

CAMPAÑA DE PROMOCIÓN AL CONSUMO DEL PLÁTANO EN SUS DIFERENTES VARIEDADES

**RADIO PROVINCIA
HORARIOS ASIGNADOS**

Grupo Objetivo 1

Edad 35 a 55 años

Amas de Casa

Grupo Objetivo 2

Edad 15 a 25 años

H y M

LA CAMPAÑA CORRE DE LUNES A VIERNES DESDE EL 28 DE OCTUBRE HASTA EL 17 DE DICIEMBRE

| PLAZA EMISORA | IDENTIFICACION IDENTIFICACION | FRECUENCIA FRECUENCIA | PROGRAMACION PROGRAMACION | SITIO WEB SITIO WEB | HORARIOS | | | | | |
|------------------------------|----------------------------------|--------------------------|------------------------------|---|----------|-------|-------|-------|-------|-------|
| AGUASCALIENTES, AGS. | | | | | | | | | | |
| XHAGC-FM | EXA | 97.3 | MUSICA EN INGLES MODERNA | http://www.exafm.com/playerexaframe/live/aguascalientes | 07:10 | 09:45 | 13:25 | 16:25 | 18:10 | 19:25 |
| XHUZ-FM | DIGITAL | 105.3 | MUSICA ROMANTICA | http://streema.com/radios/Digital_105.3_XHUZ | 07:44 | 09:24 | 11:05 | 13:55 | 16:04 | 19:44 |
| MEXICALI, B.C | | | | | | | | | | |
| XHMOE-FM | LOS 40 PPLES | 90.7 | MUSICA EN INGLES MODERNA | http://streema.com/radios/XHMOE | 07:50 | 08:50 | 09:20 | 10:20 | 10:50 | 12:50 |
| XHPF-FM | FM GLOBO | 96.7 | MUSICA ROMANTICA | NO TIENE PAG. | 07:30 | 07:45 | 09:15 | 10:45 | 11:00 | 13:10 |
| TIJUANA, B.C | | | | | | | | | | |
| XHGLX-FM | EXA | 91.7 | MUSICA MODERNA | http://www.exafm.com/index.php?id=plazas&element=3 | 07:43 | 08:45 | 09:43 | 10:45 | 12:17 | 13:50 |
| XHFG-FM | PULSAR | 107.3 | MUSICA ROMANTICA | | 07:14 | 08:54 | 10:14 | 12:13 | 13:34 | 14:15 |
| PIEDRAS NEGRAS, COAH. | | | | | | | | | | |
| XHPC-FM | SUPER ESTELAR | 107.9 | MUSICA GRUPERA | www.zocalo.com.mx | 09:20 | 10:20 | 10:35 | 11:20 | 12:20 | 13:20 |
| XHPNS-FM | AMOR | 107.1 | MUSICA ROMANTICA | www.zocalo.com.mx | 09:20 | 10:20 | 11:20 | 12:20 | 13:20 | 13:50 |
| SALTILLO, COAH. | | | | | | | | | | |
| XHQC-FM | STEREO SALTILLO | 93.5 | MUSICAM ODERNA | http://www.mmradio.com/player/72 | 07:00 | 08:20 | 09:40 | 11:00 | 12:20 | 12:20 |
| XHZCN-FM | STEREO VIDA | 106.5 | MUSICA POP, BALADA | http://radiotime.com/station/s_90344/XHZCN_1065.aspx | 09:04 | 10:19 | 10:34 | 11:48 | 12:48 | 13:31 |
| TORREON, COAH. | | | | | | | | | | |
| XHCTO-FM | STEREO HITS | 93.1 | MUSICAM ODERNA | http://www.mmradio.com/player/71 | 07:12 | 08:32 | 09:52 | 11:12 | 12:32 | 14:20 |
| XHTRR-FM | LA CALIENTE | 92.3 | MUSICA POP, BALADA | http://www.mmradio.com/player/64 | 07:42 | 09:32 | 10:52 | 12:12 | 13:32 | 14:32 |
| CHIHUAHUA, CHIH. | | | | | | | | | | |
| XHDI-FM/AM | LOS 40 PPLES | 88.5 | MUSICA EN INGLES | www.radorama.com.mx | 07:00 | 08:00 | 09:10 | 10:10 | 11:30 | 14:00 |
| XHUA-FM | STEREO VIDA | 90.1 | MUSICA ROMANTICA | www.radorama.com.mx | 07:10 | 08:40 | 09:40 | 10:50 | 11:50 | 13:50 |
| CD. JUAREZ, CHIH. | | | | | | | | | | |
| XHEM-FM | PLANETA | 103.5 | MUSICA MODERNA | http://radiotime.com/station/s_24583/Hit_FM_1043.aspx | 07:21 | 08:50 | 09:50 | 11:21 | 13:50 | 16:30 |
| XHGU-FM | ROMANCE | 105.9 | BALADA | http://s238054144.onlinehome.us/romance/player/audio/juarez/ | 07:35 | 08:51 | 10:50 | 11:35 | 12:35 | 13:50 |
| DURANGO, DGO. | | | | | | | | | | |
| XHOH-FM | LOS 40 PPLES | 107.7 | MUSICA EN INGLES | www.radorama.com | 07:22 | 08:02 | 09:53 | 11:04 | 11:55 | 14:03 |
| XHRPU-FM | LA Z | 102.9 | MUSICA GRUPERA | www.lazdurango.com | 07:25 | 08:10 | 09:10 | 11:55 | 12:55 | 14:32 |

| EMISORA | IDENTIFICACION | FRECUENCIA | PROGRAMACION | SITIO WEB | | | | | | |
|-------------------------------|------------------|------------|---------------------------|---|-------|-------|-------|-------|-------|-------|
| LEON, GTO. | | | | | | | | | | |
| XHMD-FM | EXA | 104.1 | MUSICA EN INGLES | http://www.exafm.com/playerexaframe/live/leon | 07:39 | 08:39 | 11:54 | 14:24 | 15:54 | 16:09 |
| XHML-FM | STEREO VIDA | 90.3 | MUSICA VARIADA | http://radiotime.com/station/s_11150/Estereo_Vida_FM_903.aspx | 08:24 | 10:33 | 12:24 | 14:24 | 17:30 | ? |
| IRAPUATO, GTO. | | | | | | | | | | |
| XHNY-FM | EXA | 93.5 | MUSICA EN INGLES | www.exafm.com/irapuato/ | 07:20 | 08:40 | 09:30 | 11:40 | 13:20 | 14:40 |
| XHJTA-FM | AMOR | 94.3 | MUSICA VARIADA | NO TIENE PAG. | 07:16 | 08:54 | 10:10 | 12:10 | 12:54 | 14:15 |
| GUANAJUATO, GTO. | | | | | | | | | | |
| XHFL-FM/AM | SANTA FE | 1500-90.7 | MUSICA NOT. Y ENTREVISTAS | NO TIENE PAG. | 09:11 | 10:48 | 11:20 | 12:30 | 13:54 | 14:20 |
| GUADALAJARA, JAL. | | | | | | | | | | |
| XEHL-FM | LOS 40 PPLES | 102.7 | MUSICA EN ESPAÑOL | NO TIENE PAG. | 09:27 | 09:53 | 10:53 | 12:53 | 13:27 | 13:53 |
| XHPI-FM | AMOR | 93.1 | MUSICA ROMANTICA | NO TIENE PAG. | 06:54 | 07:35 | 07:54 | 08:35 | 10:16 | 11:16 |
| MORELIA, MICH | | | | | | | | | | |
| XHMRL-FM | MAX | 91.5 | MUSICA EN ESPAÑOL | http://streema.com/radios/Max_FM_XHMRL | 07:55 | 10:40 | 10:55 | 11:10 | 11:25 | 11:55 |
| XHMO-FM | DIGITAL | 93.9 | MUSICA POP | NO TIENE PAG. | 07:16 | 08:54 | 10:10 | 12:10 | 12:54 | 14:15 |
| URUAPAN, MICH | | | | | | | | | | |
| XHFN-FM/AM | RADIO MODERNA | 91.1 | MUSICA MODERNA | NO TIENE PAG. | 07:50 | 09:00 | 10:50 | 12:10 | 14:00 | 14:55 |
| XHPI-FM | LA PODEROSA | 89.7 | MUSICA GRUPERA | www.radioramamichoacan.com | 07:27 | 08:40 | 09:25 | 10:27 | 11:41 | 12:55 |
| MONTERREY, N.L. | | | | | | | | | | |
| XHITS-FM | STEREO HITS | 106.1 | MUSICA MODERNA | http://www.mradio.com/player/68 | 10:00 | 11:40 | 12:20 | 12:30 | 13:20 | 14:20 |
| XHAW-FM | INOLVIDABLE | 101.3 | BALADA | http://www.mradio.com/player/73 | 07:22 | 08:38 | 09:37 | 09:40 | 11:40 | 11:53 |
| CD. VALLES, S.L.P | | | | | | | | | | |
| XETR-AM | RADIO PANORAMICA | 1120 | MUSICA MODERNA | NO TIENE PAG. | 07:40 | 08:30 | 09:40 | 11:30 | 12:20 | 14:40 |
| XEIR-AM | ESTELAR14-10 | 1410 | BALADA | xeir.net.com | 07:20 | 08:10 | 09:50 | 11:10 | 12:30 | 14:00 |
| SAN LUIS POTOSI, S.L.P | | | | | | | | | | |
| XHOB-FM | FACTOR | 96.1 | MUSICA MODERNA | http://www.factor961.com/ | 07:20 | 09:10 | 10:50 | 12:20 | 13:30 | 14:30 |
| XHSS-FM | ROMANCE | 91.9 | BALADA | http://www.romance919.com/ | 07:15 | 08:45 | 10:30 | 12:30 | 13:30 | 14:30 |
| CULIACAN, SIN. | | | | | | | | | | |
| XHNW-FM/AM | MAXIMA | 103.3 | MUSICA ESPAÑOL | http://www.maxima103.com/ | 10:12 | 11:00 | 12:00 | 13:00 | 14:24 | 15:12 |
| XHCNA-FM | DIGITAL | 100.1 | MUSICA ROMANTICA VARIADA | NO TIENE PAG. | 09:15 | 09:48 | 10:24 | 11:00 | 11:36 | 12:36 |
| LOS MOCHIS, SIN. | | | | | | | | | | |
| XEMIL-AM | PLANETA | 1000 | MUSICA EN INGLES MOIDERNA | NO TIENE PAG | 07:00 | 08:15 | 09:30 | 11:45 | 13:30 | 14:00 |
| XHMSL-FM | 101.3 | 101.3 | MUSICA EN ESPAÑOL | http://www.lineadirectportal.com/windows/radio.php?id=3 | 07:30 | 08:20 | 09:20 | 10:20 | 11:30 | 13:10 |

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|---------------------------|--------------------|------------|--------------------------|---|-------|-------|-------|-------|-------|-------|
| MAZATLAN, SIN. | | | | | | | | | | |
| XHOPE-FM | EXA | 89.7 | MUSICA MODERNA | http://www.exafm.com/playerexaframe/live/mazatlan | 10:51 | 12:51 | 13:35 | 13:50 | 14:51 | 15:51 |
| XHMAT-FM | AMOR | 99.5 | BALADA EN ESPAÑOL | NO TIENE PAG | 07:35 | 08:54 | 10:54 | 11:35 | 13:16 | 14:15 |
| HERMOSILLO, SON. | | | | | | | | | | |
| XHSD-FM | STEREO 100 | 100.3 | MUSICA MODERNA | www.stereo100.com.mx | 09:00 | 10:20 | 11:20 | 12:40 | 14:00 | 17:40 |
| XHUSS-FM | AMOR | 92.3 | MUSICA ROMANTICA | NO TIENE PAG | 07:35 | 08:54 | 10:54 | 11:54 | 13:16 | 14:15 |
| CD. OBREGON, SON. | | | | | | | | | | |
| XHSM-FM | SIN LIMITES | 100.9 | MUSICA MODERNA | http://radiotime.com/station/s_91961/XHSM_1009.aspx | 07:18 | 09:18 | 10:17 | 10:47 | 11:47 | 13:33 |
| XHGON-FM | LA KALIENTE | 92.9 | MUSICA GRUPERA | http://www.CHECATELO.COM | 07:30 | 08:20 | 09:20 | 10:20 | 11:30 | 13:10 |
| CD. VICTORIA, TAM. | | | | | | | | | | |
| XHTAM-FM/AM | LA KE BUENA | 96.1 | MUSICA GRUPERA | www.ort.com.mx | 08:38 | 09:19 | 10:40 | 11:40 | 13:20 | 13:57 |
| XHVIR-FM/AM | LA COTORRA | 101.7 | MUSICA GRUPERA | www.ort.com.mx | 07:00 | 09:00 | 10:30 | 11:30 | 12:30 | 13:30 |
| MATAMOROS, TAM. | | | | | | | | | | |
| XHMLS-FM | LOS 40 PRINCIPALES | 97.7 | MUSICA MODERNA | http://www.exafm.com/playerexaframe/live/matamoros | 07:55 | 09:55 | 10:55 | 11:40 | 12:40 | 13:20 |
| XHRV-FM | W 1420 | 1420 | NOTICIAS Y PROG. HABLADA | NO TIENE PAG | 07:35 | 08:35 | 09:35 | 10:35 | 12:35 | 13:35 |
| NUEVO LAREDO, TAM. | | | | | | | | | | |
| XHMW-FM | ESTEREO VIDA | 102.3 | MUSICA INGLES Y ESPAÑOL | http://alt-87.com/radiorama/demo.php?idPlaza=53&lista=2&estacionId=XHMW | 07:11 | 08:30 | 10:21 | 12:30 | 13:00 | 14:52 |
| XHNK | EXTASIS DIGITAL | 99.3 | MUSICA INGLES Y ESPAÑOL | http://www.watvon.com/radio/channel/XHNOE-FM-Stereo-91/9114 | 07:00 | 09:12 | 10:21 | 11:03 | 13:33 | 14:34 |
| REYNOSA, TAM. | | | | | | | | | | |
| XHRYS-FM | STEREO HITS | 90.1 | MUSICA INGLES Y ESPAÑOL | http://www.mmradio.com/player/70 | 10:00 | 11:40 | 12:20 | 12:30 | 13:20 | 14:30 |
| XHRT-FM | EXTREMA | 95.3 | MUSICA ROMANTICA | NO TIENE PAG | 11:03 | 11:33 | 12:17 | 12:33 | 13:00 | 14:00 |
| TAMPICO, TAM | | | | | | | | | | |
| XHPP-FM | XTREMA | 93.5 | MUSICA MODERNA | http://streema.com/radios/Radio_Xtrema_93.5_XHPP | 07:00 | 08:30 | 09:30 | 11:01 | 12:46 | 13:30 |
| XHRW-FM | LOS 40 PRINCIPALES | 97.7 | MUSICAEN ESPAÑOL | www.radioramatampico.com | 07:59 | 08:41 | 10:01 | 10:42 | 12:02 | 13:02 |
| ZACATECAS, ZAC. | | | | | | | | | | |
| XHGAP-FM | LA SUPER G | 94.7 | MUSICA GRUPERA | http://www.grupoplatazacatecas.com/ | 07:00 | 09:40 | 10:40 | 11:50 | 12:50 | 13:20 |
| XHZTS-FM | STEREO PLATA | 91.5 | MUSICA ROMANTICA | http://www.grupoplatazacatecas.com/ | 07:00 | 09:40 | 10:40 | 11:50 | 12:50 | 13:20 |