



**Comunidad  
de Madrid**

# Consejería de Familia, Juventud y Asuntos Sociales

DG Igualdad

Lote 2 - Online

Madrid Te Quiero Diversa

Consejería de Familia, Juventud y Asuntos Sociales  
DG Igualdad  
Lote 2  
Madrid Te Quiero Diversa  
Optico total

MEDIO	TOTAL + IVA
INTERNET	174.999,53 €

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Site	Segmentación	Emplazamiento	Medidas	Fecha de inicio	Fecha de fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	23.09.2024	13.10.2024	CPM	8.620,69 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.638,32 €
El pais	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.548,30 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.143,06 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	6.839,08 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.574,00 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.221,76 €
Esdiario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.534,38 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.449,75 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.898,00 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	5.254,33 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.900,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	4.267,48 €
Informativos telecinco	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.718,74 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.660,12 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.959,55 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.003,10 €
Elplural.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.035,00 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.007,50 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.360,80 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.999,99 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
El Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	1.710,00 €
El cierre digital	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
The objective	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	4.600,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	4.125,00 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	4.600,00 €
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 €
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 €
El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Política Local	IP Madrid	Home + ROS	300x600			CF	1.000,00 €
El resurgir	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 Boletín	IP Madrid	Home + ROS	300x600, 300x250, 728x90, 980x250, 990x250			CF	1.000,00 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	6.103,56 €
Merca2	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	5.000,00 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Cinco Dias	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.585,60 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	8.769,60 €

TOTAL DIGITAL		144.627,71 €
IVA	21%	30.371,82 €
TOTAL DIGITAL		174.999,53 €