|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FICHA VISUALIZACIÓN ANUNCIOS** | | | | | | | | | | | | | | | |
| **PRODUCTO** |  | | | | | | | | | | | | | | |
| **ANUNCIANTE** |  | | | | | | | | | | | | | | |
| **PÚBLICO** | **Hombre** |  | | **Mujer** | |  | **Ambos** | | |  | **Obs.:** | | | | |
| **Edad** | **20 - 30** | | | |  | **30 - 50** | | |  | **50 - 60** | |  | **+ 60** |  |
| **OBJETIVO** |  | | | | | | | | | | | | | | |
| **MEDIO** | **Televisión** | |  | | **Prensa** | | |  | **Radio** | | |  | **Otros** | | |
| **FRANJA HORARIA** | **Mañana** | |  | | **Tarde** | | |  | **Noche** | | |  |  | | |
| **OBSERVACIONES:** | | | | | | | | | | | | | | | |