



**Comunidad
de Madrid**

DG Salud Pública

Comunidad de Madrid

Lote 2 - Online

Campaña Contra las Drogas, Cannabis y Cocaína

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Comunidad de Madrid
Lote 2
Campaña Contra las Drogas, Cannabis y Cocaína
Optico total

MEDIO	TOTAL + IVA
INTERNET	479.999,93 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	27.10.2025	30.11.2025	CPM	6.248,00 €
El español	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	14.639,15 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.193,28 €
Abc	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, duración máx 30")			CPM	15.096,00 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.141,75 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.608,10 €
	IP Madrid	Home + ROS	Video Preroll (640x480, ratio de aspecto 4:3, MP4 Peso 2MB, duración máx 20")			CPM	16.537,22 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.375,02 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	14.648,33 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	9.117,42 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.508,71 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.249,47 €
	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, duración máx 30")			CPM	12.832,88 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.672,24 €
	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	15.967,88 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.433,75 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.599,99 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.826,49 €
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	11.288,28 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.563,16 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.433,54 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.333,20 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.456,99 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.211,76 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.416,44 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.093,81 €
	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 2MB, duración máx 30")			CPM	1.187,50 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.496,11 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	7.979,89 €
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.490,41 €
	IP Madrid	Home + ROS	Spot 20" Multidispositivo (640x360, ratio de aspecto 16:9, MP4 Peso 5/10MB, duración máx 20")			CPM	2.100,02 €
Infobae	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.100,00 €
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			CF	6.000,00 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.135,25 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
Madrididario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Diario Critico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
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	6.000,00 €
Madrid 365	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Madrid es noticia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			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	1.500,00 €
El mirador de madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
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	1.000,00 €
Articulo 14	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.899,98 €
El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300			CF	2.000,00 €
Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.145,00 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.208,81 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.198,31 €
Merca 2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.500,00 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.287,50 €
Economía digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.074,40 €
Autonomos y Emprendedores	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.248,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	3.000,00 €
Estrategia de inversión	IP Madrid	Home + ROS	3000x600, 300x90			CPM	1.201,20 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.873,37 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.136,75 €
Audio Online	IP Madrid Ind 18 - 35	Categoría e intereses en Entretenimiento, Videojuegos, RRSS, Series, Ocio, Viajes	Cuñía 15-30" con banner sincronizado Ivoox, Tine In, Deezer, Speaker, Youtube Music, Radios digitales			CPM	7.475,00 €
Wuolah			Brand Day + Skin			CF	1.300,00 €
Twitch	IP Madrid	Home + ROS	Video 10"			CPV	20.102,50 €
Spotify	IP Madrid	Home + ROS	Cuñía + 728x90			CPM	20.573,80 €
Youtube	IP Madrid	Home + ROS	Video 10"			CPV	8.470,00 €
Tiktok	IP Madrid	Home + ROS	Video 10"			CPV	13.530,00 €

TOTAL DIGITAL		396.694,16 €
IVA	21%	83.305,77 €
TOTAL DIGITAL		479.999,93 €