



**Comunidad
de Madrid**

COMUNIDAD DE MADRID

DG Cultura y Turismo

Lote 2 - Online

National Geographic - Turespaña

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DG Cultura y Turismo
Lote 2
National Geographic - Turespaña
Optico total

MEDIO	TOTAL + IVA
National Geographic	399.999,99 €

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Creatividad	Emplazamiento	Mercados	Targeting	Formato	Fechas de inicio	Fechas de fin	Neto
SIERRA DE GUADARRAMA NP VIDEO ARTICLE	Tik Tok: 1 x organic video	Global	NG account audience	Organic Tik Tok	10.09.2024	30.11.2024	165.289,25 €
	Instagram: 1 x organic story	Global	NG account audience	Organic Story			
	Instagram: 1 x organic photo post	Global	NG account audience	Organic Photo			
	Instagram: 1 x organic reel	Global	NG account audience	Organic Reel			
	Instagram: 1 x organic reel (Ambient footage)	Global	NG account audience	Organic Reel			
	Facebook: dark video posts (60 sec)	US, CA, ME, LATAM, PL	Geo, demographics & interests	Video Ad			
	YouTube: run of network pre-roll (15 sec)	US, CA, ME, LATAM, PL	Geo & NG YT network audience	Pre-Roll (non-skip)			
	NG.com: run of site content banners	US, CA, ME, LATAM, PL	Geo & NG site audience	Display			
	Email: 1 x newsletter	US & CA	Newsletter subscribers	Newsletter			
HERITAGE CITIES VIDEO ARTICLE	Tik Tok: 1 x organic video	Global	NG account audience	Organic Tik Tok			165.289,26 €
	Instagram: 1 x organic story	Global	NG account audience	Organic Story			
	Instagram: 1 x organic photo post	Global	NG account audience	Organic Photo			
	Instagram: 1 x organic reel	Global	NG account audience	Organic Reel			
	Instagram: 1 x organic reel (Ambient footage)	Global	NG account audience	Organic Reel			
	Facebook: dark video posts (60 sec)	US, CA, ME, LATAM, PL	Geo, demographics & interests	Video Ad			
	YouTube: run of network pre-roll (15 sec)	US, CA, ME, LATAM, PL	Geo & NG YT network audience	Pre-Roll (non-skip)			
	NG.com: run of site content banners	US, CA, ME, LATAM, PL	Geo & NG site audience	Display			
	Email: 1 x newsletter	US & CA	Newsletter subscribers	Newsletter			
MASH UP GALLERY	Instagram: 1 x organic carousel post	Global	NG account audience	Organic Carousel			Sin Cargo
	Facebook: dark link posts	US, CA, ME, LATAM, PL	Geo, demographics & interests	Link Ad			
	NG.com: run of site content banners	US, CA, ME, LATAM, PL	Geo & NG site audience	Display			
VIDEO LOCALISATION: SPANISH, PORTUGUESE & POLISH	Facebook: dark video posts (60 sec)	ES	Geo, demographics & interests	Video Ad			Sin Cargo
	Facebook: dark video posts (60 sec)	PT	Geo, demographics & interests	Video Ad			
	Facebook: dark video posts (60 sec)	PL	Geo, demographics & interests	Video Ad			
	YouTube: run of network pre-roll (15 sec)	ES	Geo & NG YT network audience	Pre-Roll (non-skip)			
	YouTube: run of network pre-roll (15 sec)	PT	Geo & NG YT network audience	Pre-Roll (non-skip)			
	YouTube: run of network pre-roll (15 sec)	PL	Geo & NG YT network audience	Pre-Roll (non-skip)			
CONTENT SPONSORSHIP & NATIVE PROMOTION	Brand banners sponsoring articles & gallery	Global		Content sponsorship			Sin Cargo
	Organic articles & gallery tile on NG.com	Global		Native Promotion			

TOTAL		330.578,51 €
IVA	21%	69.421,49 €
TOTAL CON IVA		399.999,99 €