



**Comunidad  
de Madrid**

**Cliente:** Comunidad de Madrid

**Campaña:** Consejería de Hacienda. Donación

**Periodo:** del 6 al 19 de abril 2020

**Lote 2**

# Consejería de Hacienda. Donación ÓPTICO CAMPAÑA

| MEDIO   | TOTAL NETO   |
|---------|--------------|
| DIGITAL | 103.305,78 € |

PLAN MEDIOS: DONACIÓN

LOTE 2

MEDIOS

| Proveedor               | Site                      | Emplazamiento              | Formato                                   | Medidas  | Segmentación                       | Fecha Inicio | Fecha Fin | Tipo de coste | Impresiones | Inversión Neta |
|-------------------------|---------------------------|----------------------------|---|--|------------------------------------|--------------|-----------|---------------|-------------|----------------|
| PRISA BRAND SOLUTIONS   | ELPAIS.COM                | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP ES, FR3                         | 6 ABR.       | 19 ABR.   | CPM           | 864.200     | 7.000,02 €     |
| UNIDAD EDITORIAL        | ELMUNDO.ES                | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR1/24H, DE 8H A 20H       | 6 ABR.       | 19 ABR.   | CPM           | 648.150     | 7.000,02 €     |
| VOCENTO                 | ABC.ES                    | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 990X250, 300X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 1.048.690   | 7.000,01 €     |
| BLUEMEDIA               | 20MINUTOS.ES              | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 980.395     | 7.000,02 €     |
| EL CONFIDENCIAL         | ELCONFIDENCIAL.COM        | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR3                        | 6 ABR.       | 19 ABR.   | CPM           | 980.399     | 7.000,05 €     |
| EL ESPAÑOL              | ELESPAÑOL.COM             | ROS                        | DMPU, BILLBOARD, BANNER, CINTILLO         | 300X600, 980X250, 320X100, 640X150                   | IP MAD, FR3                        | 6 ABR.       | 19 ABR.   | CPM           | 1.266.970   | 7.000,01 €     |
| OKDIARIO                | OKDIARIO.COM              | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR3                        | 6 ABR.       | 19 ABR.   | CPM           | 328.000     | 5.125,03 €     |
| EL DIARIO               | ELDIARIO.ES               | HOME + ROS                 | DMPU, BILLBOARD, BANNER                   | 300X600, 980X200, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 554.925     | 4.690,50 €     |
| PRISA BRAND SOLUTIONS   | HUFFINGTONPOST.ES         | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X220, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 297.620     | 3.000,01 €     |
| LA RAZON                | LARAZON.ES                | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR3                        | 6 ABR.       | 19 ABR.   | CPM           | 141.795     | 4.000,04 €     |
| SUNMEDIA                | VOZPOPULI.COM             | ROS                        | MPU, DMPU, BILLBOARD, SUPERBANNER, BANNER | 300X250, 300X600, 980X200, 980X300, 320X100, 320X150 | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 416.670     | 4.000,03 €     |
| PERIODISTA DIGITAL      | PERIODISTADIGITAL.COM     | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 457.145     | 4.000,02 €     |
| LIBERTAD DIGITAL        | LIBERTADDIGITAL.COM       | ROS                        | DMPU                                      | 300X600  | IP MAD, FR2/24H, DE 9H A 24H       | 6 ABR.       | 19 ABR.   | CPM           | 380.955     | 4.000,03 €     |
| BLUEMEDIA               | PUBLICO.ES                | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 350.141     | 2.500,01 €     |
| BLUEMEDIA               | LAINFORMACION.COM         | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP ES, FR1/24H                     | 6 ABR.       | 19 ABR.   | CPM           | 350.140     | 2.500,00 €     |
| ESDIARIO                | ESDIARIO.COM              | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR3/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 295.570     | 3.000,04 €     |
| EMOTIKA                 | ELPLURAL.ES               | ROS                        | DMPU                                      | 300X600  | IP ES, FR1/24H                     | 6 ABR.       | 19 ABR.   | CPM           | 111.090     | 1.000,03 €     |
| BLUEMEDIA               | ELINDEPENDIENTE.COM       | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 990X250, 300X100                            | IP ES, FR1/24H                     | 6 ABR.       | 19 ABR.   | CPM           | 245.540     | 2.200,04 €     |
| MADRIDDIARIO.ES         | MADRIDDIARIO.ES           | HOME + CANALES + SECCIONES | MPU, BANNER                               | 300X250, 320X100                                     | IP MAD (6DÍAS)                     | 6 ABR.       | 11 ABR.   | CF            | 300.000     | 1.000,00 €     |
| EL CONFIFENCIAL DIGITAL | ELCONFIDENCIALDIGITAL.COM | ROS                        | DMPU, BILLBOARD, BANNER, CINTILLO         | 300X600, 980X250, 320X100, 640X150                   | IP ES, FR3                         | 6 ABR.       | 19 ABR.   | CPM           | 250.000     | 1.000,00 €     |
| CONTEXTO                | CONTEXTO.ES               | HOME                       | MPU                                       | 300X250  | IP MAD                             | 6 ABR.       | 19 ABR.   | CF            | 95.000      | 1.000,00 €     |
| MONCLOA.COM             | MONCLOA.COM               | ROS                        | MPU, DMPU, BILLBOARD, BANNER              | 300X250, 300X600, 980X200, 320X100                   | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 100.000     | 1.000,00 €     |
| DIARIO CRITICO          | DIARIOCRITICO.ES          | HOME + CANALES + SECCIONES | MPU, BANNER                               | 300X250, 320X100                                     | IP MAD (6DÍAS)                     | 6 ABR.       | 11 ABR.   | CF            | 300.000     | 1.000,00 €     |
| HADOQ                   | GACETA.ES                 | ROS                        | DMPU                                      | 300X600  | IP ES                              | 6 ABR.       | 19 ABR.   | CPM           | 16.810      | 1.000,20 €     |
| ELIMPARCIAL.ES          | ELIMPARCIAL.ES            | ROS                        | DMPU, MPU                                 | 300X600, 300X250                                     | IP MAD                             | 6 ABR.       | 19 ABR.   | CPM           | 120.448     | 2.000,04 €     |
| EL ECONOMISTA           | ELECONOMISTA.ES           | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X250, 320X100                            | IP MAD, FR3/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 207.040     | 2.500,01 €     |
| UNIDAD EDITORIAL        | EXPANSION.COM             | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 990X250, 300X100                            | IP MAD, FR1/24H, DE 8H A 20H       | 6 ABR.       | 19 ABR.   | CPM           | 298.955     | 2.500,01 €     |
| PRISA BRAND SOLUTIONS   | CINCODIAS.ES              | ROS                        | DMPU, BILLBOARD, BANNER                   | 300X600, 980X220, 320X100                            | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 203.550     | 2.500,00 €     |
| MERCA2.ES               | MERCA2.ES                 | ROS                        | MPU, DMPU, BILLBOARD, BANNER              | 300X250, 300X600, 980X200, 320X100                   | IP MAD, FR1/24H                    | 6 ABR.       | 19 ABR.   | CPM           | 250.000     | 2.500,00 €     |
| ANIMALMAKER             | YOUTUBE.COM               | ROS                        | TRUE VIEW                                 | 20"  | TEMÁTICA/INTERESES + CUSTOM INTENT | 6 ABR.       | 19 ABR.   | CPV           | 54.827      | 3.289,63 €     |

|               |              |
|---------------|--------------|
| T. NETO       | 103.305,78 € |
| 21% IVA       | 21.694,22 €  |
| T. NETO + IVA | 125.000,00 € |