



DG Salud Pública

Comunidad de Madrid

Lote 2 - Online

Concienciación frente a las ITS

DG Salud Pública
Comunidad de Madrid
Lote 2
Concienciación frente a las ITS
Optico total

MEDIO	TOTAL + IVA
INTERNET	484.999,74 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	20.10.2025	23.11.2025	CPM	15.620,02 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			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, duración máx 30")			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	14.366,60 €
	IP Madrid	Home + ROS	Video Preroll (640x480, ratio de aspecto 4:3, MP4 Peso 2MB, duración máx 20")			CPM	4.906,30 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	13.573,45 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	3.446,67 €
Larazon	IP Madrid	Home + ROS	300x600			CPM	9.173,01 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.590,00 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	12.862,08 €
	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 50MB, duración máx 30")			CPM	5.311,27 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.066,05 €
	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 3MB, duración máx 20")			CPM	3.562,20 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.780,79 €
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	5.863,52 €
Libertadigital.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	14.326,11 €
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	1.375,62 €
Europapress	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.000,13 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.284,01 €
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	6.437,47 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.209,15 €
	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Peso 2MB, duración máx 30")			CPM	1.113,28 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.878,23 €
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.189,99 €
	IP Madrid	Home + ROS	Spot 20" Multidispositivo (640x360, ratio de aspecto 16:9, MP4 Peso 5/10MB, duración máx 20")			CPM	1.500,01 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	5.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	9.000,00 €
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	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 €
Elcierrredigital.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 €
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	3.965,00 €
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 €
Miracorredor TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Más Interés Madrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.000,00 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.859,91 €
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	1.352,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.727,81 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.080,00 €
Audio Online	IP Madrid	Categoría e intereses en Entretenimiento, Videojuegos, RRSS, Series, Ocio, Viajes	Cuña 15-30" con banner sincronizado Ivoox, Tine In, Deezer, Spreaker, Youtube Music, Radios digitales			CPM	5.500,01 €
Tiktok	IP Madrid	Home + ROS	Video 10"			CPV	17.160,00 €
Twitch	IP Madrid	Home + ROS	Video 10"			CPV	17.160,00 €
Youtube	IP Madrid	Home + ROS	Video 10"			CPV	17.160,00 €
Spotify	IP Madrid	Home + ROS	Cuña + 728x90			CPM	15.793,68 €

TOTAL DIGITAL	400.826,23 €
IVA 21%	84.173,51 €
TOTAL DIGITAL	484.999,74 €