

**I. IDENTIFICACIÓN DE LA CAMPAÑA**
**1. COALICIÓN:**

PARA MEJORAR VERACRUZ

**2. PERIODO DE LA CAMPAÑA:**
☒ PROCESO ORDINARIO ☐ PROCESO EXTRAORDINARIO

**3. FECHA DE INICIO Y TERMINO DE LA CAMPAÑA:**

03/04/2016 01/06/2016

**4. FECHA DE INICIO Y TÉRMINO DEL PERIODO:**

03/05/2016 01/06/2016

**5. ÁMBITO:**

LOCAL

**6. CARGO:**

GOBERNADOR

**7. ENTIDAD/CIRCUNSCRIPCIÓN:**

VERACRUZ

**8. SUBNIVEL ENTIDAD:**
**9. LEMA PUBLICITARIO DE LA CAMPAÑA:**

UNA NUEVA VIDA PARA VERACRUZ

**II. IDENTIFICACIÓN DEL CANDIDATO**
**1. NOMBRE DEL CANDIDATO:**

YUNES

PRIMER APELLIDO

LANDA

SEGUNDO APELLIDO

HECTOR

NOMBRE(S)

**2. SOBRENOMBRE DEL CANDIDATO:**
**3. RFC**
**4. CLAVE DEL SISTEMA NACIONAL DE REGISTRO DE CANDIDATOS (SNR):**

7-42

**5. IDENTIFICADOR DE LA CONTABILIDAD:**

5691

**6. NOMBRE DEL CANDIDATO SUPLENTE (EN SU CASO):**

PRIMER APELLIDO

SEGUNDO APELLIDO

NOMBRE(S)

**III. RESUMEN**

| CONCEPTO          | PRIMER PERIODO<br>(A) | SEGUNDO PERIODO<br>(B) | TERCER PERIODO<br>(C) | TOTAL<br>D=(A+B+C) |
|-------------------|-----------------------|------------------------|-----------------------|--------------------|
| TOTAL DE INGRESOS | \$20,160,000.00       | \$35,698,892.14        | \$0.00                | \$55,858,892.14    |
| TOTAL DE GASTOS   | \$35,624,202.45       | \$20,793,029.84        | \$0.00                | \$56,417,232.29    |
| SALDO             | \$-15,464,202.45      | \$14,905,862.30        | \$0.00                | \$-558,340.15      |

| CONCEPTO        | IMPORTE         |
|-----------------|-----------------|
| TOPE            | \$87,022,135.87 |
| DIFERENCIA      | \$30,604,903.58 |
| % GASTO VS TOPE | 64.83%          |

**IV. BALANCE DE INGRESOS Y GASTOS**

| INGRESOS                                                   | PERIODOS<br>ANTERIORES<br>(A) | DEL PERIODO<br>(B)     | TOTAL<br>C=(A+B)       |
|------------------------------------------------------------|-------------------------------|------------------------|------------------------|
| 1. APORTACIONES DE LA CONCENTRADORA CEE                    | \$20,160,000.00               | \$35,698,892.14        | \$55,858,892.14        |
| 2. APORTACIONES DEL CANDIDATO                              | \$0.00                        | \$0.00                 | \$0.00                 |
| 3. APORTACIONES DE LOS CANDIDATOS MR COA                   | \$0.00                        | \$0.00                 | \$0.00                 |
| 4. APORTACIONES DE MILITANTES                              | \$0.00                        | \$0.00                 | \$0.00                 |
| 5. APORTACIONES DE SIMPATIZANTES                           | \$0.00                        | \$0.00                 | \$0.00                 |
| 6. AUTOFINANCIAMIENTO                                      | \$0.00                        | \$0.00                 | \$0.00                 |
| 7. RENDIMIENTOS BANCARIOS                                  | \$0.00                        | \$0.00                 | \$0.00                 |
| 8. OTROS INGRESOS                                          | \$0.00                        | \$0.00                 | \$0.00                 |
| <b>TOTAL DE INGRESOS</b>                                   | <b>\$20,160,000.00</b>        | <b>\$35,698,892.14</b> | <b>\$55,858,892.14</b> |
| <b>GASTOS</b>                                              |                               |                        |                        |
| 1. PROPAGANDA                                              | \$2,273,057.30                | \$1,601,067.36         | \$3,874,124.66         |
| 2. PROPAGANDA UTILITARIA                                   | \$13,378,744.00               | \$8,605,612.49         | \$21,984,356.49        |
| 3. OPERATIVOS                                              | \$3,490,330.00                | \$7,535,842.99         | \$11,026,172.99        |
| 4. PROPAGANDA EXHIBIDA EN SALAS DE CINE                    | \$1,278,821.91                | \$535,688.58           | \$1,814,510.49         |
| 5. PROPAGANDA EXHIBIDA EN PÁGINAS DE INTERNET              | \$12,760.00                   | \$895,711.35           | \$908,471.35           |
| 6. PROPAGANDA EN DIARIOS, REVISTAS Y OTROS MEDIOS IMPRESOS | \$3,550,990.57                | \$-285,451.08          | \$3,265,539.49         |
| 7. PRODUCCIÓN DE MENSAJES PARA RADIO Y T.V.                | \$1,064,880.00                | \$932,502.19           | \$1,997,382.19         |
| 8. PROPAGANDA EN VÍA PÚBLICA                               | \$10,574,618.67               | \$972,055.96           | \$11,546,674.63        |
| 9. FINANCIEROS                                             | \$0.00                        | \$0.00                 | \$0.00                 |
| <b>TOTAL DE GASTOS</b>                                     | <b>\$35,624,202.45</b>        | <b>\$20,793,029.84</b> | <b>\$56,417,232.29</b> |
| <b>SALDO (INGRESOS - GASTOS)</b>                           | <b>\$-15,464,202.45</b>       | <b>\$14,905,862.30</b> | <b>\$-558,340.15</b>   |

**V. ORIGEN Y MONTO DE LOS RECURSOS (INGRESOS)**

| CONCEPTO                                      | EFFECTIVO<br>(A)       | ESPECIE<br>(B) | SUMA<br>C=(A+B)        |
|-----------------------------------------------|------------------------|----------------|------------------------|
| 1. APORTACIONES DE LA CONCENTRADORA CEE       | \$35,698,892.14        | \$0.00         | \$35,698,892.14        |
| 2. APORTACIONES DEL CANDIDATO                 | \$0.00                 | \$0.00         | \$0.00                 |
| 3. APORTACIONES DE LOS CANDIDATOS DE MR Y COA | \$0.00                 | \$0.00         | \$0.00                 |
| 4. APORTACIONES DE MILITANTES                 | \$0.00                 | \$0.00         | \$0.00                 |
| 5. APORTACIONES DE SIMPATIZANTES              | \$0.00                 | \$0.00         | \$0.00                 |
| 6. AUTOFINANCIAMIENTO                         | \$0.00                 |                | \$0.00                 |
| 7. RENDIMIENTOS BANCARIOS                     | \$0.00                 |                | \$0.00                 |
| 8. OTROS INGRESOS                             | \$0.00                 |                | \$0.00                 |
| <b>TOTAL DE INGRESOS</b>                      | <b>\$35,698,892.14</b> | <b>\$0.00</b>  | <b>\$35,698,892.14</b> |

VI. DESTINO DE LOS RECURSOS (GASTOS)

| CONCEPTO                                 | CANTIDAD<br>(N°) | GASTO DIRECTO<br>(A)   | GASTO<br>CENTRALIZADO<br>(B) | SUMA<br>C = (A+B)      |
|------------------------------------------|------------------|------------------------|------------------------------|------------------------|
| <b>1. GASTOS DE PROPAGANDA:</b>          |                  |                        |                              |                        |
| A) BARDAS                                | 115              | \$28,750.00            | \$0.00                       | \$28,750.00            |
| B) MANTAS (MENORES A 12 MTS)             | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| C) VOLANTES                              | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| D) PANCARTAS                             | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| E) CALCOMANÍAS                           | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| F) BANDERINES (PLÁSTICO)                 | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| G) GALLARDETES                           | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| H) VINILONAS                             | 19478            | \$79,080.68            | \$0.00                       | \$79,080.68            |
| I) MICROPERFORADOS                       | 24000            | \$696,000.00           | \$0.00                       | \$696,000.00           |
| J) PERIFONEO                             | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| K) PENDONES                              | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| L) INFLABLES PROMOCIONALES               | 27500            | \$452,823.40           | \$0.00                       | \$452,823.40           |
| M) OTROS GASTOS                          |                  | \$344,413.28           | \$0.00                       | \$344,413.28           |
| <b>SUBTOTAL</b>                          |                  | <b>\$1,601,067.36</b>  | <b>\$0.00</b>                | <b>\$1,601,067.36</b>  |
| <b>2. PROPAGANDA UTILITARIA:</b>         |                  |                        |                              |                        |
| A) BANDERAS                              | 22500            | \$674,946.00           | \$0.00                       | \$674,946.00           |
| B) BANDERINES                            | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| C) CAMISAS                               | 10000            | \$1,100,028.00         | \$0.00                       | \$1,100,028.00         |
| D) PLAYERAS                              | 72467            | \$2,129,497.84         | \$0.00                       | \$2,129,497.84         |
| E) CHALECOS                              | 7500             | \$1,050,003.00         | \$0.00                       | \$1,050,003.00         |
| F) CHAMARRAS                             | 0                | \$0.00                 | \$0.00                       | \$0.00                 |
| G) MANDILES                              | 58000            | \$757,944.00           | \$0.00                       | \$757,944.00           |
| H) SOMBRILLAS                            | 19530            | \$906,192.00           | \$0.00                       | \$906,192.00           |
| I) GORRAS                                | 60000            | \$1,740,000.00         | \$0.00                       | \$1,740,000.00         |
| J) PALIACATES                            | 31218            | \$17,020.05            | \$0.00                       | \$17,020.05            |
| K) OTROS                                 |                  | \$229,981.60           | \$0.00                       | \$229,981.60           |
| <b>SUBTOTAL</b>                          |                  | <b>\$8,605,612.49</b>  | <b>\$0.00</b>                | <b>\$8,605,612.49</b>  |
| <b>TOTAL DE GASTOS<br/>DE PROPAGANDA</b> |                  | <b>\$10,206,679.85</b> | <b>\$0.00</b>                | <b>\$10,206,679.85</b> |

| CONCEPTO                                                                     | CANTIDAD<br>(N°) | GASTO DIRECTO<br>(A) | GASTO<br>CENTRALIZADO<br>(B) | SUMA<br>C = (A+B) |
|------------------------------------------------------------------------------|------------------|----------------------|------------------------------|-------------------|
| <b>3. GASTOS OPERATIVOS:</b>                                                 |                  |                      |                              |                   |
| A) SUELDOS Y SALARIOS DE PERSONAL EVENTUAL                                   | 0                | \$0.00               | \$0.00                       | \$0.00            |
| B) ARRENDAMIENTO EVENTUAL DE BIENES MUEBLES E INMUEBLES                      | 4                | \$-72,200.00         | \$0.00                       | \$-72,200.00      |
| C) GASTOS DE TRANSPORTE DE MATERIAL                                          | 0                | \$0.00               | \$0.00                       | \$0.00            |
| D) GASTOS DE TRANSPORTE TERRESTRE DE PERSONAL                                | 24               | \$819,192.00         | \$0.00                       | \$819,192.00      |
| E) GASTOS DE TRANSPORTE AÉREO DE PERSONAL                                    | 0                | \$0.00               | \$0.00                       | \$0.00            |
| F) VIÁTICOS                                                                  | 0                | \$0.00               | \$0.00                       | \$0.00            |
| G) HONORARIOS                                                                | 0                | \$0.00               | \$0.00                       | \$0.00            |
| H) BITÁCORA                                                                  | 0                | \$0.00               | \$0.00                       | \$0.00            |
| I) REPAP                                                                     | 0                | \$0.00               | \$0.00                       | \$0.00            |
| J) ESTRUCTURA ELECTORAL                                                      | 0                | \$0.00               | \$0.00                       | \$0.00            |
| K) EQUIPO DE SONIDO                                                          | 0                | \$0.00               | \$0.00                       | \$0.00            |
| L) EVENTOS POLÍTICOS                                                         | 94               | \$6,788,850.99       | \$0.00                       | \$6,788,850.99    |
| M) GASOLINA Y LUBRICANTES                                                    | 0                | \$0.00               | \$0.00                       | \$0.00            |
| N) ALIMENTOS                                                                 | 0                | \$0.00               | \$0.00                       | \$0.00            |
| O) OTROS GASTOS                                                              |                  | \$0.00               | \$0.00                       | \$0.00            |
| <b>SUBTOTAL</b>                                                              |                  | \$7,535,842.99       | \$0.00                       | \$7,535,842.99    |
| <b>4. GASTOS DE PROPAGANDA EXHIBIDA EN SALAS DE CINE:</b>                    |                  | \$535,688.58         | \$0.00                       | \$535,688.58      |
| <b>5. GASTOS DE PROPAGANDA EXHIBIDA EN PÁGINAS DE INTERNET:</b>              |                  | \$895,711.35         | \$0.00                       | \$895,711.35      |
| <b>6. GASTOS DE PROPAGANDA EN DIARIOS, REVISTAS Y OTROS MEDIOS IMPRESOS:</b> |                  |                      |                              |                   |
| A) DIARIOS                                                                   | 61               | \$-314,451.08        | \$0.00                       | \$-314,451.08     |
| B) REVISTAS                                                                  | 1                | \$29,000.00          | \$0.00                       | \$29,000.00       |
| C) MEDIOS IMPRESOS                                                           | 0                | \$0.00               | \$0.00                       | \$0.00            |
| <b>SUBTOTAL</b>                                                              |                  | \$-285,451.08        | \$0.00                       | \$-285,451.08     |
| <b>7. GASTOS DE PRODUCCIÓN DE MENSAJES PARA RADIO Y T.V. :</b>               |                  |                      |                              |                   |
| A) RADIO                                                                     | 9                | \$125,280.00         | \$0.00                       | \$125,280.00      |
| B) TELEVISIÓN                                                                | 9                | \$469,800.00         | \$337,422.19                 | \$807,222.19      |
| <b>SUBTOTAL</b>                                                              |                  | \$595,080.00         | \$337,422.19                 | \$932,502.19      |

| CONCEPTO                                       | CANTIDAD<br>(N°) | GASTO DIRECTO<br>(A) | GASTO<br>CENTRALIZADO<br>(B) | SUMA<br>C = (A+B) |
|------------------------------------------------|------------------|----------------------|------------------------------|-------------------|
| <b>8. GASTOS DE PROPAGANDA EN VÍA PÚBLICA:</b> |                  |                      |                              |                   |
| A) PANORÁMICOS O ESPECTACULARES                | 341              | \$960,455.96         | \$0.00                       | \$960,455.96      |
| B) CARTELERAS                                  | 0                | \$0.00               | \$0.00                       | \$0.00            |
| C) PANTALLAS FIJAS                             | 1                | \$11,600.00          | \$0.00                       | \$11,600.00       |
| D) PANTALLAS MÓVILES                           | 0                | \$0.00               | \$0.00                       | \$0.00            |
| E) PROPAGANDA EN COLUMNAS                      | 0                | \$0.00               | \$0.00                       | \$0.00            |
| F) MANTAS (IGUAL O MAYOR A 12 MTS)             | 0                | \$0.00               | \$0.00                       | \$0.00            |
| G) BUZONES                                     | 0                | \$0.00               | \$0.00                       | \$0.00            |
| H) CAJAS DE LUZ                                | 0                | \$0.00               | \$0.00                       | \$0.00            |
| I) MARQUESINAS                                 | 0                | \$0.00               | \$0.00                       | \$0.00            |
| J) MUEBLES URBANOS                             | 0                | \$0.00               | \$0.00                       | \$0.00            |
| K) PARABUSES                                   | 0                | \$0.00               | \$0.00                       | \$0.00            |
| L) PUENTES                                     | 0                | \$0.00               | \$0.00                       | \$0.00            |
| M) VALLAS                                      | 0                | \$0.00               | \$0.00                       | \$0.00            |
| N) MEDIOS DE TRANSPORTE PÚBLICO                | 0                | \$0.00               | \$0.00                       | \$0.00            |
| <b>SUBTOTAL</b>                                |                  | \$972,055.96         | \$0.00                       | \$972,055.96      |
| <b>9. GASTOS FINANCIEROS:</b>                  |                  |                      |                              |                   |
| A) COMISIONES BANCARIAS                        |                  | \$0.00               | \$0.00                       | \$0.00            |
| <b>TOTAL DE GASTOS</b>                         |                  | \$20,455,607.65      | \$337,422.19                 | \$20,793,029.84   |

## VII. RESPONSABLE DE LA RENDICIÓN DE CUENTAS

### NOMBRE:

MERAZ BARRERA

APELLIDO (S)

HUGO ELIUD

NOMBRE(S)

SELLO DIGITAL DE LA E.FIRMA DEL RESPONSABLE DE FINANZAS:  
feb3216e1135b418a5a1bb1c950de5d228fa7014

SELLO DIGITAL DE LA E.FIRMA DEL CANDIDATO: