



**Comunidad
de Madrid**

COMUNIDAD DE MADRID

DG de Sanidad

Lote 2 - Online

Salud Cardiovascular

COMUNIDAD DE MADRID
DG de Sanidad
Lote 2
Salud Cardiovascular
Optico total

MEDIO	TOTAL + IVA
INTERNET	389.999,99 €

COMUNIDAD DE MADRID
DG de Sanidad
Lote 2 - Online
Salud Cardiovascular

Site	Segmentación	Emplazamiento	Medidas	Impresiones	Fecha de inicio	Fecha de fin	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	4.751.215	29.03.2023	23.04.2023	22.500,01 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	928.000			4.000,00 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.099.412			4.000,00 €
El país	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	2.980.805			22.500,01 €
AS	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	397.440			3.000,00 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	3.405.798			23.500,01 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.242.860			10.000,02 €
El Relevo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	248.570			1.999,99 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	2.478.050			22.749,99 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	6.400.070			21.750,00 €
Esdriario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.803.715			8.500,01 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	6.565.657			22.750,00 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	793.650			5.749,99 €
Larazon	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	269.815			7.500,05 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	711.210			4.125,02 €
Niusdiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	408.002			2.550,00 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	140.970			2.499,98 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	321.502			1.500,00 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	251.330			1.172,61 €
Elplural.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	75.072			1.035,99 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	727.273			5.000,00 €
Que	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	500.500			3.562,31 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	596.055			2.027,78 €
Europa press	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.382.335			1.024,31 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.386.860			9.499,99 €
Luxonomist	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrididiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Diario Crítico	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrid Actual	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Moncloa.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			3.000,00 €
Elcierrredigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			2.500,00 €
El liberal	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			3.000,00 €
Madrid 365	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			2.000,00 €
Madrid es noticia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrid Press	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Noticias para municipios	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			4.000,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	-			4.000,00 €
The Objective	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			4.000,00 €
Nuevo Imparcial	IP Madrid	Home + ROS	970x90	-			1.000,00 €
Politica Local	IP Madrid	Home + ROS	300x600	-			1.000,00 €
Diario Ya	IP Madrid	Home + ROS	300x300	-			1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	419.772			4.000,01 €
Cronica Madrid	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	2.727.272			7.500,00 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	2.500.000			6.000,00 €
Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	245.297			2.590,15 €
El resurgir	IP Madrid	Home + ROS	300x300 - 970x250 - 300x600	-			1.000,00 €
Central de Medios	IP Madrid	Home + ROS		1.118.881			6.000,00 €
6Syms	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	250.000			2.031,25 €
Diariofarma	IP Madrid	Home + ROS	1000x90	-			1.000,00 €
Isanidad	IP Madrid	Home + ROS	300x250	-			1.000,00 €
Redacción médica	IP Madrid	Home + ROS	980x250 - 300x600 - 300x100	349.650			1.300,00 €
Consalud	IP Madrid	Home + ROS	400x150	-			1.500,00 €
Cuidateplus	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	212.000			1.003,95 €
Diario médico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	87.000			1.000,00 €
Correo farmacéutico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	87.000			1.000,00 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	1.533.000			8.211,24 €
Cinco Días	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	371.720			4.208,79 €
Merca2	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	-			9.500,00 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Dirigentes	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Autonomos y emprendedores	IP Madrid	Home + ROS	120x600 - 300x250 -728x90 - 160x600	276.601			2.247,38 €
Economía Digital	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	275.900			2.223,20 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	1.066.553			10.000,00 €

TOTAL DI G I T A L		322.314,04 €
I V A	21%	67.685,95 €
TOTAL DI G I T A L		389.999,99 €