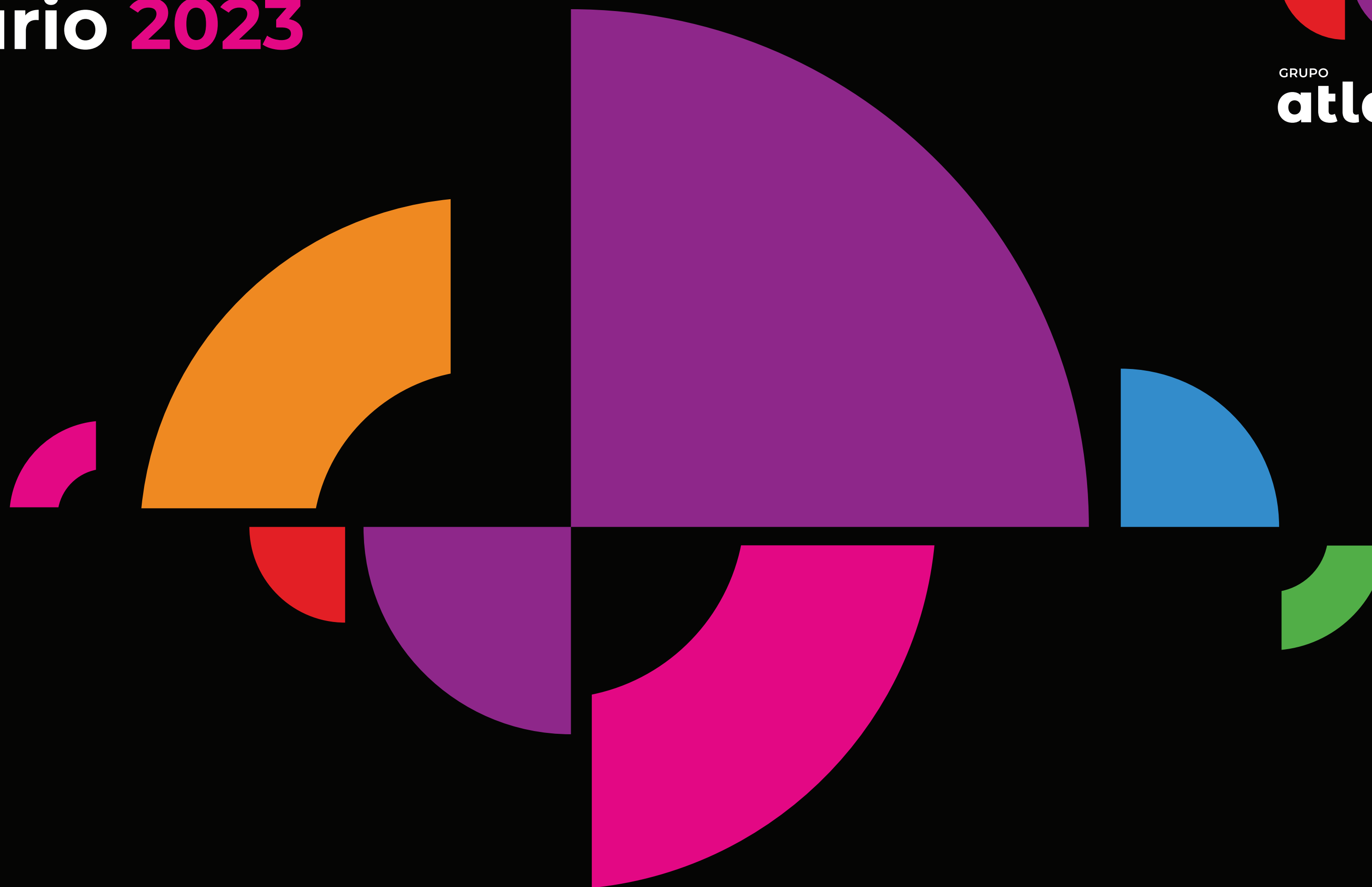


Formatos y Tarifario 2023





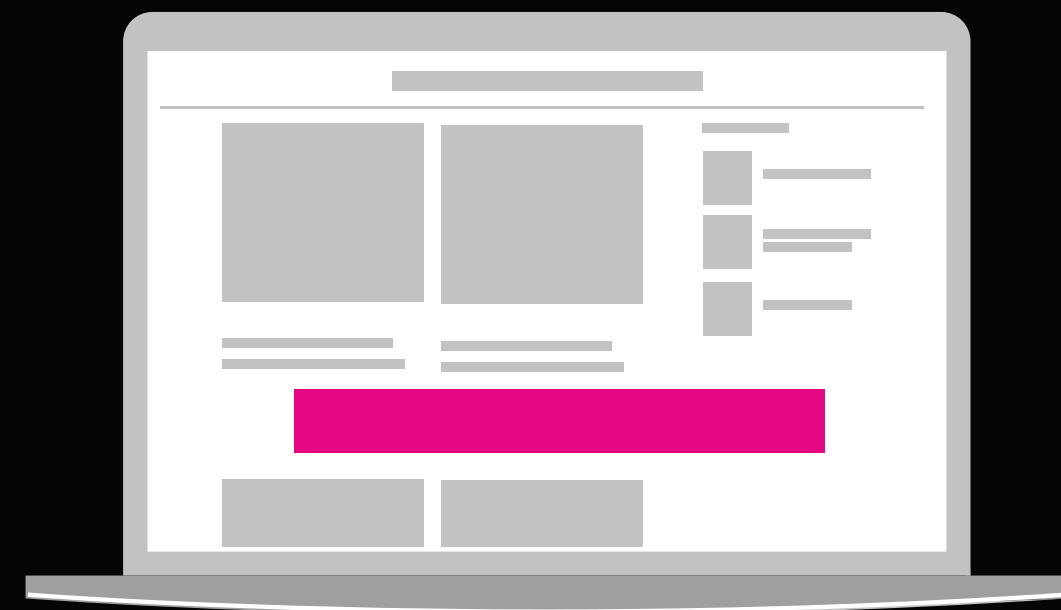
Desktop



Banner 300x250px



Zócalo 728x90 px



Banner 728x90 px



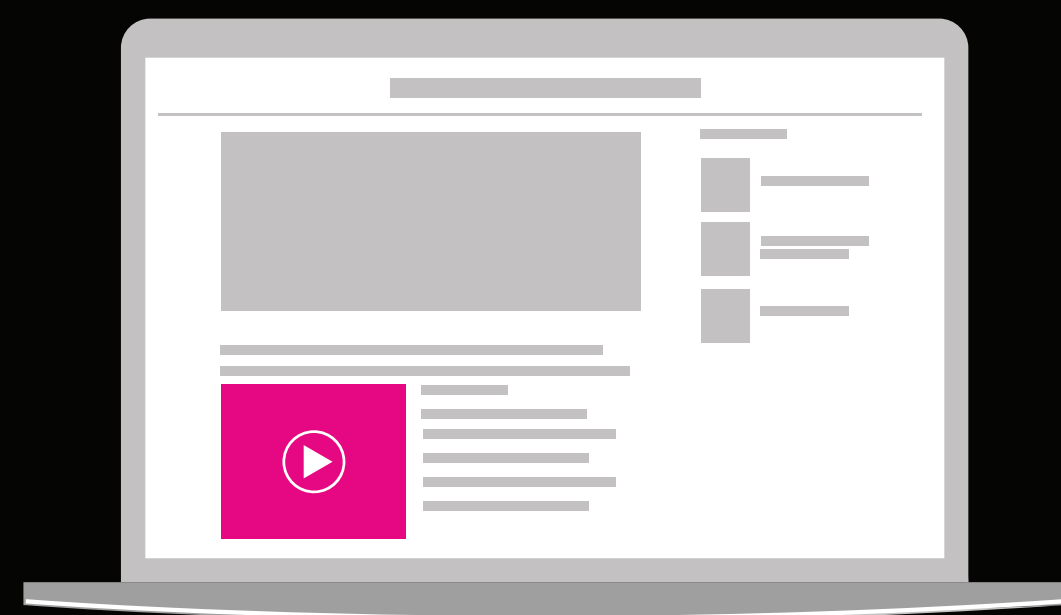
Full Banner 300x600 px





Formatos y Tarifario 2023

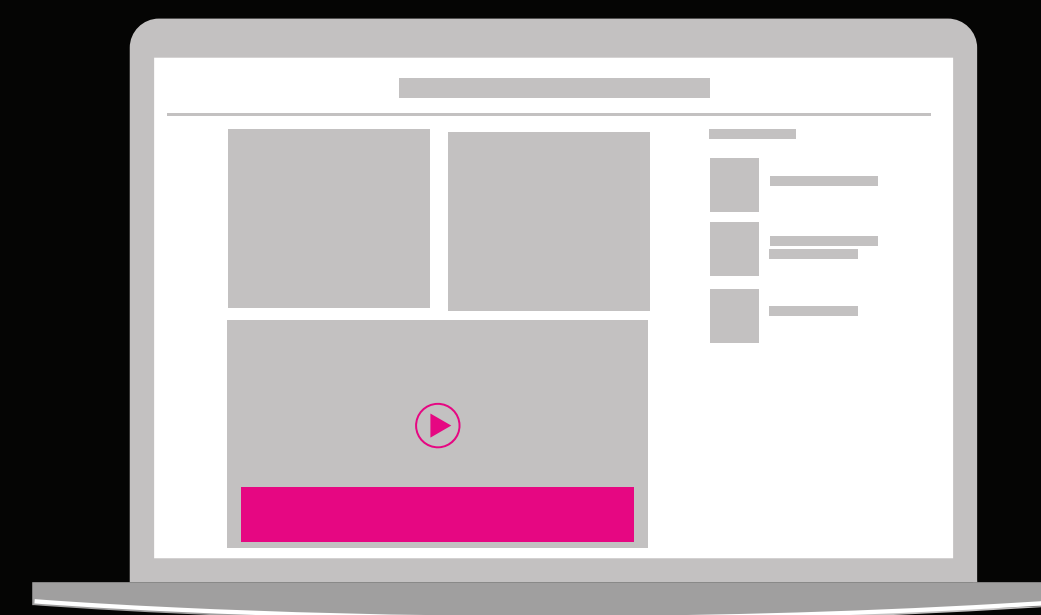
Rich media



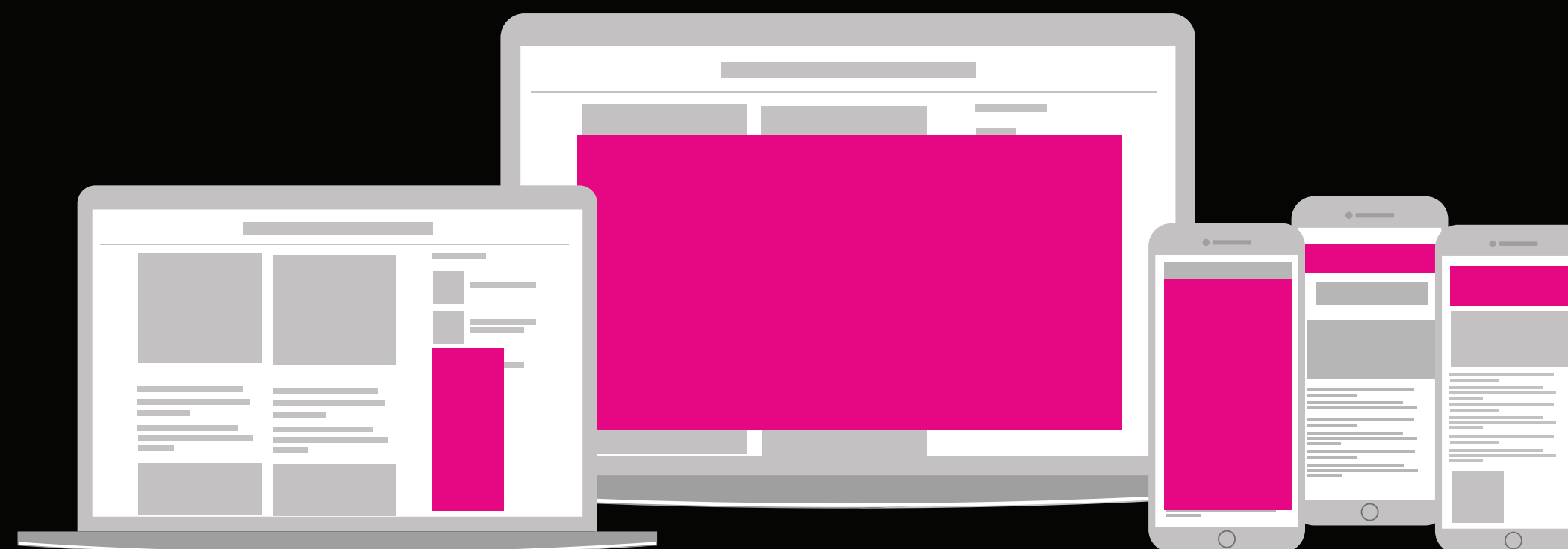
Video Banner 300x250 px



Pre Roll 640x480 px



Zócalo de Video 480x70px

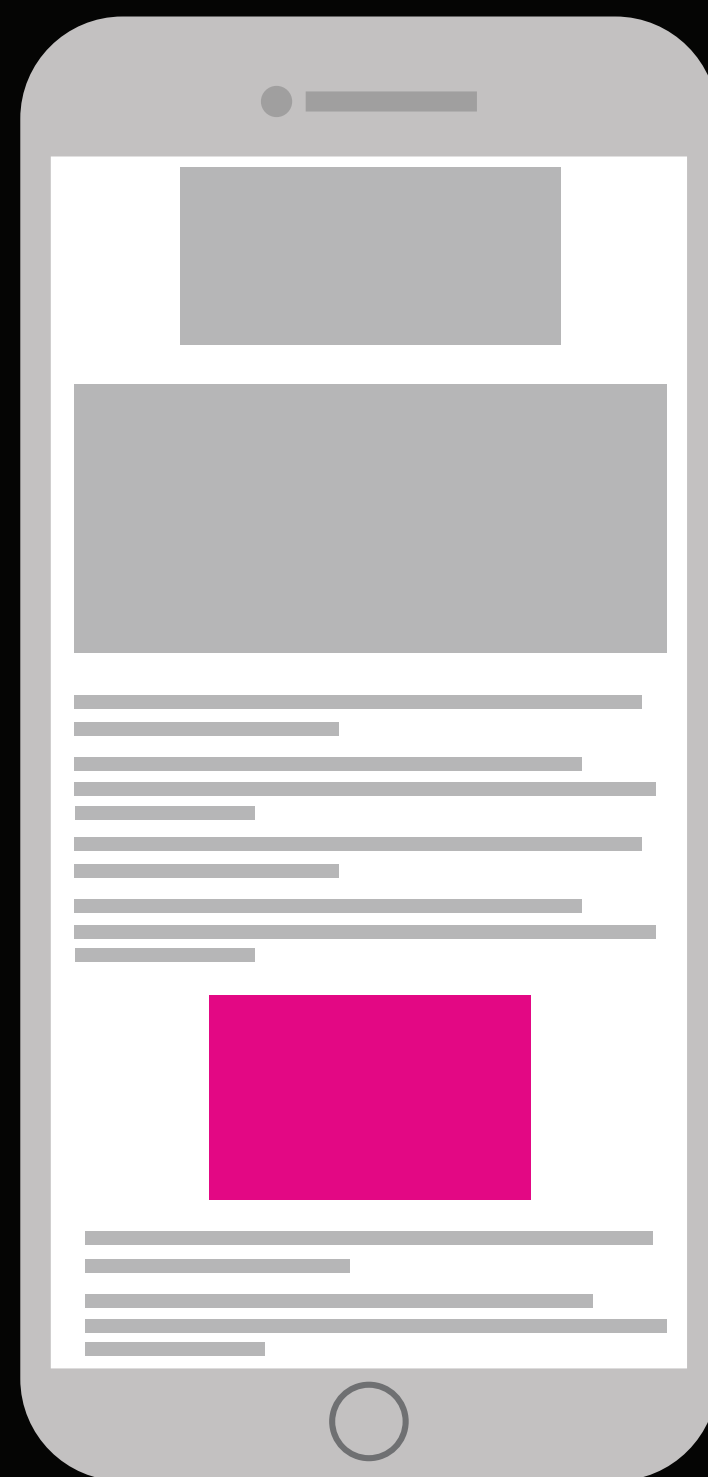


Home Event
Dektop 800x600 / Residual 300x600
Mobile 320x480 / Residual 320x100 y 320x50



Formatos y Tarifario 2023

mobile



Banner 300x250px



Top 320x100 px



Zócalo 320x50px



Video Banner
300x250 px



Full Banner
300x600 px

Tarifario Digital

Valores Brutos - Las Tarifas no incluyen Iva
No aplicable a Organismos Públicos

HOME / INTERIORES	FORMATO		MEDIDA	CPM	SPONSOR	
					POR MES	POR DÍA
DESKTOP	TRADICIONAL	Banner	300x250 px	\$1,120.00		
		Banner	728x90 px	\$1,800.00		
	PREMIUM	Full Banner	300x600 px	\$1,640.00		
		Zócalo (Acompaña el scroll)	728x90 px	\$1,960.00		
RICH MEDIA	Video Banner		300x250 px	\$2,000.00		
	Video Pre Roll		640x480 px	\$3,000.00		
	Video Outstream			\$1,918.00		
	Ultra Home Event		3 sitios cross device (mobile desktop) Desktop 800x600 / Residual 300x600 Mobile ITT 320x480 Residual 320x100 / 320x50 / 300x250			\$3,100,000.00
MOBILE	TRADICIONAL	Banner	300x250 px	\$1,500.00		
		Full Banner	300x600 px	\$2,400.00		
	PREMIUM	Top	320x100 px	\$1,800.00		
		Zócalo (Acompaña el scroll)	320x50px	\$2,300.00		
		Zócalo Event				\$2,170,000.00
HOME EVENT POR SITIO						\$1,500,000.00

Tarifario Digital

Valores Brutos - Las Tarifas no incluyen Iva
No aplicable a Organismos Públicos

BRAND CONTENT

Ultra Brands (Gente, Para Ti, Paparazzi)

\$1,400,000.00

Ultra Brands + Redes (Difusión redes)

\$1,725,000.00

Elige tu propia aventura (ETPA)

\$1,475,000.00

Estilo Para Ti con producción

\$1,625,000.00

Nota Experience

\$1,475,000.00

Proyectos Redes Sociales

\$1,950,000.00

Brands con Infografía

\$1,425,000.00

Wishlist (Ultrabrands)

\$1,300,000.00

Wishlist (Premium)

\$1,560,000.00

Web Stories

\$900.000.00

The Box

\$1,475,000.00

Next

\$1,475,000.00

Tips

\$1,475,000.00

Review

\$1,600,000.00