



**Comunidad  
de Madrid**

# Consejería de Familia, Juventud y Asuntos Sociales

Comunidad de Madrid

Lote 2 - Online

Nueva Teleasistencia

Consejería de Familia, Juventud y Asuntos Sociales  
Comunidad de Madrid  
Lote 2  
Nueva Teleasistencia  
Optico total

MEDIO	TOTAL + IVA
INTERNET	173.998,88 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	07.10.2024	30.10.2024	CPM	8.448,27 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.819,69 €
El pais	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.806,90 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.751,85 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.047,47 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.803,51 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.499,98 €
Esdiario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	4.890,63 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.430,00 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.622,69 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	4.764,96 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.480,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	6.165,00 €
Informativos Telecinco	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.874,99 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.540,03 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.460,01 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	979,78 €
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	4.015,00 €
Que	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.000,02 €
Luxonomist	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
El Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	2.188,80 €
El Cierre digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
The objective	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	3.000,00 €
Nuevo Imparcial	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.000,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	6.100,01 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	4.600,00 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.183,91 €
Estrella Digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Merca2	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.600,00 €
Cinco Dias	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.732,34 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	4.688,00 €
65ymas	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	3.107,81 €
Plusesmas	IP Madrid	Home + ROS	300x600			CPM	2.671,60 €
Isanidad	IP Madrid	Home + ROS	300x250, 540x100, 563x100			CF	1.000,00 €
Redacción médica	IP Madrid	Home + ROS	980x250 - 300x600 - 300x100			CPM	1.487,20 €
Gaceta Médica	IP Madrid	Home + ROS	300x250			CF	1.000,00 €
Cuidateplus	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	1.823,22 €
Diario médico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.011,49 €
Marca	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.296,38 €
El Releva	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	1.609,19 €
As	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	1.265,00 €

TOTAL DIGITAL		143.800,73 €
IVA	21%	30.198,15 €
TOTAL DIGITAL		173.998,88 €