|  |  |  |  |
| --- | --- | --- | --- |
| Ventas | Publ\_TV | Publ\_radio | Pub\_periódicos |
| 10,0  12,0  11,0  13,0  12,0  14,0  16,0  12,0  14,0  11,0  10,0  19,0  8,5  8,0  9,0  13,0  16,0  18,0  20,0  22,0 | 1,00  1,20  1,30  1,40  1,50  1,70  1,75  1,30  1,45  ,90  ,80  ,90  ,80  1,00  1,70  1,80  1,85  1,90  2,00  2,00 | 50  57  56  55  60  65  69  67  68  67  97  66  65  60  70  110  75  80  85  90 | ,40  ,40  ,42  ,50  ,40  ,44  ,40  ,44  ,46  ,46  ,45  1,10  ,30  ,50  ,45  ,40  ,80  ,90  ,90  1,10 |