARNER CHANNEL MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 9,301.47
34	DISCOVERY NETWORKS MEXICO	CINEMAX MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 8,127.49
35	DISCOVERY NETWORKS MEXICO	SPACE MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 6,055.78
36	DISCOVERY NETWORKS MEXICO	TNT SERIES MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 4,440.90
37	DISCOVERY NETWORKS MEXICO	CNN ESPAÑOL	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 3,775.79
38	DISCOVERY NETWORKS MEXICO	CARTOON NETWORK MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 6,479.04
39	DISCOVERY NETWORKS MEXICO	CARTOONITO MEXICO	Promo/Cortinilla patrocinio	ROTATIVO PRIME TIME (17:00 - 26:00)	10"	NACIONAL	\$ 2,605.38
40	DISCOVERY NETWORKS MEXICO	ROS EN MARCA.COM	Banner Estandar desktop	CPM	300x250/728x90/300x600	NACIONAL	\$ 245.42
41	DISCOVERY NETWORKS MEXICO	ROS EN MARCA.COM	Banner Estandar móvil	CPM	300x250/320x50	NACIONAL	\$ 245.42
42	DISCOVERY NETWORKS MEXICO	RON CANALES YOUTUBE TURNER INTERNATIONAL	Video Pre-Roll Non-Skippable	CPM	400x300	NACIONAL	\$ 266.84
43	DISCOVERY NETWORKS MEXICO	RON CANALES YOUTUBE TURNER INTERNATIONAL	Video Pre-Roll Non-Skippable	CPCV	400x300	NACIONAL	\$ 1.34
44	DISCOVERY NETWORKS MEXICO	http://www.cnnspanol.cnn.com/	Banner Rotativo	CPM	300x250	Home	\$ 220.49
45	DISCOVERY NETWORKS MEXICO	http://www.cnnspanol.cnn.com/	Banner Rotativo	CPM	300x600	Secciones	\$ 220.49
46	DISCOVERY NETWORKS MEXICO	http://www.cnnspanol.cnn.com/	Billboard	CPM	970x250	Home	\$ 220.49
47	DISCOVERY NETWORKS MEXICO	http://www.cnnspanol.cnn.com/	Video Pre-Roll	CPM	30"	Secciones	\$ 223.64
48	DISCOVERY NETWORKS MEXICO	RON CANALES YOUTUBE DISCOVERY	Video Pre-Roll Non-Skippable	CPM	400x300	NACIONAL	\$ 266.84
49	DISCOVERY NETWORKS MEXICO	RON CANALES YOUTUBE DISCOVERY	Video Pre-Roll Non-Skippable	CPCV	400x300	NACIONAL	\$ 1.34
50	DISCOVERY NETWORKS MEXICO	ROS CANALES YOUTUBE SONY, AXN Y SHARK TANK	Video Pre-Roll Non-Skippable	CPM	400x300	NACIONAL	\$ 266.84
51	DISCOVERY NETWORKS MEXICO	ROS CANALES YOUTUBE SONY, AXN Y SHARK TANK	Video Pre-Roll Non-Skippable	CPCV	400x300	NACIONAL	\$ 1.34
52	DISCOVERY NETWORKS MEXICO	RON EN DAILYMOTION (ECOSISTEMA DAILYMOTION)	Video Pre-Roll Non-Skippable	CPM	400x300	NACIONAL	\$ 400.31
53	DISCOVERY NETWORKS MEXICO	RON EN DAILYMOTION (ECOSISTEMA DAILYMOTION)	Video Pre-Roll Non-Skippable	CPCV	400x300	NACIONAL	\$ 2.67
54	DISCOVERY NETWORKS MEXICO	RON EN TUBI	Video Pre-Roll Non-Skippable	CPM	400x300	NACIONAL	\$ 480.38
55	DISCOVERY NETWORKS MEXICO	RON EN TUBI	Video Pre-Roll Non-Skippable	CPCV	400x300	NACIONAL	\$ 3.20

CONSIDERACIONES

Tarifas netas
 Tarifas expresadas en pesos mexicanos con duración de 30 segundos
 Tarifas proporcionales a comerciales con duración de 10, 20 y 60 segundos
 Posición específica tiene un incremento del 30% sobre tarifa