



# 2025 Packages

## Rules

1. Packages apply to all advertising agencies and clients.
2. Packages must be purchased as advertised. NO CHANGES may be made.
3. All spots will be placed as rotators unless otherwise stated.
4. All make good will be automatic.
5. Packages are effective immediately and may be withdrawn from the market at any time.
6. One client per package. Packages cannot be shared.
7. Web portion of Package is mandatory.

**Retail Package**  
Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
ROS	M-F	5am—4pm	6	
ROS	M-F	4pm—11:30pm	2	
ROS	M-F	11:30pm—2am	2	
Total			10-30ss	\$6,500
<div><div><div>wapa</div><div>tv</div></div><div>es Puerto Rico</div></div>				
Display Banners	Day	Size	Total Impressions	
ROS @ wapa.tv	M-F	Web 300x250, 728x90	100,000	
	M-F	Mobile 320x50, 320x100		\$1,500
Total TV & Web				\$8,000

- 1. Commercial must advertise at least one product with a special and regular price as per DACO regulations.
- 2. Commercial must be 30 seconds or 2-15seconds in length.
- 3. Commercial must state the specific retail locations where the product is available.
- 4. Sales must have a start and end dates. No sales may be longer than three weeks.
- 5. Package must run as presented and make goods will be mandatory and given automatically.
- 6. Client may select any day of the week to run package, but no more than one day per package.
- 7. Payment in advance unless previous credit with WAPA is established.
- 8. All spots will run on a ROS basis within their respective time blocks and can be pre-emptable.

WAPA reserves the right to withdraw this offer at any time.

- 9. The spot must clearly be one for the retail store, not the products advertised. Under **NO** circumstances segments of the commercial of the products advertised can be included in the commercial

## Women's Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
Noticentro al Amanecer	M-F	5:00am	5	
Teleserie	M-F	10:00am	5	
Pégate al Mediodía	M-F	11:30am	3	
Viva La Tarde	M-F	1:00pm	2	
Lo Se Todo	M-F	2:00pm	5	
ROS	Sat	12pm-5pm	1	
ROS	Sun	12pm-5pm	1	
<b>Total</b>			<b>22-30ss</b>	<b>\$10,850</b>



Display Banners  
ROS @ wapa.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

100,000

\$1,500

**Total TV & Web**

**\$12,350.00**

## Women's Day & Primetime Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
Noticentro al Amanecer	M-F	5:00am	3	
Teleserie	M-F	10:00am	3	
Pégate al Mediodía	M-F	11:30am	2	
Viva la Tarde	M-F	1:00pm	3	
Lo Se Todo	M-F	2:00pm	5	
ROS	Sat	12pm-5pm	2	
ROS	Sun	12pm-5pm	2	
Películas	M-F	7pm	2	
Series	TH-F	10-11pm	2	
<b>Total</b>			<b>24-30ss</b>	<b>\$14,950</b>



Display Banners  
ROS @ wapa.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

100,000



\$1,500

**Total TV & Web**

**\$16,450.00**

Men's Package  
Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss		
Super Lucha Libre	Sat & Sun	1pm	4		
Smack Down	Sat	2pm	4		
Pégate al Mediodía	M-F	11:30am	3		
Lo Se Todo	M-F	2:00pm	1		
Series	Th-F	10pm	1		
Función Estelar	M-F	7pm	1		
Noticentro	M-F	11pm	1		
	Total		15-30ss		\$8,400
	Day	Time	Spots	Total Wapa Deportes	
ROS	Mon-Sun	12pm-12am	14-30ss		\$1,400
	Day	Size	Total Impressions		
Display Banners	Mon-Sun	Web 300x250, 728x90	100,000		
ROS @ wapa.tv	Mon-Sun	Mobile 320x50, 320x100			\$1,500
Total TV & Web					\$11,300

## News Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
Noticentro al Amanecer	M-F	5:00a-10:00a	5	
Noticentro	M-F	4-5:30pm	2	
Noticentro	M-F	11-11:30pm	3	
Noticentro	Sat	5-6pm	2	
Noticentro	Sun	5-6pm	2	
Noticentro	Sa	10-10:30pm	1	
Noticentro En una Semana	Sat	10:30-11:30pm	2	
Noticentro	Su	10-10:30pm	1	
<b>Total</b>			<b>18-30ss</b>	<b>\$18,100</b>



Display Banners  
ROS @ wapa.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

100,000

\$1,500

**Total TV & Web**

**\$19,600**

## Weekend Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
Lucha Libre	Sat	1pm	2	
Smack Down	Sat	2pm	2	
Serie	Sat	4pm	1	
Lucha Libre	Sun	1pm	2	
Serie	Sun	2pm	1	
Pelicula	Sun	3pm	1	
Pelicula / Series	Sat/Sun	6-10pm	4	
<b>Total</b>			<b>13-30ss</b>	<b>\$7,700</b>



Display Banners  
ROS @ wapa.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

70,000

\$1,050

**Total TV & Web**

**\$8,750**

Movie Package  
Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss	
Función Estelar	M-F	7-9pm	3	
Pelicula Especial	Sat	6pm	1	
Pelicula Especial	Sat	8pm	1	
Pelicula Especial	Sun	6pm	1	
Pelicula Especial	Sun	8pm	1	
Super Cine	Sun	3pm-5pm	1	
Ultima Función	M-F	11:30pm-1:30am	5	
Total			13-30ss	\$11,000



	Day	Size	Total Impressions	
Display Banners	Mon-Sun	Web 300x250, 728x90	100,000	\$1,500
ROS @ wapa.tv	Mon-Sun	Mobile 320x50, 320x100		

Total TV & Web \$12,500

## Local Daytime Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss
Noticentro Al Amanecer	M-F	5:00am - 10:00am	3
Pégate al Mediodía	M-F	11:30am - 1pm	5
Viva la Tarde	M-F	1pm - 2pm	5
Lo Se Todo	M-F	2pm - 3:20pm	3

<b>Total</b>	<b>16-30ss</b>	<b>\$8,300</b>
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Display Banners  
ROS @ wapa.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

60,000

\$900

**Total TV & Web**

**\$9,200**

## Youth Oriented Package

Effective January 1<sup>st</sup>, 2025



Program	Day	Time	Spots 30ss
El Remix	Wed	10pm	1
Teleserie	M-F	5:30pm	2
Función Estelar	M-F	7-9pm	2
Series	TH- F	10pm	3
<b>Total</b>			<b>8-30ss</b>

**\$11,200**



Display Banners  
ROS @ wapa.tv & jangueo.tv

Day	Size
Mon-Sun	Web 300x250, 728x90
Mon-Sun	Mobile 320x50, 320x100

### Total Impressions

100,000

\$1,500

**Total TV & Web**

**\$12,700**