



**Comunidad
de Madrid**

MADRID CULTURA Y TURISMO

TEATRALIA

Lote 2 - Medios online

Festival de Teatralia

MADRID CULTURA Y TURISMO
Lote 2
Festival de Teatrallia
Optico total

| MEDIO | TOTAL + IVA |
|----------|-------------|
| INTERNET | 11.998,96 € |

MADRID CULTURA Y TURISMO

Teatralia

Lote 2 Online

Festival de Teatralia

| Site | Segmentación | Emplazamiento | Formatos: | Impresiones | Febrero | | | | | | | | Marzo | | | | Coste Neto |
|----------------------|--------------|----------------|-----------------------------------|-------------|---------|------|-------|-------|------|------|-------|-------|-------|--|--|--|------------|
| | | | | | 31-6 | 7-13 | 14-20 | 21-27 | 28-6 | 7-13 | 14-20 | 21-27 | | | | | |
| ABC Cultura | IP Madrid | Home + ROS | 300x600, 300x250, 980x250, 728x90 | 182.000 | | | | | | | | | | | | | 1.419,60 € |
| El Mundo Cultura | IP Madrid | Home + ROS | 300x600, 300x250, 980x250, 728x90 | 321.000 | | | | | | | | | | | | | 1.414,16 € |
| El País Cultura | IP Madrid | Home + ROS | 300x600, 300x250, 980x250, 728x90 | 187.500 | | | | | | | | | | | | | 1.415,62 € |
| La Razon Cultura | IP Madrid | Home + ROS | 300x600 | 28.780 | | | | | | | | | | | | | 800,00 € |
| 20 Minutos cultura | IP Madrid | Home + ROS | 300x600, 300x250, 980x250, 728x90 | 167.500 | | | | | | | | | | | | | 1.415,36 € |
| El cultural | IP Madrid | Home + ROS | 300x300 | 100.000 | | | | | | | | | | | | | 1.000,00 € |
| Masescena | IP Madrid | Home + ROS | 750x120 | - | | | | | | | | | | | | | 750,00 € |
| Sapos y princesas | IP Madrid | Home + ROS | 300x600, 300x250, 980x250, 728x90 | 173.333 | | | | | | | | | | | | | 468,00 € |
| Facebook - Instagram | IP Madrid | Feed + Stories | Page post photo | 822.500 | | | | | | | | | | | | | 1.233,75 € |

| | |
|---------------|-------------|
| TOTAL DIGITAL | 9.916,50 € |
| I VA 21% | 2.082,46 € |
| TOTAL DIGITAL | 11.998,96 € |