



Consejería de Familia, Juventud y Asuntos Sociales

Dirección General de Igualdad

Lote 2 - Online

Centro de Crisis 24 horas.

Consejería de Familia, Juventud y Asuntos Sociales
Dirección General de Igualdad
Lote 2
Centro de Crisis 24 horas.
Optico total

MEDIO	TOTAL + IVA
INTERNET	474.999,51 €

Cliente: Consejería de Familia, Juventud y Asuntos Sociales
 Anunciante: Dirección General de Igualdad
 Lote: Lote 2 - Online
 Campaña: Centro de Crisis 24 horas.

Proveedor	Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto
Exte	Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	17.03.2025	13.04.2025	CPM	28.740,80 €
Consejería de Familia, Juventud	El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.955,20 €
Exte	Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.817,35 €
Halayans	20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.106,80 €
Exte	El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.146,90 €
La Razón	Larazon	IP Madrid	Home + ROS	300x600			CPM	11.118,80 €
La Vanguardia	La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.885,00 €
Ok Diario	OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.200,25 €
El Confidencial	El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	27.082,77 €
El diario	Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.678,75 €
El debate	El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.400,00 €
Prensa Iberica	Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.975,36 €
Libertad Digital	Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.987,50 €
Voz Populi	Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.611,60 €
Esdiario	Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.068,75 €
El imparcial	Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.546,83 €
El plural	Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.380,00 €
El independiente	El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.315,00 €
Publico	Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.211,76 €
Periodista Digital	Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.434,69 €
El confidencial Digital	Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.956,15 €
Exte	Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	12.222,94 €
Europapress	Europapress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.419,84 €
Mediaset	Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.499,99 €
Eda TV	Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
The objective	The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	7.000,00 €
Que	Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.491,13 €
Moncloa	Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Luxonomist	Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Madrid Diario	Madrididiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Diario Critico	Diario Critico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Madrid Actual	Madrid Actual	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El cierre digital	Elcierredigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Madrid 365	Madrid 365	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Madrid Es noticia	Madrid es noticia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Nuevo Imparcial	Nuevo Imparcial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Noticias para municipios	Noticias para municipios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
MadridPress	MadridPress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El mirador de madrid	El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Toro TV	Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Politica Local	Politica Local	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Crónica Madrid	Crónica Madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Diario Ya	Diario Ya	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Espacio Diario	Espacio Diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Articulo 14	Articulo 14	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.950,00 €
El Resurgir	El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300			CF	1.500,00 €
Central de medios	Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.681,25 €
HokoGlobal	infoboadilla.com	IP Madrid	Home + ROS	375x375			CF	2.000,00 €
	infolasrozas.com	IP Madrid	Home + ROS	375x375				
	infomajadahonda.com	IP Madrid	Home + ROS	375x375				
	infopozuelo.com	IP Madrid	Home + ROS	375x375				
	infovilanueva.com	IP Madrid	Home + ROS	375x375				
Exte	Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.414,49 €
El economista	El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.387,65 €
Merca2	Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	3.500,00 €
Exte	Cinco Dias	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.291,65 €
Autonomos y emprendedores	Autonomos y Emprendedores	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.340,00 €
Boletin	El Boletin	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Sector Ejecutivo	Sector Ejecutivo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Estrella Digital	Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.500,00 €
TV Ads	Facebook - Instagram	IP Madrid	Home + ROS	Page post photo - Stories			CPM	9.313,43 €
TV Ads	Spotify	IP Madrid	Home + ROS	Cuña + 728x90			CPM	6.428,95 €

TOTAL DIGITAL		392.561,57 €
IVA	21%	82.437,94 €
TOTAL DIGITAL		474.999,51 €