



**Comunidad
de Madrid**

DG Sanidad

Comunidad de Madrid

Lote 2 - Online

Campaña Contra la Cocaína

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Comunidad de Madrid
Lote 2
Campaña Contra la Cocaína
Optico total

MEDIO	TOTAL + IVA
INTERNET	464.999,21 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	07.04.2025 21.04.2025	13.04.2025 18.05.2025	CPM	15.620,02 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, dur			CPM	5.862,11 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.142,39 €
	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, du			CPM	4.303,99 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.157,50 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	14.327,90 €
	IP Madrid	Home + ROS	Video Preroll (640x480, ratio de aspecto 4:3, MP4 Peso 2MB, dur			CPM	4.097,12 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	13.573,45 €
El pais	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, du			CPM	3.437,62 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	9.118,80 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.590,00 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	12.860,00 €
OK diario	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 5			CPM	5.311,27 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.066,07 €
El confidencial	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, dur			CPM	3.562,20 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.780,76 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	14.400,00 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.863,51 €
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	14.325,90 €
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	3.546,83 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.380,00 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.284,00 €
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	6.434,71 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.202,18 €
	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 2			CPM	1.113,28 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	17.875,15 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.187,49 €
Informativos telecinco	IP Madrid	Home + ROS	Spot 20" Multidispositivo (640x360, ratio de aspecto 16:9, MP4 Pes			CPM	1.500,01 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	3.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	10.000,00 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.491,13 €
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	1.000,00 €
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	2.000,00 €
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 €
MadridPress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
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 €
Crónica Madrid	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	1.950,00 €
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 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.414,49 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.884,64 €
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	1.291,63 €
Economía digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.107,97 €
Autonomos y Emprendedores	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.340,00 €
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	5.727,81 €
El Relevio	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.418,90 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.714,71 €
Audio Online	IP Madrid Ind 18 - 35	Categoría e intereses en Entretenimiento, Videojuegos, RRRSS, Series, Ocio, Viajes	Cuña 15-30" con banner sincronizado Ivoox, Tine In, Deezer, Spreaker, Youtube Music, Radios digitales			CPM	6.500,00 €
Facebook - Instagram	IP Madrid	Home + ROS	Page post photo - Stories - Page post video			CPM	17.533,72 €
Tiktok	IP Madrid	Home + ROS	Video 10"			CPV	8.250,00 €
Twitch	IP Madrid	Home + ROS	Video 10"			CPV	9.625,00 €
Youtube	IP Madrid	Home + ROS	Video 10"			CPV	9.250,01 €
Spotify	IP Madrid	Home + ROS	Cuña + 728x90			CPM	7.428,93 €

TOTAL DIGITAL		384.296,87 €
IVA	21%	80.702,34 €
TOTAL DIGITAL		464.999,21 €