



Consejería de Familia, Juventud y Asuntos Sociales,

Dirección General de Igualdad.

Lote 2 - Online

Centro de Crisis 24 horas.

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Dirección General de Igualdad.
Lote 2
Centro de Crisis 24 horas.
Optico total

MEDIO	TOTAL + IVA
INTERNET	399.999,97 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	04.11.2024	30.11.2024	CPM	25.862,06 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.276,62 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	25.286,80 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	25.018,85 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	24.137,92 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	24.328,59 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	24.296,00 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.068,75 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	25.255,00 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.158,27 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	9.508,66 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.700,00 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.990,15 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.059,98 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.000,00 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.032,80 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.219,49 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.891,70 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	17.993,20 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.686,25 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	17.557,50 €
Europapress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.268,70 €
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.468,74 €
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	2.491,13 €
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	8.025,80 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	6.000,00 €
Madrididario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
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	2.000,00 €
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 €
MadridPress	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 €
Política Local	IP Madrid	Home + ROS	300x600			CF	1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Diario Ya	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Espacio Diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.167,78 €
El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300			CF	1.500,00 €
Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.681,25 €
infoboadilla.com	IP Madrid	Home + ROS	375x375			CF	2.000,00 €
infolasrozas.com	IP Madrid	Home + ROS	375x375				
infomajadahonda.com	IP Madrid	Home + ROS	375x375				
infopozuelo.com	IP Madrid	Home + ROS	375x375				
infovillanueva.com	IP Madrid	Home + ROS	375x375				
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.183,91 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.500,00 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.547,56 €
El boletín	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CF	1.500,00 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.915,03 €

TOTAL DIGITAL	330.578,49 €
IVA 21%	69.421,48 €
TOTAL DIGITAL	399.999,97 €