



# DG Educación Secundaria, Formación Profesional y Régimen Especial

Comunidad de Madrid

Lote 2 - Online

Formación y Capacitación Digital

DC Educación Secundaria, Formación Profesional y Régimen Especial  
Comunidad de Madrid  
Lote 2  
Formación y Capacitación Digital  
Optico total

| MEDIO    | TOTAL + IVA  |
|----------|--------------|
| INTERNET | 209.996,23 € |

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 DG Educación Secundaria, Formación Profesional y Régimen Especial  
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 Formación y capacitación digital

| Site                      | Segmentación | Emplazamiento | Medidas                                    | Fecha Inicio | Fecha Fin  | Tipo de contratación | Coste Neto  |
|---------------------------|--------------|---------------|--------------------------------------------|--------------|------------|----------------------|-------------|
| Elmundo                   | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 | 09.06.2025   | 06.07.2025 | CPM                  | 11.496,01 € |
| El español                | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.562,80 € |
| Abc                       | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.094,51 € |
| 20minutos                 | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.004,43 € |
| El pais                   | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.106,05 € |
| Larazon                   | IP Madrid    | Home + ROS    | 300x600                                    |              |            | CPM                  | 4.864,47 €  |
| La Vanguardia             | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 2.983,50 €  |
| OK diario                 | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.357,75 € |
| El confidencial           | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 11.225,75 € |
| 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                  | 5.800,00 €  |
| Periodico de España       | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 3.751,65 €  |
| Libertaddigital.com       | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 5.572,50 €  |
| Vozpopuli                 | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 6.639,91 €  |
| Esdiario.com              | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 4.452,84 €  |
| Elimparcial.es            | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 2.660,12 €  |
| 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                  | 3.295,00 €  |
| 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                  | 2.454,38 €  |
| Elconfidencialdigital.com | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 1.871,10 €  |
| Telemadrid                | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 8.975,11 €  |
| Informativos telecinco    | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 1.874,99 €  |
| Eda TV                    | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 2.000,00 €  |
| The objective             | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 4.000,00 €  |
| Que                       | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 1.957,31 €  |
| Moncloa                   | 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                   | 1.000,00 €  |
| Madrid Actual             | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 1.000,00 €  |
| 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 €  |
| Noticias para municipios  | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 1.000,00 €  |
| MadridPress               | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 1.000,00 €  |
| Política Local            | IP Madrid    | Home + ROS    | 300x600                                    |              |            | CF                   | 1.000,00 €  |
| Toro TV                   | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 1.000,00 €  |
| Escudo Digital            | IP Madrid    | Home + ROS    | 600x250, 300x250, 660x140, 640x250         |              |            | CF                   | 1.000,00 €  |
| Expansión                 | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 4.229,50 €  |
| El economista             | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 4.511,13 €  |
| Merca 2                   | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 2.400,00 €  |
| Cinco Días                | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CPM                  | 1.384,25 €  |
| Estrella Digital          | IP Madrid    | Home + ROS    | 300x600, 980x250, 300x250, 728x90, 320x100 |              |            | CF                   | 1.000,00 €  |

|               |     |              |
|---------------|-----|--------------|
| TOTAL DIGITAL |     | 173.550,57 € |
| IVA           | 21% | 36.445,66 €  |
| TOTAL DIGITAL |     | 209.996,23 € |