



**Comunidad
de Madrid**

DG Estrategia Digital

Comunidad de Madrid

Lote 2 - Online

Cuenta Digital

DG Estrategia Digital
Comunidad de Madrid
Lote 2
Cuenta Digital
Optico total

MEDIO	TOTAL + IVA
INTERNET	114.999,99 €

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Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 990x250	24.11.2025	08.12.2025	CPM	10.462,28 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	5.693,03 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	4.837,80 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	6.660,53 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	4.383,20 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	3.335,64 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	2.639,25 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	9.930,00 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	9.256,11 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	3.477,60 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	1.320,00 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	3.954,76 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	6.507,50 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	10.930,92 €
Esdinario.com	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	856,32 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	709,37 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	702,96 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	714,00 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	705,02 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	2.805,00 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CPM	1.160,02 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CF	2.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CF	1.000,00 €
Elcierredigital.com	IP Madrid	Home + ROS	300x600, 980x250, 990x250			CF	1.000,00 €

TOTAL DIGITAL	95.041,31 €
IVA	19.958,68 €
TOTAL DIGITAL	114.999,99 €