



**Comunidad
de Madrid**

IRSST

Comunidad de Madrid

Lote 2 - Online

Concienciación en los Riesgos Laborales

IRSST
Comunidad de Madrid
Lote 2
Concienciación en los Riesgos Laborales
Optico total

MEDIO	TOTAL + IVA
INTERNET	149.997,54 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	21.04.2025	11.05.2025	CPM	5.560,41 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración 20")			CPM	1.829,89 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.196,76 €
	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, duración 30")			CPM	1.632,00 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.000,00 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.002,23 €
20minutos	IP Madrid	Home + ROS	Video Preroll (640x480, ratio de aspecto 4:3, MP4 Peso 2MB, duración 20")			CPM	1.817,15 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.309,81 €
El pais	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración 20")			CPM	1.723,33 €
	IP Madrid	Home + ROS	300x600			CPM	3.999,99 €
Larazon	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.580,20 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.237,00 €
OK diario	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, duración 30")			CPM	1.402,50 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.151,01 €
El confidencial	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración 20")			CPM	1.520,75 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.726,00 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.020,00 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.639,81 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.740,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.052,19 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.082,74 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.773,41 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.124,70 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.019,54 €
Europapress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.530,00 €
El independiente	IP Madrid	Home + ROS	Video Preroll (640x480px o 640x360px, MP4, Peso 1MB)			CPM	1.140,00 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.101,60 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.805,00 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.150,06 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.067,63 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.084,25 €
Infojobs	IP Madrid	Home + ROS	300x600, 300x250, 320x100, 728x90, 980x250, 990x250			CPM	3.022,99 €
Infoempleo	IP Madrid	Home + ROS	300x600, 300x250, 320x100, 728x90, 980x250, 990x250			CPM	1.260,98 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.055,04 €
El Relevo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.025,26 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.548,00 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.435,11 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.049,07 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.623,50 €
Facebook - Instagram	IP Madrid	Home + ROS	Page post photo - Stories - Page post video			CPV	1.925,00 €
Youtube	IP Madrid	Home + ROS	Video 20"				

TOTAL DIGITAL	123.964,91 €
IVA 21%	26.032,63 €
TOTAL DIGITAL	149.997,54 €