



**Comunidad  
de Madrid**

# Consejería de Viviendas, Transportes e Infraestructuras

Comunidad de Madrid

Lote 2 - Online

Plan Alquila

Consejería de Viviendas, Transportes e Infraestructuras  
Comunidad de Madrid  
Lote 2  
Plan Alquila  
Optico total

MEDIO	TOTAL + IVA
INTERNET	229.997,21 €

Consejería de Viviendas, Transportes e Infraestructuras  
Comunidad de Madrid  
Lote 2 - Online  
Plan Águila

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50	07.10.2024	27.10.2024	CPM	13.931,03 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.929,90 €
El país	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	12.454,69 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.240,35 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	10.057,47 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.475,75 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.648,00 €
Esdiario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	4.712,50 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.261,25 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.260,25 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	7.644,17 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.900,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	6.507,50 €
Informativos Telecinco	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.874,99 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.039,43 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.006,21 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.003,10 €
Elplural.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.035,00 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	4.015,00 €
Que	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.000,02 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.500,01 €
Luxonomist	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Madrididario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
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 €
El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	2.850,00 €
The objective	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	3.000,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Diario Ya	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x301			CF	1.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	7.015,40 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	4.200,00 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	5.412,65 €
Estrella Digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Cinco Días	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.038,04 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	6.563,20 €
Marca	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.261,79 €
El Relevo	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	1.609,19 €
As	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.264,49 €
Idealista						CPM	4.875,01 €
	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250				
Fotocasa	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	4.993,95 €

TOTAL DIGITAL		190.080,34 €
IVA	21%	39.916,87 €
TOTAL DIGITAL		229.997,21 €