



**Comunidad  
de Madrid**

**DG Estrategia Digital**

**Comunidad de Madrid**

**Lote 2 - Online**

**Cuenta Digital**

DG Estrategia Digital  
Comunidad de Madrid  
Lote 2  
Cuenta Digital  
Optico total

MEDIO	TOTAL + IVA
INTERNET	324.999,72 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	28.10.2024	24.11.2024	CPM	17.011,49 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.367,06 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.983,67 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.497,94 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.448,27 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.997,98 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.657,24 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.655,00 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.087,99 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.260,25 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	5.330,07 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.697,00 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.216,77 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.000,50 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.003,10 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.018,75 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.701,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.877,50 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.250,00 €
Europapress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.005,37 €
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.124,99 €
Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.028,49 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.800,20 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	5.000,00 €
Madrididario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Madrid Actual	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Elcierredigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Madrid 365	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Madrid es noticia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Noticias para municipios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
MadridPress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Politica Local	IP Madrid	Home + ROS	300x600			CF	1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Diario Ya	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Espacio Diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El Boletin	IP Madrid	Home + ROS	300x600, 300x250, 728x90, 980x250, 990x250			CF	1.000,00 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.279,66 €
El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300			CF	1.000,00 €
Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.003,00 €
infoboadilla.com	IP Madrid	Home + ROS	375x375			CF	1.500,00 €
infolasrozas.com	IP Madrid	Home + ROS	375x375				
infomajadahonda.com	IP Madrid	Home + ROS	375x375				
infopozuelo.com	IP Madrid	Home + ROS	375x375				
infovillanueva.com	IP Madrid	Home + ROS	375x375				
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.253,46 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.585,62 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	9.521,90 €
Marca	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	3.991,39 €
El Relevó	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.011,49 €
As	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	3.774,15 €
Spotify	IP Madrid	Home + ROS	Cuñía 20" + 728x90			CPM	11.466,00 €
Instagram	IP Madrid	Home + ROS	Page post photo			CPM	12.187,50 €

TOTAL DIGITAL	268.594,79 €
IVA 21%	56.404,92 €
TOTAL DIGITAL	324.999,72 €