



**Comunidad
de Madrid**

DG Educación, Ciencia y Universidades

Comunidad de Madrid

Lote 2 - Online

Formación profesional

DG Educación, Ciencia y Universidades
Comunidad de Madrid
Lote 2
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Optico total

| MEDIO | TOTAL + IVA |
|----------|--------------|
| INTERNET | 299.999,10 € |

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| Site | Segmentación | Emplazamiento | Medidas | Fecha Inicio | Fecha Fin | Coste Neto |
|---------------------------|--------------|---------------|--|--------------|------------|-------------|
| Elmundo | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | 17.06.2024 | 14.07.2024 | 17.034,48 € |
| La Vanguardia | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 3.638,31 € |
| El pais | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 12.220,17 € |
| 20minutos | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 15.940,56 € |
| Abc | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 9.039,09 € |
| El confidencial | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 14.433,76 € |
| El español | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 11.484,93 € |
| | IP Madrid | Home + ROS | video in text 300*600 + 300X100 | | | 2.856,00 € |
| Esd diario.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 5.207,31 € |
| OK diario | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 12.503,80 € |
| | IP Madrid | Home + ROS | Video intext o preroll | | | 3.155,63 € |
| Eldiario.es | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 3.079,13 € |
| Larazon | IP Madrid | Home + ROS | 300x600 | | | 3.002,08 € |
| Vozpopuli | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 2.697,00 € |
| Elimparcial.es | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.507,40 € |
| Elplural.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.173,00 € |
| Publico | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.166,40 € |
| Periodistadigital.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 3.212,00 € |
| Elconfidencialdigital.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.615,95 € |
| Libertaddigital.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 6.850,00 € |
| Telemadrid | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 6.875,00 € |
| Luxonomist | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 2.000,00 € |
| Que | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.999,99 € |
| Moncloa | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.500,00 € |
| El Debate | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 4.200,00 € |
| Eda TV | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.500,00 € |
| The objective | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 5.000,00 € |
| Madrididario.es | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Madrid Actual | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Elcierredigital.com | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 2.000,00 € |
| Madrid 365 | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 2.000,00 € |
| Madrid es noticia | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Noticias para municipios | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| El mirador de madrid | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Politica Local | IP Madrid | Home + ROS | 300x600 | | | 1.000,00 € |
| Toro TV | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.500,00 € |
| Cronica Madrid | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Espacio Diario | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| El Boletín | IP Madrid | Home + ROS | 300x600, 300x250, 728x90, 980x250, 990x250 | | | 1.000,00 € |
| Periodico de España | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 3.009,39 € |

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| El resurgir | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| infoboadilla.com | IP Madrid | Home + ROS | 375x375 | | | 1.500,00 € |
| 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 | | | 2.865,52 € |
| Merca 2 | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| Cinco Días | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.589,98 € |
| Estrella Digital | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 1.000,00 € |
| El economista | IP Madrid | Home + ROS | 300x600, 980x250, 300x250, 728x90, 320x100 | | | 3.609,76 € |
| Marca | IP Madrid | Home + ROS | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 | | | 2.793,97 € |
| El Relevo | IP Madrid | Home + ROS | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 | | | 1.206,90 € |
| As | IP Madrid | Home + ROS | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 | | | 2.415,46 € |
| Tiktok | IP Madrid | Home + ROS | Video Infeed | | | 11.128,52 € |
| Youtube | IP Madrid | Home + ROS | Trueview in stream | | | 12.238,73 € |
| Twitch | IP Madrid | Home + ROS | Video | | | 10.032,75 € |
| Spotify | IP Madrid | Home + ROS | Cuñía 20" + 728x90 | | | 11.236,43 € |
| Instagram | IP Madrid | Home + ROS | Page post photo / Page post video | | | 11.913,72 € |

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|----------------------|---------------------|
| TOTAL DIGITAL | 247.933,12 € |
| IVA 21% | 52.065,98 € |
| TOTAL DIGITAL | 299.999,10 € |