

ANEXO 1
DÓNDE Y CUÁNTO INVIERTE LA PUBLICIDAD

Dónde y cuánto invierte la publicidad

Cuánto se invierte en publicidad, cuáles son las marcas más anunciadas y cómo se distribuye el gasto publicitario en los medios de comunicación son los datos que con mayor frecuencia nos solicitan nuestros lectores.

Para satisfacer esta inquietud, en la edición de este mes le presentamos algunos cuadros comparativos de las inversiones en publicidad del año pasado y los primeros ocho meses de 1997, además de las principales marcas publicitadas en el mismo periodo.

Inversión por medio 1996

| Medio | Inversión* | % |
|----------------------|--------------------|--------|
| Televisión | \$101,539.52 | 91.6% |
| TV Suscripción | \$2,549.57 | 2.3% |
| Radio AM | \$2,217.02 | 2.0% |
| Radio FM | \$1,995.32 | 1.8% |
| Revistas | \$1,219.36 | 1.1% |
| Prensa | \$1,330.21 | 1.2% |
| Total | \$110,851.00 | 100.0% |

(*Cifras en millones de pesos, inversión bruta reportada (tarifa vigente)

Inversión por medio (enero a agosto de 1997)

| Medio | Inversión | % |
|---------------------|------------------------|--------|
| Televisión | \$85,495,023,600 | 91.5% |
| V Suscripción | \$1,465,922,350 | 1.5% |
| Radio AM | \$2,624,363,970 | 2.9% |
| Radio FM | \$2,094,044,700 | 2.3% |
| Revistas | \$874,412,250 | 0.7% |
| Periódicos | \$1,050,505,980 | 1.1% |
| Total | \$93,604,272,850 | 100.0% |

Los que más invierten en publicidad en los rubros de «gobierno/industria/hous», que agrupa a las campañas políticas, campañas de agua, electricidad y edencialización, entre otras.

También los anuncios sobre alimentos, productos para la salud, higiene y sméticos se encuentran en los primeros lugares de inversión.

Principales marcas publicitadas en 1996

Lotería Nacional
 Teléfonos de México
 Bacardi
 Coca-Cola
 Bimbo
 Bancomer
 Banamex
 AT&T
 Pepsi
 Corona

Los diez principales anunciantes (enero a agosto de 1997)

Grupo Videovisa
 Procter & Gamble
 Colgate Palmolive
 Coca Cola de Mexico
 Radio, televisión y cinematografía
 Teléfonos de México
 Instituto Federal Electoral
 Organización Bimbo
 Lotería Nacional
 Bacardi y Cra.

Fuente: AC Nielsen

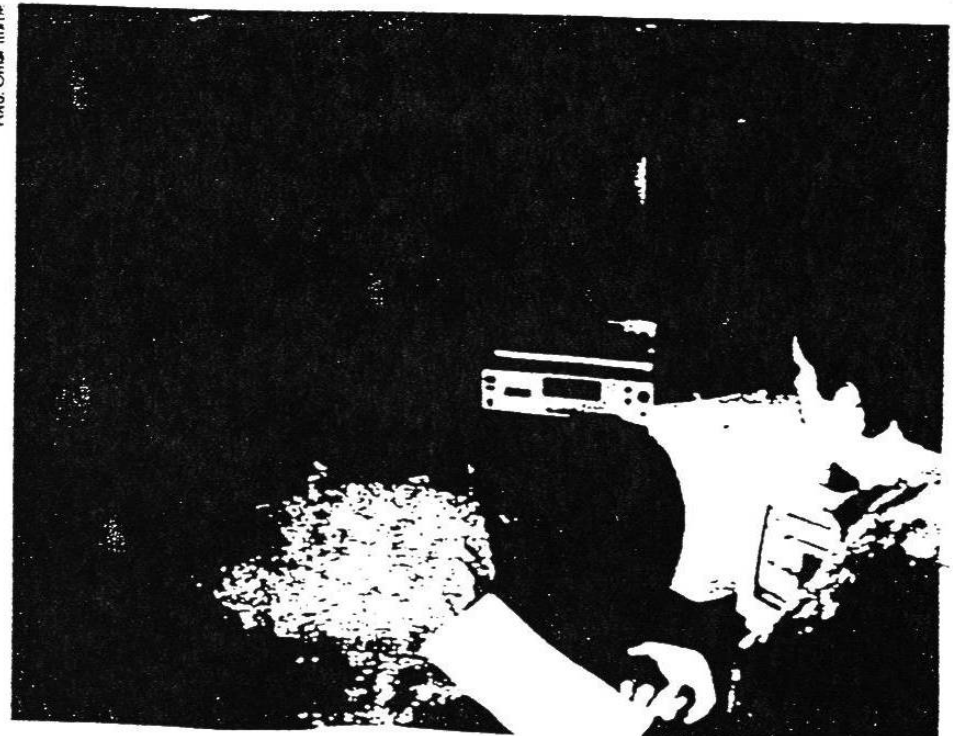
De acuerdo con los datos de los dos cuadros sobre inversión por medio, podemos ver que tan solo la inversión en los primeros ocho meses de este año rebasó ya el gasto total de 1996, lo cual significa que hay una reactivación en la economía, por lo que las empresas destinan elevados presupuestos a la publicidad para promover sus marcas.

Inversión por área económica 1996

| Medio | Inversión* | % |
|----------------------------------|--------------------|--------|
| Comercio | \$11,195.95 | 10.1% |
| Salud/higiene/cosméticos | \$12,526.16 | 11.3% |
| Alimentos | \$12,304.46 | 11.1% |
| Bebidas | \$9,754.89 | 8.8% |
| Limpieza doméstica | \$3,547.23 | 3.2% |
| Finanzas y seguros | \$3,436.38 | 3.1% |
| Tabacos | \$3,103.83 | 2.8% |
| Vehículos y transportes | \$1,662.77 | 1.5% |
| Gobierno/industria In-hous | \$30,927.43 | 27.9% |
| Otros | \$22,391.90 | 20.2% |
| Total | \$110,881.00 | 100.0% |

(*): Cifras en millones de pesos, inversión bruta reportada (trimestre).

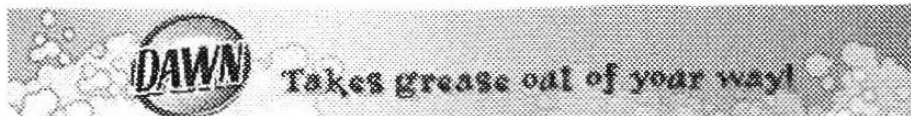
Foto: Omar Ibarra



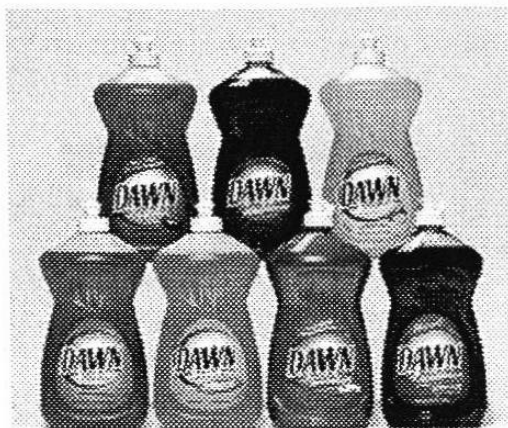
ANEXO 2

**EJEMPLO DE PUBLICIDAD INFORMATIVA A TRAVÉS DE INTERNET
PRODUCTO DAWN, PROCTER & GAMBLE.**

**INFORMACIÓN SOBRE LOS PRODUCTOS
DE PROCTER & GAMBLE CORPORATION**



DAWN.



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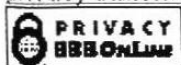
You'll be among the first to know about special offers, samples, coupons, and sweepstakes we offer from time to time from brands like Cascade, Crisco, Dawn, Fit, Febreze, Mr. Clean, and Swiffer. All the information you give us will be kept private and will not be sold to any other company.



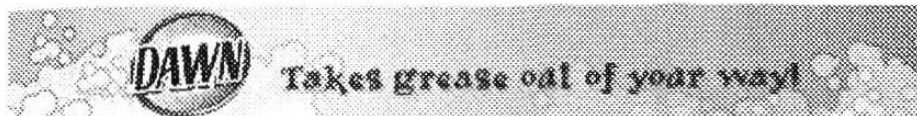
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Product Information

TOUGH grease cutting power available in these formulas:

Power Plus



Powers through tough grease easily and tackles tough food. Power Plus contains activated loosening agents that dig deep to help remove tough, stuck-on foods really fast...and nearly scrub free. Now you can finish fast and move on!



Special Care

Easily cleans tough grease and actually improves the look and feel of hands! Special Care still provides Dawn's superior tough grease cleaning ability, and has unique skin-vitalizing proteins that revitalize the skins surface, leaving hands feeling softer and smoother.

Original



Easily cuts through tough grease to help you finish fast so you can move on. Also great for pre-treating tough greasy laundry soils, handwashing delicates, and getting hard surfaces squeaky clean.



Sunrise Citrus

Easily cuts through tough grease to help you finish fast so you can move on. Sunrise Citrus has a fresh, clean scent. Also great for pre-treating tough greasy laundry

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soils, handwashing delicates,
and getting hard surfaces
squeaky clean.

Antibacterial*

Easily cuts through tough
grease to help you finish fast
so you can move on.



*Eliminates 99% of germs on
hands when used as a hand soap.

Rainforest Splash

Easily cuts through tough
grease to help you finish fast
so you can move on.

Rainforest Splash has a fresh,
clean scent. Also great for
pre-treating tough greasy
laundry soils, handwashing
delicates, and getting hard
surfaces squeaky clean.



Power Plus Antibacterial*

Powers through tough grease
easily and tackles tough
food. Power Plus contains
activated loosening agents
that dig deep to help remove
tough, stuck-on foods really
fast... and nearly scrub free.



*Eliminates 99% of germs on
hands when used as a hand soap.

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Procter & Gamble


Laundry & Cleaning




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- [Food/Beverage](#)
- [Health Care](#)
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 [North America](#)

 [Asia](#)

 [Latin America](#)


 [Europe, Middle East, & Africa](#)

North America


Bleach

- [Biz](#)

Dish Care

- [Cascade](#)
-  • [Cascade Complete](#)
-  • [Dawn](#)
- [Ivory Dish](#)
- [Joy](#)


Fabric Conditioners

-  • [Febreze](#)

Fruit and Vegetable Wash

-  • [Fit](#)

Hard Surface Cleaners

- [Comet](#)
-  • [Mr. Clean](#)
- [Spic and Span](#)

Laundry

- [Bold](#)
-  • [Bounce](#)
-  • [Cheer](#)
-  • [Downy](#)
-  • [Dreft](#)
-  • [Dryel](#)
- [Era](#)
-  • [Gain](#)
- [Ivory Snow](#)
- [Oxydol](#)
-  • [Tide](#)

Commercial Products Group

- [Institutional Cleaning Products](#)



• Swiffer

• Coin-Vended
Laundry Products



Latin
America



Bleach

- Ace
- Lavan-San

Dish Care

- Ace
- Ayudin
- Cierto
- Cristal
- Dawn
- Dawn
- Finish
- Magistral
- Salvo
- Tras
- Vencedor

Hard Surface Cleaners

- Cruz Verde
- Lavan San
- Maestro Limpio

Laundry

- Ace
- Ariel
- Bold
- Downy
- Duplex
- InExtra
- Limay
- Magia Blanca
- ODD Fases
- Pop
- Quanto
- Rapido
- Rindex
- Romtensid
- Supremo
- Tide
- Unijab
- Ya



Asia



Dish Care

- Biz
- Joy

Hard Surface Cleaners

- Mr. Clean

Laundry

- Ariel
- Bonus
- Bounce
- Cheer
- Doll
- Ezee
- Gaofuli
- Lanxiang
- Panda
- Perla
- Tide
- Trilo



Europe,
Middle East
& Africa



Bleach

- Ace
- La' Neoblanc

Dish Care

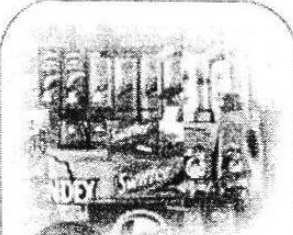
- Fairy
- Jar
- Mintax
- Nelsen Piatti
- Yes

Hard Surface Cleaners

- Ace
- Flash
- Maestro Lindo
- Mr. Proper
- Sanicroix
- Spic and Span
- Viakal

Laundry

- Ace
- Alo
- Ariel
- Azurit
- Bold
- Bonux
- Bounce
- Dash
- Daz
- Dreft
- Fairy
- Lenor
- Mintax
- Myth
- Rei
- Tide
- Tix



NUESTRAS MARCAS

- MAESTRO LIMPIADOR
- ACE
- CUIDADO DE LA PIEL
- PROTECCION FEMENINA
- LEJIA Y LIMPIADOR
- REINODOR Y DESODORIZANTE
- CUIDADO DE LA SEÑAL
- PROTECCION ALERGIAS

Búsqueda:

- Ayuda
- Contacto

NUESTRAS MARCAS Cuidado para el Hogar y Tejidos

Salvo ha estado presente en la vida de las amas de casa mexicanas desde 1977. Desde entonces Salvo ha ido creciendo en el mercado de los lavatrastes mexicanos hasta convertirse en el favorito de las amas de casa.



Salvo es el mejor detergente lavatrastes en polvo ya que elimina hasta la grasa más difícil. Salvo ha estado en los hogares mexicanos generación tras generación posicionándose como parte de la familia con el ya conocido "Salvo me salva".

Publicidad para Televisión de Salvo

Salvo
 versión:
 Vecina
 dur. (40seg.)



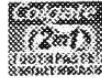
| | | | | | |
|-------|---------------------|-----|---------|---------|--------|
| Downy | Downy Revitalizador | Fit | Febreze | Swiffer | Rindec |
| Dawn | Maestro Limpio | ACE | Bold 3 | Salvo | Arie |

ANEXO 3

EJEMPLO DE PUBLICIDAD INFORMATIVA A TRAVÉS DE INTERNET

**PRODUCTO ULTRA PALMOLIVE FOR POTS AND PANS
DISHWASHING LIQUID COLGATE PALMOLIVE**

**INFORMACIÓN SOBRE PRODUCTOS DEL GRUPO
COLGATE-PALMOLIVE COMPANY**


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did you
KNOW?

Palmolive Spring Sensations is the first product in the dish cleaning category to introduce imagery-driven fragrances to make washing the dishes a more pleasant experience.

Product News

04/18/1997



FORMAT DOCUMENT FOR PRINTING

Ultra Palmolive® For Pots & Pans Dishwashing Liquid

Colgate-Palmolive Introduces Ultra Palmolive For Pot Pans Specially Formulated To Clean Cookware And Remove Greasy, Stuck-On Food

New York, NEW YORK, April 18, 1997 - How many times has a great meal forced you to go to great lengths just to get the pan clean? You soak. You scrub. You leave it in the sink overnight. So, what do you do when the sticky pan winds staying in the sink longer than the leftovers stay in the fridge?

To help with those tough clean-up jobs, The Colgate-Palmolive Co. has developed a dishwashing liquid with a completely new formula, specifically designed to tackle the consumer's toughest dishwashing task -- removing greasy, stuck-on food pots and pans. New **Ultra Palmolive for Pots & Pans** has a unique thick foam which loosens stuck-on food and removes grease, and is also great for washing everyday dishes, glasses and silverware.

"Getting pots and pans really clean has been a consumer challenge for as long as the dish liquid category has existed," says Jill Garrity, General Manager of Household Surface Care, Colgate-Palmolive Company. Research shows that 56% of dish liquid users hand wash their cookware every day and just about everyone who owns a dishwasher still washes the pots and pans by hand¹. The Company believes that consumers will be quick to try a product that will help them clean greasy, stuck-on food from pots and pans.

The Company also expects that Palmolive for Pots & Pans will grow the category providing a value-added dish liquid with a unique and meaningful positioning, as Palmolive Dishwashing Liquid and Antibacterial Hand Soap did. The 1994 launch of Palmolive Antibacterial was so successful that it is now the second largest in the category. And, Palmolive continued that momentum with the conversion to Ultras in 1995. Palmolive consumption has increased 46% since the introduction of Palmolive Antibacterial and Ultras, translating to a share gain of +5.4 points².

Palmolive for Pots & Pans will stand out on shelf with its unique opaque jade green color and its magenta cap. The product will be available in 14.7 oz., 28 oz. and 48 oz. sizes. It began shipping to drug, grocery and mass merchandisers nationwide on March 24, 1997.

With an unprecedented \$24 million in planned media and promotional support, the Palmolive for Pots & Pans launch will be 65% bigger than the groundbreaking Palmolive Antibacterial launch. Young & Rubicam is creating an exciting television advertising campaign, starring Palmolive spokeswomen Marilyn and Caryl, which begins in May 1997. Extensive couponing and sampling is also planned.

Colgate-Palmolive is a leading global consumer products company, focusing on its core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Dietary Care. Colgate markets its products in 194 countries and territories under such strong global brand names as Colgate, Palmolive, Mennen, Ajax, F&W and Softsoap, as well as Hill's Science Diet and Hill's Prescription Diet pet food.

#####

¹ Source: 1996 National Quantitative Studies

² Source: Nielson Scantrack - 6 months pre-Palmolive Antibacterial introduction
6 months ending 2/97

→Back

→Tips & Trivia

OUR GLOBAL BRANDS



OUR PRODUCTS

Colgate serves global consumers with products in five major categories – Oral Care, Personal Care, Household Surface Care, Fabric Care, and Pet Nutrition. Here is a brief description of each one.

Oral Care

Oral care is the company's first and foremost category. It is also the category where we are, by far, the world leader. Colgate is the number one toothpaste brand worldwide. Colgate is also the world leader in toothbrushes, and, outside the U.S., in mouth rinses.

The acquisition of Kolynos in early 1995 added a \$300 million Oral Care business with very strong shares across South America.

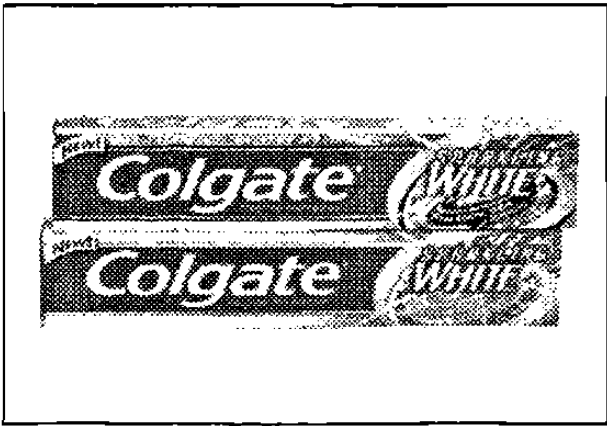
The company's commitment to oral care includes educating 35 million children in 50 countries about proper oral hygiene through an extensive oral health education program. In the U.S. and in many other countries it is called *Bright Smiles Bright Futures*. (By clicking here you will be transported to Kid's World where you can visit Dr. Rabbit and have fun while learning how to take care of your teeth.) In many countries, Colgate is the primary provider of dental education to the local communities.

Beyond consumer products, Colgate also manufactures products for the dental professional and runs programs to foster and support advancements in dental research. (Click here to learn more about Colgate's Professional World.)

**Colgate is the
number one
toothpaste
brand
worldwide.**

Personal Care

Colgate



✱
✱

COLGATE SPARKLING WHITE TOOTHPASTE

- Formulated for an Advanced Clean with special Micro-Cleaning crystals to help remove stains, whiten and clean between teeth, to help your smile shine
- Helps strengthen teeth with cavity fighting fluoride
- Available in two variants:
 - Tartar Control, a refreshing Sparkling Mint Paste
 - Baking Soda & Peroxide, a Blue and White Striped Mint Gel
- Look for exciting holographic packaging in

Colgate



✱
✱

LADY SPEED STICK ANTIPERSPIRANT/DEODORANT

24-hours of confidence so you're ready for anything night and day!

- Fragrance renewal system releases fragrance throughout the day

There are so many forms and fragrances to choose from:

- First to bring you "no white residue" sticks with our advanced Invisible Dry formula offered in the following great fragrances: *Shower Fresh, Powder Fresh and Spring Fresh*
- Also try the exciting new additions to the Lady Speed Stick Invisible Dry collection: *Orchard Blossom, Wild Freesia and Caribbean Cool*
- Lady Speed Stick Original Stick is available in *Scented, Powder Fresh and Light Musk*
- Lady Speed Stick Gel glides on clean and fresh with no white residue and is available in: *Shower Fresh, Powder Fresh and Spring Fresh*

With brands like Palmolive, Mennen, and Softsoap, Colgate is a major supplier of Personal Care Products.

Colgate is a major supplier of Personal Care Products.

Palmolive is a leadership brand in 105 countries. It has long been one of the world's best known lines of all-family shampoos. With the highly successful launch of Palmolive Optims in over 20 countries, the brand now stands for premium hair care as well. And, Palmolive soap is the world's third largest brand.

The Mennen deodorant stick is the worldwide leader in that category. Since the 1992 acquisition of Mennen, Colgate has successfully introduced the line of deodorants and anti-perspirants throughout the world.

Colgate is the global leader in the liquid soap category. The strong performance of the Softsoap brand in the U.S., and acquisitions in Europe and the South Pacific make Colgate the dominant player in this rapidly growing category.

Colgate is the second largest competitor in the Baby Care market with strong leadership positions in many Latin American and Asian markets.

Household Surface Care

Palmolive



✱
✱

PALMOLIVE DISHWASHING LIQUID

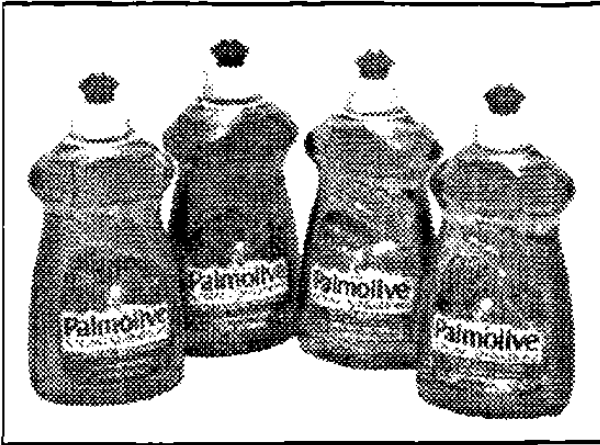
Palmolive has been a trusted name in dishwashing liquids for over 30 years.

The thick rich formula of Palmolive cuts through the toughest grease and leaves your dishes sparkling clean. Its Ultra formula is concentrated so you can use 1/3 less than with regular dishwashing liquids.

Palmolive Dishwashing Liquid comes in a variety of formulas to meet all your dishwashing needs:

- *Palmolive Original* is the dishwashing liquid used for generations-it cuts through stubborn grease, and its rich, thick formula removes dried on, cooked on food
- *Palmolive Antibacterial* was the first dishwashing liquid made to kill germs on hands when used as a hand soap
- *Palmolive Antibacterial Lemon* kills germs on hands when used as a hand soap and comes in a fresh lemon scent
- *Palmolive Dry Skin with Aloe* is the first dishwashing liquid made especially for dry skin and is uniquely formulated to clean effectively without being irritating to your skin; it is dermatologist tested
- *Palmolive Max Power* is the only maximum strength dishwashing liquid for your toughest jobs that also kills germs on hands when used as a hand soap
- *New! Palmolive Spring Sensations* is the newest member of the Palmolive family, bringing the scents and colors of Spring to your kitchen sink

Palmolive



PALMOLIVE SPRING SENSATIONS DISHWASHING LIQUID

Palmolive Spring Sensations is America's first truly "experiential" dishwashing liquid, bringing the scents and colors of Spring to the kitchen sink. It's like Springtime every time you do the dishes!

The thick rich formula of Spring Sensations cuts through the toughest grease, and it's from Palmolive - Tough on Grease, Soft on Hands™. Check out the range of distinctive colors and fragrances:

- Spring Blossom for a fantastic light fresh floral fragrance in a vibrant pink color - no dishwashing liquid ever looked and smelled like this before
- Ocean breeze for a cool clean scent in a crisp teal blue color - you could find yourself dreaming about a Caribbean island instead of doing the dishes
- Botanical Blend for the fresh fragrance of nature's botanicals in a brilliant purple color - you may just find you want to buy dish towels to match
- Orchard Fresh for a delightful fruity floral fragrance in a rich peach color

Both the Orchard Fresh and Ocean Breeze variants of Spring Sensations also offer antibacterial protection for hands when used as a hand

Homes around the world may be different in style... but they all have a multitude of surfaces that need to be cleaned. And almost anywhere you go in the world, you will find the name Ajax on store shelves. Ajax began as a powder cleanser and has been expanded to many other cleaning products including all-purpose cleaners, glass cleaners, bath cleaners, and all-purpose spray cleaners. Ajax All-Purpose Cleaner is the #1 liquid brand worldwide.

Around the globe, bleach is widely used as a laundry whitener/de-stainer and as a household disinfectant cleaner. Through new product launches and an aggressive acquisition program in Europe, Canada, Latin America and Asia, Colgate has become the global market leader outside the U.S. In addition to basic bleach, Colgate has launched many added-value bleach products such as scented bleaches and all-purpose cleaners with bleach.

Homes may be different in style... but they all have surfaces that need to be cleaned.

Colgate produces many products for the different ways dishes are washed. One of the best known is Palmolive -- a leading global product. In Latin America, consumers traditionally used leftover soap chips in a bowl to wash dishes. So Colgate introduced Axion dishwashing paste packaged in a cup. It soon became the market leader and today is sold in countries throughout Asia, Eastern Europe, and the Middle East.

Fabric Care

Washing clothes is a universal part of life around the world. But the methods vary widely from area to area. That's why Colgate produces a multitude of detergents in many forms. They include laundry bars for hand washing in rivers or tubs, and powders and liquids for automatic machines. In many countries, "Fab" is the word consumers use when they ask for detergents.

In addition to detergents, Colgate also markets fabric softeners on 6 continents. In many countries, Colgate has created the category with the Soupline, Suavitel, and Softlan brands and is the worldwide leader outside the U.S.

Colgate produces a multitude of detergents in many forms.

More and more, consumers are making purchase decisions based on both value and a concern for the environment. Refill packaging and concentrates have permitted Colgate to offer the consumer detergents and fabric softeners at an affordable price, in a container that uses less packaging material. This type of packaging also meets the retailers' need for more efficient use of shelf space.

Fab



FAB RAIN FOREST LAUNDRY DETERGENT

- Fab Rain Forest provides a powerful deep clean, while making the task of doing laundry a more pleasurable experience
- Fab Rain Forest detergent's fragrance, explosive graphics and great formula make this a unique product

Suavitel™



SUAVITEL FABRIC SOFTENER

Experience the unique fragrances of Suavitel:

- Field Flower
- Morning Sun
- Fresh Dew
- Vanilla
- Suavitel fabric softener leaves laundry wonderfully soft with fresh and delightful scents the whole family will love

Founded upon a veterinarian's unique commitment to the health and welfare of dogs and cats, Hill's Pet Nutrition, Inc. is one of the world's leading pet food manufacturers, and a pioneer in clinical nutrition for companion animals.

Hill's Prescription Diet brand formulations were commercially introduced in 1948 and revolutionized the veterinary medical management of a variety of diseases through scientifically balanced nutrition. Today there are over 35 different Prescription Diet products used exclusively by veterinarians to successfully manage such conditions as obesity, heart disease, kidney disease, and many others.

Hill's is a pioneer in clinical nutrition for companion animals.

Hill's Science Diet brand foods were introduced in 1968 as a 'life stage' product line which recognized the unique nutritional requirements for the age, activity level, and reproductive status of dogs and cats. Science Diet products are available only at veterinary hospitals, pet specialty stores, and feedstores where knowledgeable pet professionals can assist pet owners in choosing the right formulation.

Hill's products can be found in 63 countries around the world.



| | | |
|---------------------------------|------------------------------------|---|
| KIDS WORLD | INVESTOR RELATIONS | DENTAL PROFESSIONAL WORLD |
| PRESS ROOM | ORAL HYGIENE FAQ | COLGATE PRODUCTS |
| ON THE CHANNELS | A TOUR OF COLGATE | CONTACT US |



Household Surface Care

-
-
- Western Europe
- Central Europe/Russia
- Asia
- South Pacific
- Africa/Middle East

select product type:

Household Surface Care ▼

did you **KNOW?**

Palmolive—"Softens Hands While You Do Dishes."

Latin America *Fabuloso* **AXION** *AIAX*

➤ Country List

With our wide array of fine all-purpose cleaners, dish liquids and bl Colgate is making homes sparkle around the world. Once again prov great products offered at a great value will be successful, we are wi admiration of consumers and shareholders, alike.



SCOURER

Ajax scourer



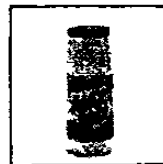
DISHWASHING LIQUID

Brisol dishwashing liquid
Dona Blanca
Vel dishwashing liquid
Axion dishwashing liquid
Axion paste
Axion paste antibacterial
Axion powder



HOUSEHOLD CLEANERS

Odex all-purpose cleaners
Klin cleaners
Azistin cleaners
Pinho Sol cleaners
Ajax all-purpose cleaner
Ajax bath spray
Ajax Expel
Ajax Fiesta de Flores cleaners
Ajax 2 in 1 cleaner
Ajax glass cleaner
Odex Fiesta de Flores cleaners
Fabuloso cleaners



BLEACH

Agua Jane bleach
Ajax bleach
Navex bleach
Odex Fiesta de Flores

JABONES LAVATRASTES

ÁREA: Santa Catarina, N.L.

Lugar de Venta: Soriana

Gigante _____
 Oxxo _____ X _____
 Super 7 _____

Dirección Ave. Manuel Ordóñez
 Centro de Santa Catarina

| Presentación Líquida | | |
|----------------------|-------|-----------------------|
| Productor | Marca | Cont. o tamaño Precio |
| | | |
| | | |
| | | |

| Presentación Polvo | | |
|--------------------------------|-------|-----------------------|
| Productor | Marca | Cont. o tamaño Precio |
| Colgate Palmolive S.A. de C.V. | Axion | 500 gr. \$ 5.50 |
| Colgate Palmolive S.A. de C.V. | Axion | 1 kg. \$ 10.40 |
| | | |
| | | |

| Presentación Pasta | | |
|--------------------|-------|-----------------------|
| Productor | Marca | Cont. o tamaño Precio |
| | | |
| | | |
| | | |

| Presentación Gel | | |
|------------------|-------|-----------------------|
| Productor | Marca | Cont. o tamaño Precio |
| | | |
| | | |
| | | |

JABONES LAVATRASTES

ÁREA: Santa Catarina, N.L.

Lugar de Venta: Soriana _____
 Gigante _____
 Oxxo _____
 Super 7 _____ X

Dirección Ave. Manuel Ordóñez
 Centro de Santa Catarina

| Presentación Líquida | | | |
|----------------------|-------|----------------|--------|
| Productor | Marca | Cont. o Tamaño | Precio |
| | | | |
| | | | |
| | | | |

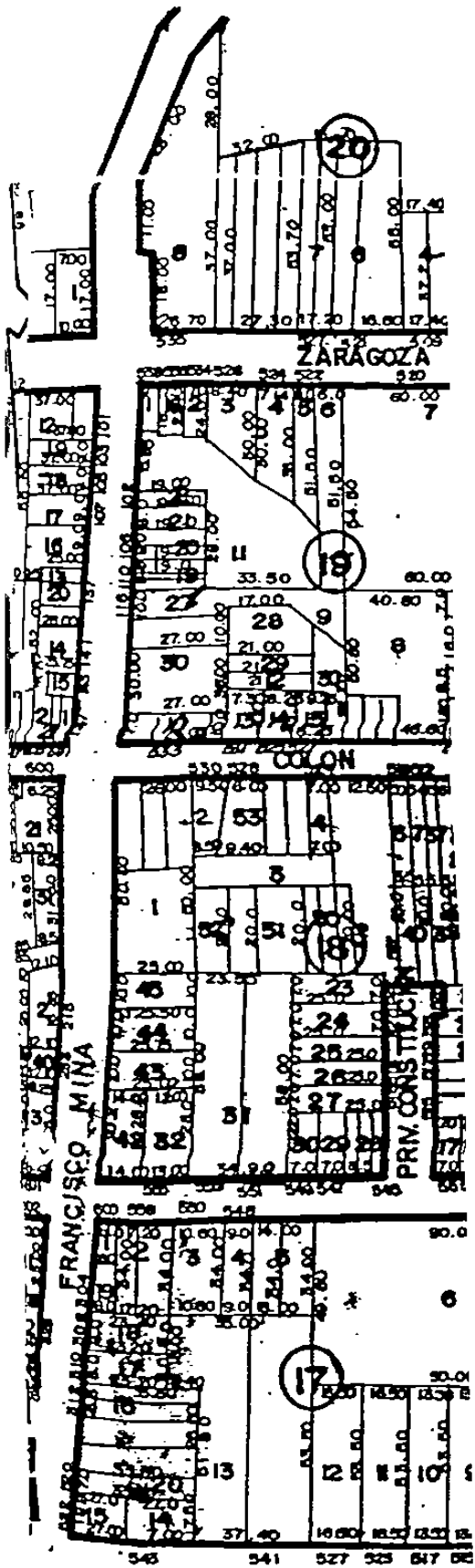
| Presentación Polvo | | | |
|--------------------------------|-------|----------------|----------|
| Productor | Marca | Cont. o Tamaño | Precio |
| Colgate Palmolive S.A. de C.V. | Axion | 250 gr. | \$ 5.50 |
| Colgate Palmolive S.A. de C.V. | Axion | 500 kg. | \$ 10.40 |
| Procter&Gamble de México | Salvo | 500 gr. | \$ 6.50 |
| | | | |

| Presentación Pasta | | | |
|--------------------|-------|----------------|--------|
| Productor | Marca | Cont. o Tamaño | Precio |
| | | | |
| | | | |
| | | | |

| Presentación Gel | | | |
|------------------|-------|----------------|--------|
| Productor | Marca | Cont. o Tamaño | Precio |
| | | | |
| | | | |
| | | | |

ANEXO 5

**MAPA PROPORCIONADO POR OBRAS PÚBLICAS
DE SANTA CATARINA, N.L.**





ANEXO 6
TABLA DE NÚMEROS ALEATORIOS

TABLA XI Números aleatorios (Continuación)

TABLA XI Números aleatorios (Continuación)

| | | | | | | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 04433 | 80674 | 24320 | 18222 | 10610 | 05794 | 37315 | 24418 | 23308 | 91507 | 76435 | 54941 | 72711 | 39406 | 48611 | 62866 | 31963 | 14045 | 79451 | 04934 | 45376 |
| 60398 | 47879 | 72648 | 37414 | 75755 | 04717 | 29999 | 57404 | 73678 | 08372 | 62941 | 02349 | 71389 | 45955 | 78112 | 01509 | 78623 | 73181 | 29973 | 18664 | 04555 |
| 67884 | 59651 | 67533 | 68123 | 17730 | 95862 | 08034 | 77644 | 98489 | 86368 | 73652 | 98210 | 44546 | 27174 | 19472 | 61971 | 37271 | 31445 | 49019 | 49405 | 46925 |
| 89512 | 32155 | 51906 | 61662 | 64130 | 16688 | 37275 | 68166 | 65614 | 01443 | 07607 | 11826 | 91326 | 29664 | 51266 | 06697 | 91120 | 64156 | 40365 | 72297 | 83041 |
| 32633 | 01895 | 12506 | 88535 | 36531 | 34209 | 34209 | 64472 | 72294 | 95432 | 53555 | 96810 | 17100 | 15066 | 53806 | 96275 | 26130 | 47949 | 14877 | 69594 | 83041 |
| 95913 | 15405 | 13772 | 76638 | 48423 | 25018 | 99041 | 88205 | 37913 | 98633 | 81009 | 81060 | 33449 | 68055 | 77527 | 18160 | 18180 | 97421 | 55341 | 90275 | 18215 |
| 53864 | 21694 | 13122 | 44115 | 01601 | 50541 | 00147 | 98455 | 78685 | 10329 | 36135 | 80647 | 80647 | 51404 | 77680 | 58788 | 33016 | 61173 | 93049 | 04694 | 43534 |
| 35334 | 49810 | 91601 | 40617 | 72876 | 33967 | 73830 | 48977 | 36794 | 56054 | 59243 | 57361 | 65304 | 93258 | 15404 | 96554 | 88265 | 34537 | 18326 | 61924 | 40424 |
| 67729 | 31396 | 76487 | 11622 | 96297 | 24160 | 09903 | 91077 | 72941 | 92779 | 21811 | 24548 | 56415 | 61977 | 14045 | 22917 | 60718 | 66487 | 45146 | 39949 | 03173 |
| 86648 | 13697 | 63677 | 70119 | 94739 | 25875 | 38829 | 84533 | 26564 | 91583 | 83411 | 66504 | 02036 | 02922 | 68376 | 43918 | 77653 | 04127 | 69930 | 43283 | 35766 |
| 30574 | 47609 | 07967 | 32422 | 76791 | 89125 | 53711 | 11338 | 12903 | 14514 | 27585 | 45068 | 05520 | 56321 | 93385 | 13421 | 67957 | 20384 | 58731 | 53396 | 59723 |
| 81307 | 34694 | 83580 | 79974 | 45929 | 83113 | 72268 | 23853 | 68500 | 92274 | 87026 | 99717 | 01542 | 72990 | 09858 | 52104 | 32014 | 53115 | 07727 | 98623 | 84616 |
| 02110 | 54905 | 79007 | 54939 | 21410 | 86980 | 91772 | 94096 | 74920 | 23822 | 98026 | 05394 | 61840 | 83089 | 93307 | 94209 | 04055 | 27393 | 61517 | 13002 | 94560 |
| 18969 | 75274 | 52333 | 63319 | 08598 | 09066 | 95588 | 83160 | 82362 | 09350 | 98536 | 38155 | 42661 | 02363 | 04794 | 01534 | 92058 | 03157 | 91358 | 80611 | 43557 |
| 87843 | 82384 | 64660 | 62297 | 80198 | 19347 | 73234 | 97425 | 47335 | 69709 | 01386 | 74319 | 04318 | 99387 | 86265 | 49096 | 97021 | 92582 | 61422 | 75890 | 96442 |
| 68397 | 71708 | 15438 | 62311 | 72844 | 60203 | 46412 | 83951 | 11954 | 24317 | 20345 | 18134 | 90062 | 10761 | 65943 | 79232 | 43702 | 67055 | 39034 | 37383 | 44424 |
| 28529 | 54447 | 58179 | 10854 | 99058 | 18260 | 38765 | 93085 | 34650 | 05740 | 03206 | 92012 | 01542 | 34650 | 92038 | 94209 | 04055 | 27393 | 61517 | 13002 | 94560 |
| 44285 | 06372 | 15667 | 70418 | 57012 | 72122 | 36634 | 33782 | 83193 | 58045 | 89880 | 78101 | 44392 | 53767 | 97283 | 94209 | 04055 | 27393 | 61517 | 13002 | 94560 |
| 86299 | 83430 | 33571 | 23309 | 57040 | 29285 | 67870 | 49665 | 85197 | 85137 | 30496 | 23469 | 42846 | 94810 | 21913 | 72948 | 75637 | 99936 | 58715 | 07943 | 23748 |
| 84042 | 68468 | 90894 | 61658 | 15081 | 94055 | 36308 | 37541 | 82627 | 80031 | 72521 | 35342 | 56119 | 97190 | 41161 | 17141 | 81838 | 19389 | 80336 | 46346 | 91893 |
| 56970 | 83609 | 32098 | 04184 | 54965 | 72938 | 54834 | 22145 | 83304 | 35348 | 82854 | 55846 | 18076 | 17415 | 31777 | 89192 | 11417 | 98547 | 27058 | 01377 | 90114 |
| 81135 | 71237 | 60490 | 64169 | 64130 | 72936 | 69848 | 77153 | 08662 | 61078 | 52411 | 72184 | 11098 | 87416 | 59971 | 08144 | 41070 | 10944 | 93071 | 49181 | 90114 |
| 53503 | 52423 | 01464 | 26141 | 68779 | 75242 | 66188 | 68779 | 40425 | 66682 | 25442 | 83668 | 66236 | 79655 | 82890 | 74099 | 77885 | 23811 | 10854 | 11098 | 44653 |
| 47019 | 76273 | 31203 | 29608 | 54553 | 25971 | 69533 | 43815 | 43272 | 73778 | 63469 | 50083 | 70696 | 13558 | 41854 | 24215 | 48866 | 65745 | 31111 | 47636 | 45177 |
| 84828 | 33292 | 79526 | 29554 | 84580 | 37859 | 28504 | 14689 | 86482 | 74157 | 46012 | 97765 | 27552 | 49617 | 61980 | 34997 | 14997 | 41825 | 07120 | 15903 | 56174 |
| 68921 | 08141 | 79227 | 05748 | 51276 | 57145 | 31926 | 16680 | 55936 | 82453 | 19532 | 49988 | 11176 | 94219 | 09915 | 45821 | 97702 | 87175 | 44488 | 77413 | 54821 |
| 54458 | 96045 | 30424 | 98470 | 72915 | 40729 | 22337 | 86918 | 60429 | 01137 | 86168 | 78257 | 86249 | 46114 | 84791 | 86847 | 43186 | 47951 | 78804 | 85129 | 28091 |
| 93572 | 59445 | 34847 | 87729 | 81679 | 59136 | 94377 | 19444 | 38613 | 71161 | 46061 | 30946 | 22210 | 79702 | 33271 | 11280 | 34750 | 91097 | 60752 | 69703 | 69703 |
| 76768 | 47323 | 58454 | 56958 | 20575 | 76746 | 49878 | 16945 | 67736 | 18408 | 18198 | 19468 | 76358 | 69203 | 06846 | 32828 | 24425 | 30249 | 78801 | 26977 | 92074 |
| 47813 | 37056 | 64336 | 06766 | 60227 | 96414 | 37044 | 37044 | 52523 | 23627 | 63107 | 30806 | 80857 | 84383 | 32671 | 45587 | 79620 | 84831 | 38156 | 74211 | 87252 |
| 95457 | 30566 | 65482 | 25596 | 02678 | 54592 | 63407 | 61471 | 45322 | 35340 | 35132 | 42163 | 69332 | 98851 | 82096 | 21911 | 75544 | 53228 | 89796 | 05694 | 91552 |
| 95276 | 17894 | 63564 | 95958 | 39750 | 64379 | 46059 | 47422 | 21296 | 16785 | 66393 | 39249 | 51463 | 95963 | 51666 | 10433 | 10945 | 53306 | 78562 | 80630 | 41230 |
| 64954 | 52324 | 64776 | 92345 | 95110 | 59448 | 39719 | 24133 | 39719 | 14484 | 38613 | 88717 | 29289 | 77360 | 54044 | 67942 | 24145 | 42294 | 27427 | 84875 | 17022 |
| 1457 | 18481 | 14113 | 62462 | 02798 | 54977 | 48349 | 67253 | 67064 | 10748 | 16006 | 16767 | 57345 | 42285 | 66718 | 60184 | 75679 | 38120 | 17640 | 36242 | 99337 |
| 03704 | 36872 | 81214 | 59337 | 01695 | 60666 | 97410 | 62382 | 78941 | 01635 | 35829 | 77516 | 98468 | 51686 | 55064 | 17427 | 74018 | 44865 | 53197 | 74810 | 34810 |
| 21338 | 86497 | 31210 | 60337 | 27976 | 70661 | 08250 | 98011 | 16503 | 09201 | 03523 | 87192 | 66483 | 55649 | 69599 | 60264 | 84549 | 78007 | 88450 | 06488 | 72274 |
| 57178 | 67619 | 98310 | 70348 | 11317 | 71623 | 55510 | 37366 | 24386 | 20654 | 85117 | 74078 | 64120 | 04643 | 64756 | 87759 | 92154 | 78604 | 63638 | 80939 | 98648 |
| 31048 | 97558 | 94953 | 55866 | 96283 | 52087 | 46620 | 73587 | 83993 | 54176 | 05221 | 94119 | 20108 | 78101 | 80817 | 74533 | 68407 | 55862 | 32476 | 19376 | 95558 |
| 69799 | 53380 | 16498 | 80713 | 96422 | 58078 | 90643 | 33581 | 62180 | 50547 | 96085 | 62180 | 27453 | 18567 | 19847 | 96884 | 84657 | 13697 | 39578 | 90197 | 80332 |
| 90395 | 61867 | 59231 | 17772 | 67831 | 33317 | 00320 | 02878 | 33223 | 39199 | 49536 | 56199 | 05993 | 71201 | 90401 | 41700 | 95510 | 61166 | 33757 | 23279 | 85523 |
| 33570 | 04991 | 98939 | 78784 | 09977 | 29398 | 93896 | 91498 | 41673 | 17195 | 31175 | 04994 | 09879 | 70337 | 78227 | 90110 | 81378 | 96459 | 17008 | 04050 | 04239 |
| 15340 | 93460 | 57477 | 13898 | 48431 | 72916 | 78160 | 91127 | 19815 | 30219 | 55591 | 21725 | 41827 | 78862 | 87240 | 52716 | 81697 | 79433 | 16136 | 52862 | 69149 |
| 64079 | 42483 | 36512 | 56186 | 99098 | 48850 | 72527 | 12997 | 55013 | 18662 | 81724 | 24305 | 37861 | 18956 | 08486 | 10931 | 26832 | 39763 | 02485 | 16888 | 99936 |
| 81491 | 05346 | 67118 | 62063 | 74958 | 20946 | 28147 | 96098 | 13651 | 15393 | 69995 | 14762 | 69734 | 89150 | 39338 | 32169 | 07113 | 93510 | 61244 | 73774 | 01243 |
| 92003 | 63954 | 41034 | 28260 | 79708 | 00770 | 88643 | 97627 | 17837 | 10472 | 18993 | 28387 | 99781 | 52977 | 21188 | 01850 | 69489 | 49426 | 49128 | 14660 | 14143 |
| 57340 | 46658 | 66511 | 04172 | 73083 | 11795 | 52594 | 40064 | 47981 | 31484 | 76603 | 54088 | 91095 | 00010 | 13287 | 82531 | 04388 | 64693 | 11934 | 39051 | 68576 |
| 74622 | 12142 | 68355 | 21828 | 19539 | 18988 | 16239 | 16239 | 68743 | 71374 | 53863 | 22672 | 91609 | 51514 | 53609 | 04001 | 19468 | 14053 | 49623 | 10140 | 31915 |
| 44157 | 50078 | 61343 | 70836 | 82857 | 33353 | 24913 | 30995 | 17453 | 30995 | 30995 | 17453 | 30995 | 30995 | 87900 | 36194 | 31567 | 53506 | 34304 | 39910 | 79630 |
| 86003 | 60070 | 66241 | 32836 | 11479 | 94114 | 52567 | 65085 | 60220 | 47418 | 81641 | 18273 | 40404 | 47418 | 87900 | 00496 | 36058 | 75899 | 46620 | 70074 | 88753 |
| 41268 | 80187 | 20351 | 09636 | 84668 | 42486 | 71303 | 08236 | 29052 | 91392 | 07551 | 83532 | 68130 | 56970 | 19512 | 50277 | 71508 | 20116 | 79520 | 06269 | 74173 |

ANEXO 7

VALORES PARA χ^2 EN TABLAS DE CONTINGENCIAS

TABLA A-4

Distribución chi cuadrada (χ^2)

| Grados de libertad | Área a la derecha del valor crítico | | | | | | | | | |
|--------------------|-------------------------------------|--------|--------|--------|--------|---------|---------|---------|---------|---------|
| | 0.995 | 0.99 | 0.975 | 0.95 | 0.90 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 |
| 1 | — | — | 0.001 | 0.004 | 0.016 | 2.706 | 3.841 | 5.024 | 6.635 | 7.879 |
| 2 | 0.010 | 0.020 | 0.051 | 0.103 | 0.211 | 4.605 | 5.991 | 7.378 | 9.210 | 10.597 |
| 3 | 0.072 | 0.115 | 0.216 | 0.352 | 0.584 | 6.251 | 7.815 | 9.348 | 11.345 | 12.838 |
| 4 | 0.207 | 0.297 | 0.484 | 0.711 | 1.064 | 7.779 | 9.488 | 11.143 | 13.277 | 14.860 |
| 5 | 0.412 | 0.554 | 0.831 | 1.145 | 1.610 | 9.236 | 11.071 | 12.833 | 15.086 | 16.750 |
| 6 | 0.676 | 0.872 | 1.237 | 1.635 | 2.204 | 10.645 | 12.592 | 14.449 | 16.812 | 18.548 |
| 7 | 0.989 | 1.239 | 1.690 | 2.167 | 2.833 | 12.017 | 14.067 | 16.013 | 18.475 | 20.278 |
| 8 | 1.344 | 1.646 | 2.180 | 2.733 | 3.490 | 13.362 | 15.507 | 17.535 | 20.090 | 21.955 |
| 9 | 1.735 | 2.088 | 2.700 | 3.325 | 4.168 | 14.684 | 16.919 | 19.023 | 21.666 | 23.589 |
| 10 | 2.156 | 2.558 | 3.247 | 3.940 | 4.865 | 15.987 | 18.307 | 20.483 | 23.209 | 25.188 |
| 11 | 2.603 | 3.053 | 3.816 | 4.575 | 5.578 | 17.275 | 19.675 | 21.920 | 24.725 | 26.757 |
| 12 | 3.074 | 3.571 | 4.404 | 5.226 | 6.304 | 18.549 | 21.026 | 23.337 | 26.217 | 28.299 |
| 13 | 3.565 | 4.107 | 5.009 | 5.892 | 7.042 | 19.812 | 22.362 | 24.736 | 27.688 | 29.819 |
| 14 | 4.075 | 4.660 | 5.629 | 6.571 | 7.790 | 21.064 | 23.685 | 26.119 | 29.141 | 31.319 |
| 15 | 4.601 | 5.229 | 6.262 | 7.261 | 8.547 | 22.307 | 24.996 | 27.488 | 30.578 | 32.801 |
| 16 | 5.142 | 5.812 | 6.908 | 7.962 | 9.312 | 23.542 | 26.296 | 28.845 | 32.000 | 34.267 |
| 17 | 5.697 | 6.408 | 7.564 | 8.672 | 10.085 | 24.769 | 27.587 | 30.191 | 33.409 | 35.718 |
| 18 | 6.265 | 7.015 | 8.231 | 9.390 | 10.865 | 25.989 | 28.869 | 31.526 | 34.805 | 37.156 |
| 19 | 6.844 | 7.633 | 8.907 | 10.117 | 11.651 | 27.204 | 30.144 | 32.852 | 36.191 | 38.582 |
| 20 | 7.434 | 8.260 | 9.591 | 10.851 | 12.443 | 28.412 | 31.410 | 34.170 | 37.566 | 39.997 |
| 21 | 8.034 | 8.897 | 10.283 | 11.591 | 13.240 | 29.615 | 32.671 | 35.479 | 38.932 | 41.401 |
| 22 | 8.643 | 9.542 | 10.982 | 12.338 | 14.042 | 30.813 | 33.924 | 36.781 | 40.289 | 42.796 |
| 23 | 9.260 | 10.196 | 11.689 | 13.091 | 14.848 | 32.007 | 35.172 | 38.076 | 41.638 | 44.181 |
| 24 | 9.886 | 10.856 | 12.401 | 13.848 | 15.659 | 33.196 | 36.415 | 39.364 | 42.980 | 45.559 |
| 25 | 10.520 | 11.524 | 13.120 | 14.611 | 16.473 | 34.382 | 37.652 | 40.646 | 44.314 | 46.928 |
| 26 | 11.160 | 12.198 | 13.844 | 15.379 | 17.292 | 35.563 | 38.885 | 41.923 | 45.642 | 48.290 |
| 27 | 11.808 | 12.879 | 14.573 | 16.151 | 18.114 | 36.741 | 40.113 | 43.194 | 46.963 | 49.645 |
| 28 | 12.461 | 13.565 | 15.308 | 16.928 | 18.939 | 37.916 | 41.337 | 44.461 | 48.278 | 50.993 |
| 29 | 13.121 | 14.257 | 16.047 | 17.708 | 19.768 | 39.087 | 42.557 | 45.722 | 49.588 | 52.336 |
| 30 | 13.787 | 14.954 | 16.791 | 18.493 | 20.599 | 40.256 | 43.773 | 46.979 | 50.892 | 53.672 |
| 40 | 20.707 | 22.164 | 24.433 | 26.509 | 29.051 | 51.805 | 55.758 | 59.342 | 63.691 | 66.766 |
| 50 | 27.991 | 29.707 | 32.357 | 34.764 | 37.689 | 63.167 | 67.505 | 71.420 | 76.154 | 79.490 |
| 60 | 35.534 | 37.485 | 40.482 | 43.188 | 46.459 | 74.397 | 79.082 | 83.298 | 88.379 | 91.952 |
| 70 | 43.275 | 45.442 | 48.758 | 51.739 | 55.329 | 85.527 | 90.531 | 95.023 | 100.425 | 104.215 |
| 80 | 51.172 | 53.540 | 57.153 | 60.391 | 64.278 | 96.578 | 101.879 | 106.629 | 112.329 | 116.321 |
| 90 | 59.196 | 61.754 | 65.647 | 69.126 | 73.291 | 107.565 | 113.145 | 118.136 | 124.116 | 128.299 |
| 100 | 67.328 | 70.065 | 74.222 | 77.929 | 82.358 | 118.498 | 124.342 | 129.561 | 135.807 | 140.169 |

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