



**Comunidad  
de Madrid**

# **Secretaría General Técnica**

**CONSEJERÍA DE ADMINISTRACIÓN LOCAL Y DIGITALIZACIÓN**

**Lote 2 - Medios online**

**Adopta un Pueblo**

Consejería de Administración Local y Digitalización  
Lote 2  
Adopta un pueblo  
Optico total

MEDIO	TOTAL + IVA
INTERNET	200.000,00 €

Consejería de Administración Local y Digitalización  
Adopta un pueblo  
Lote 2 Online

						2022	
Site	Segmentación	Emplazamiento	Formato	Impresiones		Noviembre	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	3.574.345		Del 8 al 27 de Noviembre	16.084,50 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	909.091			3.000,00 €
El pais	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	2.130.400			16.084,50 €
20minutos	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	1.878.873			15.876,33 €
Abc	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	641.025			4.999,99 €
El confidencial	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	787.990			16.084,45 €
El español	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	2.249.400			8.181,86 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	620.345			2.499,99 €
OK diario	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	4.269.275			16.084,49 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	750.000			4.695,15 €
Larazon	IP Madrid	Home + ROS	300x600	180.000			5.003,46 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	1.500.000			3.082,50 €
Niusdiario.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	180.000			1.002,86 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	175.000			2.864,75 €
El independiente	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	500.000			2.928,96 €
Publico.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	340.000			1.991,69 €
Elplural.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	130.000			2.074,80 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	1.500.000			1.779,75 €
Que	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	300.000			1.971,00 €
Telemadrid	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	800.000			4.200,00 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	450.000			1.939,14 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	1.167.889			8.000,04 €
As	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	600.000			4.194,43 €
El Releva	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	128.205			1.000,00 €
Marca	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	1.250.000			5.124,04 €
Mtmad	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	363.705			4.364,46 €
Cuatro.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Telecinco.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Bestflix.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Flooxe	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Jotdown.es	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Upsocl.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
atresplayer.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
filmaffinity.com	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250				
Alerta 062	IP Madrid	Home + ROS	300x250, 300x500		-		720,00 €
El Cultural	IP Madrid	Home + ROS	300x300, 300x250, 300x600	-			2.000,00 €
Cultura Inquieta	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	400.000			2.400,00 €
Luna de metropoli	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	650.000			2.838,34 €
Time Out	IP Madrid	Home + ROS	300x600, 320x100, 980x250, 728x90, 300x250	370.000			2.217,78 €

<b>TOTAL DIGITAL</b>		<b>165.289,26 €</b>
<b>IVA</b>	<b>21%</b>	<b>34.710,74 €</b>
<b>TOTAL DIGITAL</b>		<b>200.000,00 €</b>