



**Comunidad  
de Madrid**

# Consejería de Familia, Juventud y Asuntos

## Sociales

DG Igualdad

Lote 2 - Online

Trastornos TAC Jóvenes

Consejería de Familia, Juventud y Asuntos Sociales  
DG Igualdad  
Lote 2  
Trastornos TAC Jóvenes  
Optico total

MEDIO	TOTAL + IVA
INTERNET	274.997,93 €

Site	Segmentación	Emplazamiento	Medidas	Fecha de campaña	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	Del 7 al 27 de Octubre	CPM	12.791,66 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	3.459,20 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	2.638,31 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	8.229,01 €
AS	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	2.019,32 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	11.965,54 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	9.448,93 €
El Relevo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	1.577,01 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	11.600,01 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	11.500,00 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	5.204,51 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	11.499,99 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	3.079,13 €
Larazon	IP Madrid	Home + ROS	300x600		CPM	3.002,08 €
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	1.507,40 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	1.173,00 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	1.166,40 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	3.212,00 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	1.615,95 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	11.849,95 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	6.875,00 €
Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CF	1.000,00 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	2.000,00 €
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	5.200,00 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CF	1.500,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CF	3.000,00 €
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	3.000,00 €
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 €
Nuevo Imparcial	IP Madrid	Home + ROS	970x90		CF	1.000,00 €
Política Local	IP Madrid	Home + ROS	300x600		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, 980x250, 300x250, 728x90, 320x100		CF	1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CF	1.500,00 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	2.000,01 €
El resurgir	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CF	1.000,00 €
Central de Medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100		CPM	2.500,05 €
Merca 2	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	3.672,16 €
vice.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	CPM	8.000,00 €	
yorokobu.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			
jotdown.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			
xataka.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			
es.gizmodo.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	CPV	10.094,58 €	
genbeta.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			
Tiktok	IP Madrid	Home + ROS	Video Infeed			
Youtube	IP Madrid	Home + ROS	Trueview in stream			
Twitch	IP Madrid	Home + ROS	Video	CPV	11.094,57 €	
Spotify	IP Madrid	Home + ROS	Cuña 20" + 728x90			
Instagram	IP Madrid	Home + ROS	Page post photo / Page post video			
					CPM	10.806,25 €

TOTAL DIGITAL		227.271,02 €
IVA	21%	47.726,91 €
TOTAL DIGITAL		274.997,93 €