

**RELATORIO DE MIDIA - INVESTIMENTO**

Período: Fevereiro/2015

<b>Campanha</b>	<b>Meio</b>	<b>Veículo</b>	<b>Período</b>	<b>Bruto</b>	<b>Detran Paga</b>
CARNAVAL 2015	JN	COLETIVO	fev/15	23.072,40	21.918,78
CARNAVAL 2015	JN	CORREIO BRAZILIENSE	fev/15	48.282,62	45.868,49
CARNAVAL 2015	JN	JN METRO	fev/15	25.717,20	24.431,34
PUBLICIDADE LEGAL	JN	JORNAL DE BRASILIA	fev/15	891,00	846,45
CARNAVAL 2015	JN	JORNAL DE BRASILIA	fev/15	39.146,74	37.189,40
CARNAVAL 2015	JN	JORNAL DESTAK	fev/15	25.469,40	24.195,93
CARNAVAL 2015	RD	RADIO ANTENA 1	fev/15	13.650,00	12.967,50
CARNAVAL 2015	RD	RADIO BAND NEWS (ANTIGO)	fev/15	12.835,00	12.193,25
CARNAVAL 2015	RD	RADIO CBN	fev/15	12.227,04	11.615,69
CARNAVAL 2015	RD	RADIO JK FM	fev/15	14.779,80	14.040,81
CARNAVAL 2015	RD	RADIO JOVEM PAN FM	fev/15	16.581,60	15.752,52
CARNAVAL 2015	RD	RADIO MANIA 104 FM	fev/15	12.936,00	12.289,20
CARNAVAL 2015	RD	RADIO MIX FM	fev/15	5.292,00	5.027,40
CARNAVAL 2015	RD	RADIO TRANSAMERICA	fev/15	5.619,60	5.338,62
CARNAVAL 2015	RD	RD CLUBE FM	fev/15	16.063,92	15.260,72
CARNAVAL 2015	RD	RD NOVA BRASIL FM	fev/15	12.460,49	11.837,47
CARNAVAL 2015	RD	RD VERDE OLIVA	fev/15	6.265,92	5.952,62
CARNAVAL 2015	TA	SONY	fev/15	1.470,00	1.396,50
CARNAVAL 2015	TA	SPORTV	fev/15	4.060,00	3.857,00
CARNAVAL 2015	TA	SPORTV 2	fev/15	1.816,00	1.725,20
CARNAVAL 2015	TA	TV MULTISHOW	fev/15	2.639,00	2.507,05
CARNAVAL 2015	TA	TV AXN	fev/15	1.274,00	1.210,30
CARNAVAL 2015	TV	TV BAND	fev/15	13.403,00	12.732,85
CARNAVAL 2015	TV	TV BRASILIA	fev/15	10.832,80	10.291,16
CARNAVAL 2015	TV	TV CANCAO NOVA	fev/15	3.921,49	3.725,42
CARNAVAL 2015	TV	TV GENESIS	fev/15	3.393,60	3.223,92
CARNAVAL 2015	TV	TV GLOBO DE BRASILIA	fev/15	108.343,18	102.926,02
CARNAVAL 2015	TA	TV GLOBONEWS - BRASILIA/DF	fev/15	6.392,00	6.072,40
CARNAVAL 2015	TV	TV RECORD	fev/15	37.490,49	35.615,97
CARNAVAL 2015	TV	TV SBT	fev/15	44.448,60	42.226,17
CARNAVAL 2015	TA	TV UNIVERSAL CHANNEL	fev/15	2.912,00	2.766,40
CARNAVAL 2015	TA	WARNER	fev/15	1.365,00	1.296,75
		<b>TOTAL DETRAN</b>			<b>508.299,30</b>
		<b>TOTAL GERAL</b>		<b>535.051,89</b>	