



Gerencia Asistencial de Atención Primaria

Comunidad de Madrid

Lote 2 - Online

Capacidad Resolutiva de Atención Primaria

Gerencia Asistencial de Atención Primaria
Comunidad de Madrid
Lote 2
Capacidad Resolutiva de Atención Primaria
Optico total

MEDIO	TOTAL + IVA
INTERNET	479.999,87 €

Comunidad de Madrid
Gerencia Asistencial de Atención Primaria
Lote 2 Online
Capacidad Resolutiva de Atención Primaria

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto	
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	10.11.2025	04.12.2025	CPM	25.843,60 €	
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.636,80 €	
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.141,75 €	
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	24.008,88 €	
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.875,10 €	
Larazon	IP Madrid	Home + ROS	300x600			CPM	15.844,29 €	
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.098,00 €	
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	19.859,99 €	
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.361,20 €	
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.245,00 €	
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	12.000,00 €	
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.362,77 €	
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.987,50 €	
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.015,01 €	
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	9.902,43 €	
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.546,83 €	
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.030,20 €	
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.610,00 €	
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.643,85 €	
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.451,50 €	
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.720,45 €	
Infobae	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.000,01 €	
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.950,22 €	
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.433,32 €	
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	15.000,00 €	
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €	
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.669,06 €	
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €	
Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	5.000,00 €	
Madrididario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €	
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	2.500,00 €	
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 €	
Madrid Press	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 300x300			CF	1.000,00 €	
Nuevo Imparcial	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 €	
Diario Ya	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 300x300			CF	1.000,00 €	
Cronica Madrid	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 300x300			CF	1.000,00 €	
El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €	
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €	
Politica Local	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €	
Espacio Diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €	
Articulo 14	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.224,98 €	
infoboadilla.com	IP Madrid	Home + ROS	375X375				CF	2.000,00 €
infolasrozas.com								
infomajadahonda.com								
infopozuelo.com								
infovillanueva.com								
El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300				CF	1.500,00 €
Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	2.681,25 €
Estrategias de inversión	IP Madrid	Home + ROS	3000x600, 300x90				CPM	2.000,00 €
Más Interés Madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CF	1.000,00 €
Miracorredor TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CF	2.000,00 €
Diariofarma	IP Madrid	Home + ROS	300x300				CF	2.000,00 €
Isanidad	IP Madrid	Home + ROS	300x250, 563x100, 540x100				CF	2.000,00 €
Redacción médica	IP Madrid	Home + ROS	980x250 - 300x600 - 300x100				CPM	1.989,13 €
Consalud	IP Madrid	Home + ROS	300x250				CF	2.000,00 €
Cuideatplus	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250				CPM	1.990,81 €
Diario médico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250				CPM	1.982,03 €
Correo farmacéutico	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250				CPM	1.982,03 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	6.511,01 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	13.884,65 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CF	3.500,00 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	2.384,25 €
Economía digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	2.014,50 €
Autonomos y Emprendedores	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	2.600,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CF	2.500,00 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	8.591,71 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100				CPM	4.620,00 €

TOTAL DIGITAL	396.694,11 €
IVA 21%	83.305,76 €
TOTAL DIGITAL	479.999,87 €