



**Comunidad  
de Madrid**

# **D.G.De Transición Energética y Economía Circular**

**Consejería de Medio Ambiente, Agricultura e Interior**

**Lote 1 - Medios offline**

**Seguridad en las Instalaciones de Gas**

D.G.De Transición Energética y Economía Circular  
Consejería de Medio Ambiente, Agricultura e Interior  
Lote 1 - Medios offline  
Seguridad en las Instalaciones de Gas  
**OPTICO CAMPAÑA**

| MEDIO | TOTAL + IVA  |
|-------|--------------|
| RADIO | 124.988,44 € |

**D.G.De Transición Energética y Economía Circular**  
**Consejería de Medio Ambiente, Agricultura e Interior**  
**Lote 1 - Medios offline**  
**Seguridad en las Instalaciones de Gas 2025**  
**PLAN DE RADIO**

| Emisora             | Desconexión | Programa                 | Hora          | Formato  | NOVIEMBRE |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |             |        | Total Tarifa | Dto. % | Total Neto |
|---------------------|-------------|--------------------------|---------------|----------|-----------|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------------|--------|--------------|--------|------------|
|                     |             |                          |               |          | L         | M | X | J | V | S | D | L  | M  | X  | J  | V  | S  | D  | L  | M  | X  | J  | V  | S  | D  |             |        |              |        |            |
|                     |             |                          |               |          | 3         | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |             |        |              |        |            |
| SER MADRID OM       | MADRID      | HORA 14                  | 14:00 - 15:00 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 32.400,00 € | 69,74% | 9.804,30 €   |        |            |
|                     |             | LA VENTANA               | 16:00 a 20:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 29.700,00 € | 69,74% | 8.987,25 €   |        |            |
|                     |             | HORA 25                  | 20:00 a 24:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 37.755,00 € | 69,74% | 11.424,60 €  |        |            |
| COPE MADRID OM      | MADRID      | MEDIODIA COPE            | 13:00 a 16:00 | caña 30" | 1         |   | 1 |   | 1 |   |   | 1  |    | 1  |    | 1  |    |    | 1  |    | 1  |    | 1  |    |    | 12.420,00 € | 54,98% | 5.591,52 €   |        |            |
|                     |             | LA TARDE                 | 16:00 a 19:00 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 19.800,00 € | 54,98% | 8.913,90 €   |        |            |
|                     |             | LA LINTERNA              | 19:00 a 23:30 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 33.750,00 € | 54,98% | 15.194,25 €  |        |            |
| ONDA CERO MADRID FM | MADRID      | MAS DE UNO Local         | 12:20 - 14:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 59.130,00 € | 85,69% | 8.461,50 €   |        |            |
|                     |             | TU REGIÓN EN LA ONDA     | 14:30 - 15:00 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 37.422,00 € | 85,69% | 5.355,15 €   |        |            |
|                     |             | POR FIN                  | 15:00 - 19:00 | caña 30" | 3         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 47.206,80 € | 85,69% | 6.755,21 €   |        |            |
|                     |             | LA BRUJULA               | 19:00 - 23:30 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 17.523,00 € | 85,69% | 2.507,55 €   |        |            |
| ESRADIO MADRID      | MADRID      | ES LA MAÑANA DE FEDERICO | 10:00 - 12:00 | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 37.968,75 € | 86,18% | 5.247,30 €   |        |            |
|                     |             | KILOMETRO CERO           | 12:00-13:30   | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 22.781,25 € | 86,18% | 3.148,35 €   |        |            |
|                     |             | ES NOTICIA MADRID        | 13:30-15:00   | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 17.718,75 € | 86,18% | 2.448,75 €   |        |            |
|                     |             | FUTBOL ESRADIO           | 15:00-16:00   | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 24.300,00 € | 86,18% | 3.358,20 €   |        |            |
|                     |             | EN CASA DE HERRERO       | 16:00-19:00   | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 25.312,50 € | 86,18% | 3.498,15 €   |        |            |
|                     |             | ES SALUD                 | 19:00-19:30   | caña 30" | 1         | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 17.718,75 € | 86,18% | 2.448,75 €   |        |            |
| ONDA MADRID         | MADRID      | BUENOS DIAS MADRID       | 06:00 - 13:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 6.300,00 €  | 99,53% | 29,70 €      |        |            |
|                     |             | EL PARTIDO DE LA UNA     | 13:00 - 14:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 6.975,00 €  | 99,53% | 32,70 €      |        |            |
|                     |             | LAS NOTICIAS DE LAS DOS  | 14:00 - 15:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 6.300,00 €  | 99,53% | 29,70 €      |        |            |
|                     |             | MADRID DIRECTO           | 16:00 - 19:00 | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 6.300,00 €  | 99,53% | 29,70 €      |        |            |
|                     |             | EL ENFOQUE               | 19:00-00:00   | caña 30" | 2         | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 6.300,00 €  | 99,53% | 29,70 €      |        |            |

|              |              |
|--------------|--------------|
| TOTAL MEDIOS | 103.296,23 € |
| IVA 21%      | 21.692,21 €  |
| TOTAL RADIO  | 124.988,44 € |