

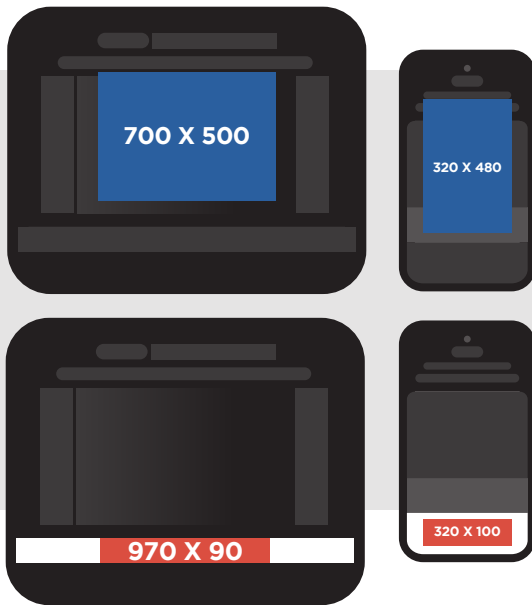


DIGITAL RATE CARD

2026

DISPLAY ADS

SIZE	REGULAR ADS	RICH MEDIA ADS
728 x 90	\$20	\$22
970 x 250	\$20	\$22
300 x 250	\$20	\$22
320 x 50	\$15	\$18
320 x 100	\$20	\$22



HIGH IMPACT ADS

MIN 50,000 IMP. DAILY

TYPE	SIZE	RATE
Transitional	700x500 + 320x480	\$25
Floating	970x90 + 320x100	\$22

VIDEO ADS

TYPE	SIZE	RATE
Pre Roll	640 x 480 (Player)	\$30



ADD-ONS

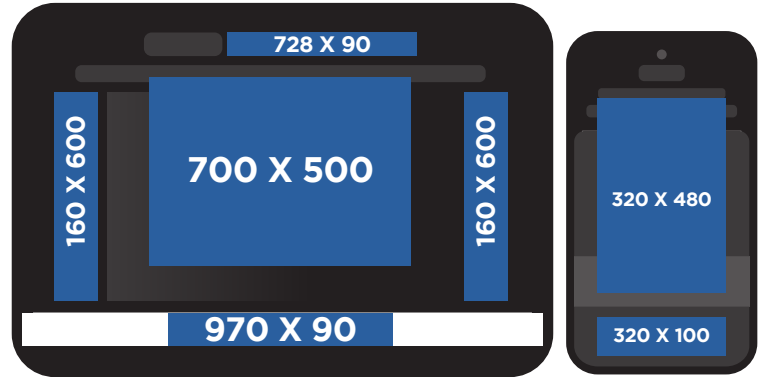
	RATE
Specific Device	+10%
Specific Channel	+10%
Geotargeting	+10%

SPECIAL PROPERTIES

TAKEOVER

- 728 x 90 + 160 x 600 (x2)
- Transitional (700x500+320x480)
- Floating (970x90+320x100)

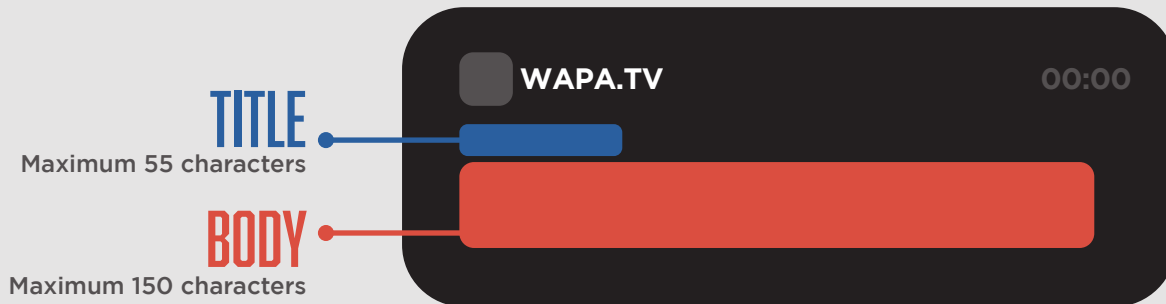
Takeover runs in Home Pages and Envivo only.



*For price, consult with the digital department.

PUSH NOTIFICATION

Starting at \$1,500



The push must always lead to a link (url), preferably our website.

SPECIAL CONTENT

PROPERTY

DETAILS

RATE

Online Written Editorial

Article provided by advertiser. Options for WAPA to provide article are available for extra cost.

Starting at \$1,500

Online Video Content

*There are other content generation and distributions offers.

Video provided by advertiser. Options for WAPA to produce video are available for extra cost.

Starting at \$2,500

AD SPECS

SIZE	FORMAT	WEIGHT
970x250, 970x90, 728x90, 300x250, 160x600, 320x100, 320x50 (non-rich media)	JPG, PNG, GIF, or HTML5	150kb
700x500, 320x480	JPG, PNG, or GIF	150kb
Pre roll (1920x1080)	MP4, MPG, o MOV	512MB

EMAIL MARKETING

We now offer in WAPA.TV the alternative to send emails @ Segmented Data Base by Gender, Age, Income, and Regional Puerto Rico Market.



SEGMENTATION | Only One Pick

MEN		WOMEN				
84,691		109,773				
18-24	25-34	35-44	45-54	55-64	65+	
1,069	24,385	40,240	50,406	39,158	23,774	
LESS THAN \$25K		\$25K - \$50K		\$50 - \$75K		\$75K+
69, 838		30,054		9,781		8,002
NORTH	SOUTH	EAST	WEST	CENTER	METRO	
53,617	19,565	36,322	19,756	13,272	39,502	

SERVICE PACKAGE

.08¢	4,999 or less	\$400
.08¢	5,000 - 9,999	\$800
.05¢	10,000 - 24,999	\$1,300
.04¢	25,000 - 49,999	\$2,000
.03¢	50,000 - 74,999	\$2,300
.03¢	75,000 - 99,999	\$2,500
.02¢	100,000 - 150,999	\$3,000

SPECS

- Maximum Width: 600pixels
- Recommended length: 600 to 800 pixels.
- Maximum collective images size: 150kb.
- Use in-line CSS styles.
- No image maps; slice the image, put into tables.
- Must be optimized for Outlook 2003, 2007.

North: Isabela, San Sebastián, Quebradillas, Camuy, Hatillo, Arecibo, Barceloneta, Florida, Manatí, Vega Baja, Vega Alta, Morovis, Dorado, Corozal, Toa Baja, Toa Alta, Bayamón, Cataño, San Juan, Guaynabo

South: Yauco, Guayanilla, Peñuelas, Ponce, Villalba, Coamo, Juana Díaz, Santa Isabel, Salinas, Guayama

East: Trujillo Alto, Carolina, Loíza, Caguas, Gurabo, Canóvanas, Río Grande, Luquillo, Fajardo, Ceiba, Naguabo, Juncos, Las Piedras, San Lorenzo, Humacao, Yabucoa, Maunabo, Patillas, Arroyo

West: Aguadilla, Moca, Aguada, Rincón, Añasco, Mayagüez, Hormigueros, Cabo Rojo, Sábana Grande, Lajas, Guánica, San Germán

Center: Las Marías, Maricao, Lares, Utuado, Adjuntas, Jayuya, Ciales, Orocovis, Barranquitas, Naranjito, Comerío, Aguas Buenas, Cidra, Cayey, Aibonito

Metro: Bayamón, Guaynabo, San Juan, Carolina, Cataño



MEGAPHONE TV

The #1 platform for real-time polls, contests, and trivia games into attention-grabbing segments.

Sponsorship of Polls (topic selected by production)

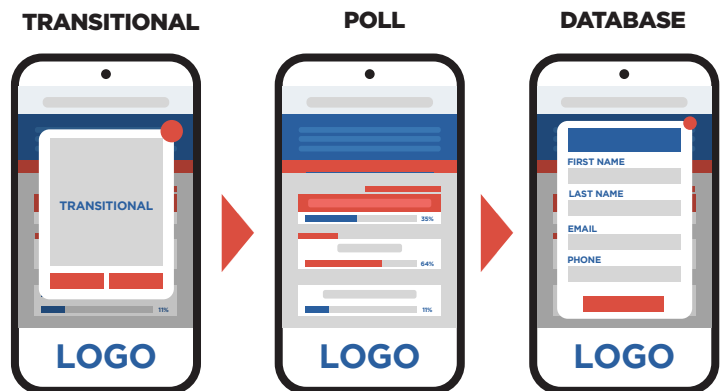
- Logo on poll on TV screen and online voting site.
 - On voting site, client can have a transitional ad.
 - If the advertiser wishes to obtain a user database, it is possible by voluntarily requesting that they share their data. It is suggested that the advertiser offer some offer or benefit for providing their data.
- Promo bumper 10ss (with logo)
 - 1-10ss before poll
 - 1-10ss after poll
- Promo post on social media (with logo and mention on copy)
- Push notification (with mention on copy)

STARTING AT \$2,500

Branded Polls (topic is decided by advertiser)

- Logo on poll on TV screen and online voting site.
 - On voting site, client can have a transitional ad.
 - If the advertiser wishes to obtain a user database, it is possible by voluntarily requesting that they share their data. It is suggested that the advertiser offer some offer or benefit for providing their data.
- Promo bumper 10ss (with logo)
 - 1-10ss before poll
 - 1-10ss after poll
- Promo post on social media (with logo and mention on copy)
- Push notification (with mention on copy)

STARTING AT \$3,500 + TALENT FEE REQUIRED
(varies by talent and show)



Important: Noticentro and all of the shows must always approve all polls before going on air. The advertiser is required to send logo and, in the case of branded polls, to send their poll question at least two weeks before it airs. In the case of choosing sponsorship polls, advertiser must inform of any topic to which the brand can't be related. Production reserves the right to change the topics of the poll at any time based on current events.

SOCIAL MEDIA



f Facebook	@ Instagram
1,865,229 followers	458,659 followers
\$1,600 investment	\$1,000 investment
\$150 extra for boost (net)	\$100 extra for boost (net)



f Facebook	@ Instagram
1,695,091 followers	589,102 followers
\$1,600 investment	\$1,000 investment
\$150 extra for boost (net)	\$100 extra for boost (net)

*Requires approval of noticentro department.



f Facebook	@ Instagram
515,849 followers	384,836 followers
\$700 investment	\$700 investment
\$50 extra for boost (net)	\$50 extra for boost (net)



f Facebook	@ Instagram
98,163 followers	129,094 followers
\$500 investment	\$500 investment
\$50 extra for boost (net)	\$50 extra for boost (net)



f Facebook	@ Instagram
753,222 followers	289,936 followers
\$800 investment	\$700 investment
\$75 extra for boost (net)	\$75 extra for boost (net)



f Facebook	@ Instagram
414,535 followers	44,239 followers
\$700 investment	\$500 investment
\$75 extra for boost (net)	\$50 extra for boost (net)



f Facebook	@ Instagram
63,848 followers	43,917 followers
\$500 investment	\$500 investment
\$50 extra for boost (net)	\$50 extra for boost (net)

Option for Live Streaming Available
Starting at \$2,500

ADD-ON

Mention	Facebook, Instagram & Tiktok	The client is mentioned with @ in the caption of the post.
Sponsorship	Facebook & Instagram	The promotion option is selected where you can see that it is a paid advertisement. (Paid partnership). *All sponsorship must be made at the time of publication. Meta does not allow sponsorships to be scheduled.
Collab/Crosspost	Facebook & Instagram	Collaborations allow the option for the client to cross-post our post on their own pages. It can occur on both platforms, but they are much more efficient on Instagram. *The client must accept the collab invitation.
Link	Facebook	To add a link to a post, it is mandatory to add boost. *You can edit the link headline only in the ad. The regular post, which is seen by the general Wapa's feed, does not allow the link name to be edited. * Instagram does not allow you to include a link in its regular posts, so the link is written in the text of the copy.
Segmentation	Facebook & Instagram	Starting at \$25 gross
Boost	Facebook & Instagram	Starting at \$25 gross

FORMATS

FOR SOCIAL MEDIA

PAGE



Facebook
& Instagram



Facebook
& Instagram



Facebook
& Instagram



Facebook
& Instagram

COMMENTS

Images are a clean, simple format to feature engaging imagery and copy.

A video post is a creative and dynamic way to engage users. In comparison, videos usually have more engagement than image posts.

Any video longer than 1 minute is automatically published as a Reel on Instagram. On Facebook you choose whether it is a video post or reel.

A carousel is a post with up to 10 photos or videos. Mobile Instagram users can view carousel posts by swiping left, while desktop users can click through using the arrow button on the right-hand side of a post.

It is suggested that it has a sequence theme, that they are not just images without relation to each other.

Each post carousel has a minimum of 2 images and a maximum of 10 images.

Instagram and Facebook Reels are vertical short-form videos that can display in the main feed and in the reels feed. They can also be displayed on your main Instagram grid and on your account's reels tab. Reels can be up to 90 seconds long or as little as 3 seconds.

Any video longer than 1 minute is automatically published as a Reel on Instagram.

Reels tend to have more Reach than regular video posts.

FORMATS

FOR SOCIAL MEDIA

PAGE

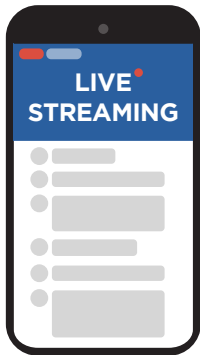
COMMENTS



Facebook
& Instagram

Stories are a creative function that allows users share temporary multimedia content, such as photos or videos, which are visible for a set amount of time before vanishing, often 24 hours.

By mentioning the client, clients can publish the story on their page, similar to a collaboration.



Facebook
& Instagram

A powerful way to connect with your audience or followers in real time.

SPECS

IMAGE

Design Recommendations

Image File Type: JPG or PNG

Ratio: 1:1

Resolution: At least 1080 x 1080

Text Recommendations

Primary Text: 125 characters

Headline: 27 characters (Facebook) /

40 characters (Instagram)

Description (only Facebook): 27 characters

Maximum Number of Hashtags (only Instagram): 30

Technical Requirements

Maximum File Size: 30MB

Minimum Aspect Ratio (only Facebook): 400 x 500

Maximum Aspect Ratio (only Facebook): 191 x 100

Aspect Ratio Tolerance: 1% (Facebook) / 3%

(Instagram)

VIDEO

Design Recommendations

File type: MP4, MOV or GIF

Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)

Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo

AAC audio compression at 128kbps+

Resolution: At least 1080 x 1080 pixels

Video Captions: Optional, but recommended

Video Sound: Optional, but recommended

Video should not contain edit lists or special boxes in file containers.

Text Recommendations

Primary Text: 125 characters

Headline (only Facebook): 27 characters

Description (only Facebook): 27 characters

Maximum Number of Hashtags (only Instagram): 30

Technical Requirements

Video Duration: 1 second to 241 minutes (Facebook) / 1 second to 60 minutes (Instagram)

Maximum File Size: 4GB (Facebook) / 250MB (Instagram)

Minimum Width: 120 pixels (Facebook) / 500 pixels (Instagram)

Minimum Height (only Facebook): 120 pixels

Aspect Ratio Tolerance (only Instagram): 1%