

LA RAZÓN 25 años

PRICES ADVERTISING

DIGITAL EDITION

2023 ■■■■



PRICE ADVERTISING 2023 DIGITAL EDITION

DISPLAY

FORMAT	Size (pixels)	HOME	SECTION	ROTATION
		€/CPM	€/CPM	€/CPM
Billboard	990x250	137,1	137,1	137,1
	980x250			
	970x250			
Big junior pages	300x600	133,0	130,0	103,0
	300x250			
Sky lateral	120x600	95,7	76,6	66,9
	160x600			
Megabanner	990x90	93,0	85,8	68,9
	980x90			
	970x90			
Brand Day	-	223,0	223,0	223,0
Skin	-	188,7	188,7	188,7
Native Ads	300x600	95,6	92,7	82,3
	300x250			
Native video	300x600	124,4	123,7	111,2
	300x250			

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MOBILE

FORMAT	Size (pixels)	HOME	SECTION	ROTATION
		€/CPM	€/CPM	€/CPM
Megamobile	320x100	108,0	105,0	83,0
	320x50			
Double junior pages	300x600	119,7	116,9	92,6
	300x250			
Interstitial	320x480	161,0	145,0	132,0

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VIDEO

FORMAT	ESPECIFICATIONS	€/CPM
Preroll	Duración máxima: 20" / FQ 3	173,0
Postroll	Duración máxima: 20" / FQ 3	140,0
Video Read	Duración máxima: 20" / FQ 3	Consulta

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BRANDED CONTENT

FORMAT	€
Branded Content	Consult
Podcast	Consult

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RICH MEDIA. DESKTOP Y MOBILE

FORMAT	SIZE (PIXELS)	€/CPM
Junior video	300x250 300x600	152,9

For any additional segmentation (ip, frequency, browser, device, etc.) or other formats, please consult the commercial department

■ <http://www.larazon.es>

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CATALUÑA

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CASTILLA Y LEÓN

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