

| Cuenta             | Fecha   | Tipo | Nombre<br>Número  | Concepto                    | Referencia | Cargos              | Abonos          | Saldo Inicial<br>Saldo |
|--------------------|---------|------|-------------------|-----------------------------|------------|---------------------|-----------------|------------------------|
| <b>702-023-000</b> |         |      | <b>PUBLICIDAD</b> |                             |            |                     | Saldo inicial : | 1,070,992.44           |
| 04/Mar/2016        | Egresos |      | 62                | RENTA DISH P/RESTAURANT..   |            | 750.00              |                 | 1,071,742.44           |
| 09/Mar/2016        | Egresos |      | 95                | MONITOREO Y VERIF. A CAM..  |            | 5,000.00            |                 | 1,076,742.44           |
| 24/Mar/2016        | Egresos |      | 281               | PUBLICIDAD EN RADIO         |            | 12,328.00           |                 | 1,089,070.44           |
| 31/Mar/2016        | Egresos |      | 332               | PUBLICIDAD EN RADIO         |            | 12,672.00           |                 | 1,101,742.44           |
| 31/Mar/2016        | Egresos |      | 333               | PUBLICIDAD EN PERIODICO     |            | 3,704.40            |                 | 1,105,446.84           |
| 31/Mar/2016        | Egresos |      | 336               | PUBLICIDAD EN RADIO         |            | 16,302.00           |                 | 1,121,748.84           |
| 31/Mar/2016        | Egresos |      | 337               | PUBLICIDAD EN RADIO         |            | 29,264.00           |                 | 1,151,012.84           |
| 31/Mar/2016        | Egresos |      | 338               | SPOT. PUBLIC. EN CANALES .. |            | 28,448.33           |                 | 1,179,461.17           |
| 31/Mar/2016        | Egresos |      | 339               | PUBLICIDAD EN PERIODICO     |            | 7,408.80            |                 | 1,186,869.97           |
| 31/Mar/2016        | Diario  |      | 17                | PARTICIPACION TELEVISA 12%  |            | 911,210.40          |                 | 2,098,080.37           |
| 31/Mar/2016        | Diario  |      | 44                | REDES SOCIALES PAGINA ZO..  |            | 20,000.00           |                 | 2,118,080.37           |
| 31/Mar/2016        | Diario  |      | 44                | PRODUCCIONES ZOO            |            | 2,000.00            |                 | 2,120,080.37           |
| 31/Mar/2016        | Diario  |      | 44                | GRABACIONES TEXTOS          |            | 9,400.00            |                 | 2,129,480.37           |
|                    |         |      |                   |                             | Total:     | <b>1,058,487.93</b> | <b>0.00</b>     | <b>2,129,480.37</b>    |
| <b>Total:</b>      |         |      |                   |                             |            | <b>1,058,487.93</b> | <b>0.00</b>     | <b>2,129,480.37</b>    |