



Comunidad
de Madrid

DG Turismo

Comunidad de Madrid

Lote 2 - Online

Campaña de Turismo Responsable

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Lote 2
Campaña de Turismo Responsable
Optico total

MEDIO	TOTAL + IVA
INTERNET	439.407,30 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Coste + IVA
Elmundo	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	21.04.2025	31.05.2025	CPM	18.900,22 €
	IP España	Home + ROS	Video In read			CPM	7.093,15 €
El español	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	18.322,29 €
	IP España	Home + ROS	Video Intext			CPM	5.207,83 €
Abc	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	21.970,58 €
20minutos	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	17.336,76 €
	IP España	Home + ROS	Video Preroll			CPM	4.957,52 €
El pais	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	16.423,87 €
	IP España	Home + ROS	Video Preroll			CPM	4.159,52 €
Larazon	IP España	Home + ROS	300x600			CPM	11.033,75 €
La Vanguardia	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.553,90 €
	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.560,60 €
OK diario	IP España	Home + ROS	Video Intext o preroll			CPM	6.426,64 €
	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	19.439,94 €
El confidencial	IP España	Home + ROS	Video Intext			CPM	4.310,26 €
	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.204,72 €
Eldiario.es	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	17.424,00 €
El Debate	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.304,85 €
Periodico de España	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	14.504,88 €
Libertaddigital.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	14.050,04 €
Vozpopuli	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.284,29 €
Vozpopuli	IP España	Home + ROS	Video Intext			CPM	10.361,42 €
Esdiario.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	4.291,66 €
Elimparcial.es	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.669,78 €
Elplural.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.431,15 €
El independiente	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.382,50 €
	IP España	Home + ROS	Video Preroll			CPM	1.466,23 €
Publico	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.786,00 €
Periodistadigital.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.454,63 €
Elconfidencialdigital.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.347,07 €
	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	21.628,93 €
Telemadrid	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.646,86 €
Informativos telecinco	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.815,01 €
	IP España	Home + ROS	Spot 20" Multidispositivo			CF	3.630,00 €
Eda TV	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	12.100,00 €
The objective	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.014,27 €
Que	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.815,00 €
Moncloa	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Luxonomist	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.815,00 €
Madrididiario.es	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Diario Critico	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Madrid Actual	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.420,00 €
Elcierredigital.com	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Madrid 365	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Madrid es noticia	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Nuevo Imparcial	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.815,00 €
Noticias para municipios	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
MadridPress	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
El mirador de madrid	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.420,00 €
Toro TV	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Politica Local	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Crónica Madrid	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Espacio Diario	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	2.359,50 €
Articulo 14	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.815,00 €
El resurgir	IP España	Home + ROS	300x600, 970x250, 300x300			CPM	3.244,31 €
Central de medios	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.210,00 €
Escápate TV	IP España	Home + ROS	124 pases de video 1920x1080 + 4 banners pop up 1500x670			CF	4.864,20 €
National Geographic + Viajar NG	IP España	Home + ROS	Paquete Display			CPM	18.452,51 €
Minube	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	13.068,00 €
Viajar	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.551,53 €
Expansión	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.732,97 €
El economista	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.235,00 €
Merca 2	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.562,87 €
Cinco Dias	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.340,64 €
Economia digital	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	3.025,00 €
Autonomos y Emprendedores	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	5.875,88 €
Estrella Digital	IP España	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPV	3.993,00 €
Facebook - Instagram	IP España	Home + ROS	Page post photo - Stories - Page post video			CPV	4.558,28 €
Tiktok	IP España	Home + ROS	Video 10"			CPM	2.807,09 €
Youtube	IP España	Home + ROS	Video 20"				
Spotify	IP España	Home + ROS	Cuña + 728x90				

TOTAL DIGITAL		363.146,53 €
IVA	21%	76.260,77 €
TOTAL DIGITAL		439.407,30 €