



Consejería de Sanidad

Comunidad de Madrid

Lote 2 - Online

Prevención contra las drogas

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Comunidad de Madrid
Lote 2
Prevención contra las drogas
Optico total

MEDIO	TOTAL + IVA
INTERNET	799.996,61 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video In read	04.11.2024	30.11.2024	CPM	28.448,27 €
La Vanguardia	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	8.494,25 €
El pais	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video Preroll			CPM	6.367,04 €
20minutos	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video preroll			CPM	26.608,32 €
Abc	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	8.858,58 €
El confidencial	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50 Video Intext			CPM	32.183,90 €
El español	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	26.164,71 €
	IP Madrid	Home + ROS	video in text 300*600 + 300X100			CPM	11.281,20 €
Esdiario.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	23.296,00 €
OK diario	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.424,00 €
	IP Madrid	Home + ROS	Video intext o preroll			CPM	7.068,75 €
Eldiario.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	23.388,75 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	11.931,77 €
Vozpopuli	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	5.245,02 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	13.898,50 €
Libertaddigital / LibreMercado	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	20.699,99 €
Informativos telecinco.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	27.400,00 €
Elimparcial.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	5.000,02 €
El independiente	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.562,49 €
Publico.es	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	3.103,48 €
Elplural.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	5.566,08 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.632,96 €
Que	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	1.260,01 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.617,23 €
Europapress	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	5.135,24 €
Luxonomist	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.956,15 €
Madrididiario.es	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.482,00 €
Diario Critico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Madrid Actual	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Moncloa.com	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
El cierre digital	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Madrid 365	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	3.000,00 €
Madrid es noticia	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	2.000,00 €
Madrid Press	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Madrid 24 horas	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Noticiero Madrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Espacio Diario	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Nuevo Imparcial	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Diario Ya	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Toro TV	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
El resurgir	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Cronica Madrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
Politica Local	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	1.500,00 €
El Periodico de España	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	4.560,00 €
The objective	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	13.000,00 €
edatv.news	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	3.000,00 €
Telemadrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	23.375,00 €
	IP Madrid	Home + ROS	Video			CPM	6.052,00 €
El Debate	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CPM	16.000,00 €
Expansión	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	7.959,77 €
Cinco Dias	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.133,17 €
El economista	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	11.500,79 €
Merca2	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	7.000,00 €
Sector Ejecutivo	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.000,00 €
Dirigentes	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.500,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.500,00 €
El Boletín	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CF	1.500,00 €
Autonomos y emprendedores	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x50			CPM	2.000,79 €
Marca	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	5.321,85 €
El Releva	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.413,79 €
As	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250			CPM	2.661,23 €
Audio Online	IP Madrid Ind 18 - 35	Categoría e intereses en Entretenimiento, Videojuegos, RRSS, Series, Ocio, Viajes	Cuña 15-30" con banner sincronizado Ivoox, Tine In, Deezer, Spreaker, Youtube Music, Radios digitales			CPM	9.750,00 €
Atresplayer Bloomberg DailyMotion Hola TV Mediaset MTV Pluto TV Prime Netflix	IP Madrid Ind 18 - 35	Contenido Joven	Spot 20"			CPM	67.436,50 €
Instagram	IP Madrid	Home + ROS	Page post video			CPM	28.772,57 €
TikTok	IP Madrid	Home + ROS	Video 10-20"			CPV	3.468,52 €
Youtube	IP Madrid	Home + ROS	Trueview In stream			CPV	2.284,95 €
Spotify	IP Madrid	Home + ROS	Cuña + 728x90			CPM	20.912,71 €
Twitch	IP Madrid	Home + ROS	Anuncio superpuesto (468x60 o 728x90)			CPV	19.999,98 €

TOTAL DIGITAL		661.154,21 €
IVA	21%	138.842,40 €
TOTAL DIGITAL		799.996,61 €