



**Comunidad  
de Madrid**

**COMUNIDAD DE MADRID**

**DG. Atención al Mayor y a la Dependencia**

**Lote 2 - Online**

**Residencias de Mayores**

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COMUNIDAD DE MADRID  
DG. Atención al Mayor y a la Dependencia  
Lote 2  
Residencias de Mayores  
Optico total

MEDIO	TOTAL + IVA
INTERNET	404.999,97 €

COMUNIDAD DE MADRID  
DG. Atención al Mayor y a la Dependencia  
Lote 2 - Online  
Residencias de Mayores

Site	Segmentación	Emplazamiento	Medidas	Impresiones	Fecha de inicio	Fecha de fin	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video In read	4.650.021 780.000	06.03.2023	31.03.2023	22.020,79 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.600.000			5.836,54 €
El pais	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video Pre-roll	2.919.230 330.000			5.821,30 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video Pre-roll	2.730.000 599.050			22.035,22 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.201.000			5.853,71 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video Intext	2.197.000 135.000			18.837,00 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	6.320.000			6.803,50 €
Esdiario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	2.200.000			9.663,22 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	6.349.206			20.169,78 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	811.973			3.807,40 €
Larazon	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	260.000			21.477,89 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	777.586			10.367,50 €
Niusdiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	320.000			22.000,00 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	160.000			5.882,74 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	935.000			7.227,22 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	251.264			4.510,00 €
Elplural.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	75.036			1.999,99 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.116.000			2.837,46 €
Que	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	500.000			4.362,34 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	596.000			1.172,30 €
Europa press	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.383.900			1.035,50 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	1.950.000			7.672,50 €
Luxonomist	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			3.558,75 €
Madrididario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			2.027,59 €
Diario Crítico	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.025,47 €
Madrid Actual	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			13.357,50 €
Moncloa.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Elcierredigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
El liberal	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrid 365	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrid es noticia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Madrid Press	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Noticiero Madrid	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Noticias para municipios	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			5.000,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	-			4.000,00 €
Círculo de Bellas Artes	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
The Objective	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			5.000,00 €
Nuevo Imparcial	IP Madrid	Home + ROS	970x90	-			1.000,00 €
Política Local	IP Madrid	Home + ROS	300x600	-			1.000,00 €
Diario Ya	IP Madrid	Home + ROS	300x300	-			1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	500.000			4.764,50 €
Cronica Madrid	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	3.500.000			9.625,00 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	2.183.333			5.240,00 €
Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	341.000			3.600,70 €
65ymas	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	373.077			3.031,25 €
Plusesmas	IP Madrid	Home + ROS	300x600	145.000			1.098,95 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	1.616.015			8.655,90 €
Cinco Dias	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	587.327			6.650,00 €
Merca2	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250	-			8.500,00 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.750,00 €
Dirigentes	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	-			1.750,00 €
Autonomos y emprendedores	IP Madrid	Home + ROS	120x600 - 300x250 -728x90 - 160x600	212.000			1.722,50 €
Economía Digital	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	150.000			1.208,70 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -990x250 - 320x100	933.235			8.750,01 €

TOTAL DI G TAL	334.710,72 €
I VA 21%	70.289,25 €
TOTAL DI G TAL	404.999,97 €