



**Comunidad  
de Madrid**

**DG Estrategia Digital**

**Comunidad de Madrid**

**Lote 2 - Online**

**Cuenta Digital Ola 2**

---

DG Estrategia Digital  
Comunidad de Madrid  
Lote 2  
Cuenta Digital Ola 2  
Optico total

MEDIO	TOTAL + IVA
INTERNET	474.999,99 €

**DG Estrategia Digital**  
**Comunidad de Madrid**  
**Lote 2 - Online**  
**Cuenta Digital Ola 2**

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	18.11.2024	30.11.2024	CPM	33.620,68 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.276,62 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	24.418,75 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	33.456,80 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	30.172,41 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	32.297,40 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	28.600,00 €
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	32.917,50 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.158,44 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	9.508,66 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	13.052,90 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.639,75 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	20.139,00 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.260,00 €
Telemadrid	IP Madrid	Home + ROS	Patrocinio de sección			CF	23.677,50 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	12.035,34 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	12.500,00 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.253,46 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	9.523,67 €
Spotify	IP Madrid	Home + ROS	Cuña 20" + 728x90			CPM	9.555,00 €
Youtube	IP Madrid	Home + ROS	Video			CPV	8.027,50 €
Instagram	IP Madrid	Home + ROS	Page post photo // Page post video			CPM	9.401,84 €

<b>TOTAL DIGITAL</b>	392.561,97 €
<b>IVA 21%</b>	82.438,02 €
<b>TOTAL DIGITAL</b>	474.999,99 €