



# DG Promoción Cultural

Comunidad de Madrid

Lote 2 - Online

Festival Escenas de verano

DG Promoción Cultural  
Comunidad de Madrid  
Lote 2  
Festival Escenas de verano  
Optico total

| MEDIO    | TOTAL + IVA |
|----------|-------------|
| INTERNET | 17.999,94 € |

**Comunidad de Madrid**  
**DG Promoción Cultural**  
**Lote 2 - Online**  
**Festival Escenas de verano**

| Site                 | Segmentación | Emplazamiento | Medidas                                                  | Fecha Inicio | Fecha Fin  | Tipo de contratación | Coste Neto |
|----------------------|--------------|---------------|----------------------------------------------------------|--------------|------------|----------------------|------------|
| El Mundo             | IP Madrid    | Home + ROS    | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 | 28.06.2025   | 31.08.2025 | CPM                  | 2.400,23 € |
| ABC Cultura          | IP Madrid    | Home + ROS    | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 |              |            | CPM                  | 1.648,08 € |
| La Razón Cultura     | IP Madrid    | Home + ROS    | 300x600 - 300x250 - 320x100 - 728x90 - 980x250 - 990x250 |              |            | CPM                  | 1.428,77 € |
| Time Out             | IP Madrid    | Home + ROS    | 728x90 - 300x250 - 320x50 - 970x250 - 300x600 - 320x100  |              |            | CPM                  | 1.235,00 € |
| Melómano             | IP Madrid    | Home + ROS    | 320x320, 777x100                                         |              |            | CF                   | 600,00 €   |
| Codalarío            | IP Madrid    | Home + ROS    | 300x300                                                  |              |            | CF                   | 750,00 €   |
| Scherzo              | IP Madrid    | Home + ROS    | 300x300                                                  |              |            | CF                   | 600,00 €   |
| Toda la música       | IP Madrid    | Home + ROS    | 800x200, 300x300                                         |              |            | CF                   | 750,00 €   |
| Madrid Secreto       | IP Madrid    | Home + ROS    | 980x250, 300x600, 780x90, 300x250                        |              |            | CPM                  | 1.440,00 € |
| Madrid Diferente     | IP Madrid    | Home + ROS    | 980x250, 300x600, 780x90, 300x250                        |              |            |                      |            |
| El Cultural          | IP Madrid    | Home + ROS    | 990x250, 1200x250, 300x600                               |              |            | CPM                  | 1.500,00 € |
| Ars Magazine         | IP Madrid    | Home + ROS    | Banner en Home 360x292                                   |              |            | CF                   | 600,00 €   |
| Facebook e Instagram | IP Madrid    | Home + ROS    | 1080x1080, 1080x1920                                     |              |            | CPM                  | 1.923,90 € |

|               |             |
|---------------|-------------|
| TOTAL DIGITAL | 14.875,98 € |
| IVA 21%       | 3.123,96 €  |
| TOTAL DIGITAL | 17.999,94 € |