



Consejería de Familia, Juventud y Asuntos Sociales

Comunidad de Madrid

Lote 2 - Online

Contra la violencia sexual

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Comunidad de Madrid
Lote 2
Contra la violencia sexual
Optico total

MEDIO	TOTAL + IVA
INTERNET	494.999,94 €

Site	Segmentación	Emplazamiento	Medidas	Fecha Inicio	Fecha Fin	Tipo de contratación	Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	04.11.2025	30.11.2025	CPM	24.992,00 €
	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB,			CPM	9.149,47 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	23.296,00 €
	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 50MB,			CPM	8.160,00 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	26.204,75 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	23.234,40 €
20minutos	IP Madrid	Home + ROS	Video Preroll (640x480, ratio de aspecto 4:3, MP4 Peso 2MB, e			CPM	13.652,23 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	11.005,50 €
El país	IP Madrid	Home + ROS	Video Preroll (640x360, ratio de aspecto 16:9, MP4 Peso 3MB,			CPM	6.893,33 €
	IP Madrid	Home + ROS	300x600			CPM	5.559,40 €
Larazon	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.131,00 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	9.276,50 €
OK diario	IP Madrid	Home + ROS	Video Intext o preroll (640x360, ratio de aspecto 16:9, MP4 Pe			CPM	15.832,89 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.114,97 €
El confidencial	IP Madrid	Home + ROS	Video Intext (640x360, ratio de aspecto 16:9, MP4 Peso 3MB,			CPM	15.967,88 €
	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	7.984,75 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	6.960,00 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	15.843,51 €
Periodico de España	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.960,00 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.402,40 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.275,79 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	3.507,46 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.030,20 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.020,00 €
El independiente	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.189,73 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.518,75 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.041,73 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	10.440,14 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	1.064,58 €
Informativos telecinco	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	15.000,00 €
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			CPM	7.117,50 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	3.000,00 €
Luxonomist	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
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	2.000,00 €
Elcierredigital.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	1.500,00 €
Nuevo Imparcial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.500,00 €
Noticias para municipios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	4.000,00 €
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	1.000,00 €
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			CPM	3.599,96 €
Articulo 14	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
El resurgir	IP Madrid	Home + ROS	300x600, 970x250, 300x300			CPM	1.608,75 €
Central de medios	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CF	1.000,00 €
Miracorredor TV	IP Madrid	Home + ROS	300x600 - 300x250 - 320x100 -300x300			CF	3.000,00 €
infoboadilla.com	IP Madrid	Home + ROS	375x375				
infolasrozas.com	IP Madrid	Home + ROS	375x375				
infomajadahonda.com	IP Madrid	Home + ROS	375x375				
infopozuelo.com	IP Madrid	Home + ROS	375x375				
infovillanueva.com	IP Madrid	Home + ROS	375x375			CF	2.000,00 €
Estrella Digital	IP Madrid	Home + ROS	300x600 - 300x250 -980x250 - 320x100 - 728x90				
Marca	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	8.591,71 €
As	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100			CPM	2.080,00 €
Tiktok	IP Madrid	Home + ROS	Video 10"			CPV	12.925,00 €
Twitch	IP Madrid	Home + ROS	Video 10"			CPV	12.925,00 €
Youtube	IP Madrid	Home + ROS	Video 10"			CPV	12.925,00 €
Spotify	IP Madrid	Home + ROS	Cuñía + 728x90			CPM	11.108,58 €

TOTAL DIGITAL	409.090,86 €
IVA 21%	85.909,08 €
TOTAL DIGITAL	494.999,94 €