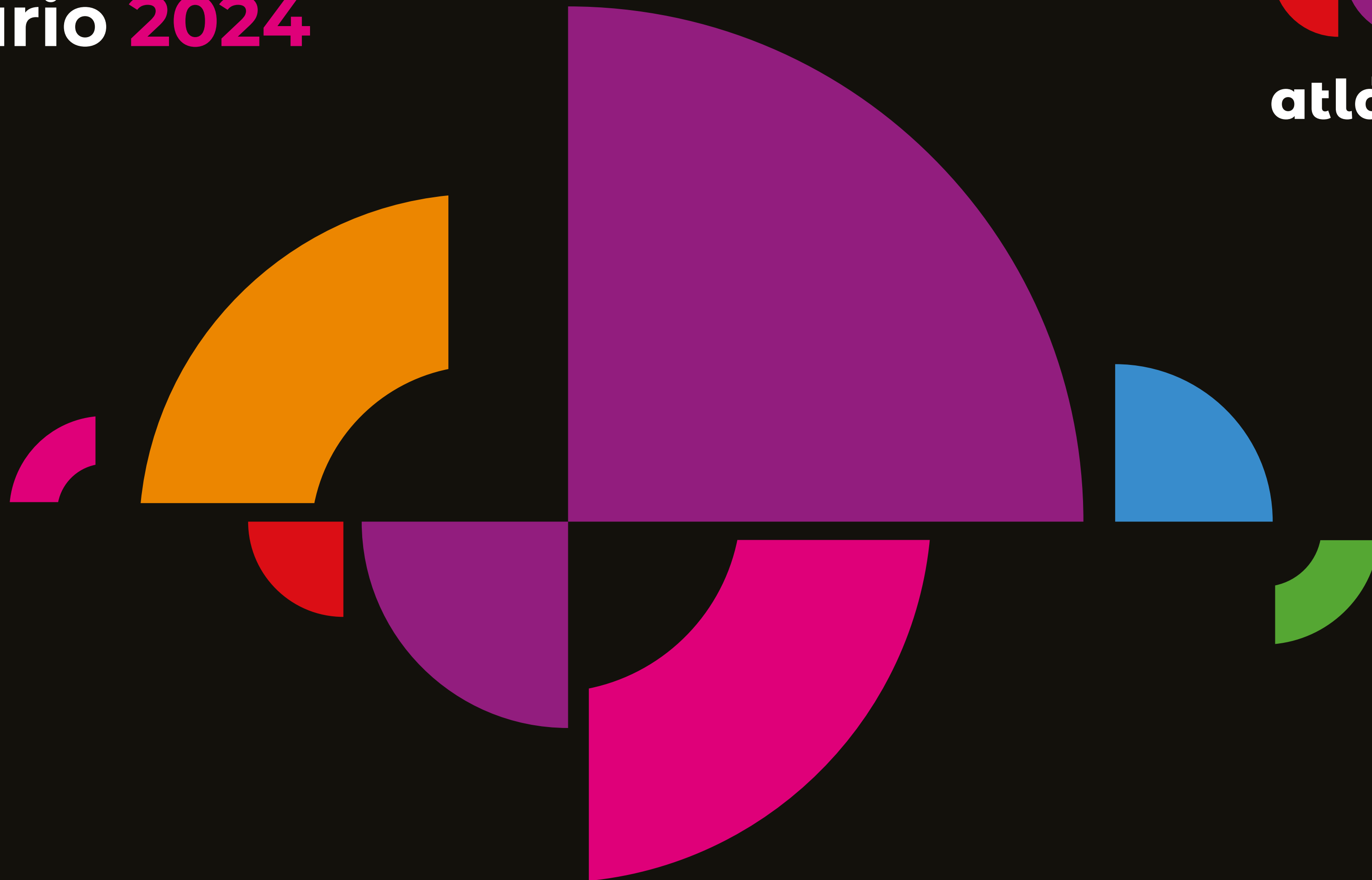


Formatos y Tarifario 2024





Desktop



Banner 300x250px



Zócalo 728x90 px



Banner 728x90 px



Full Banner 300x600 px





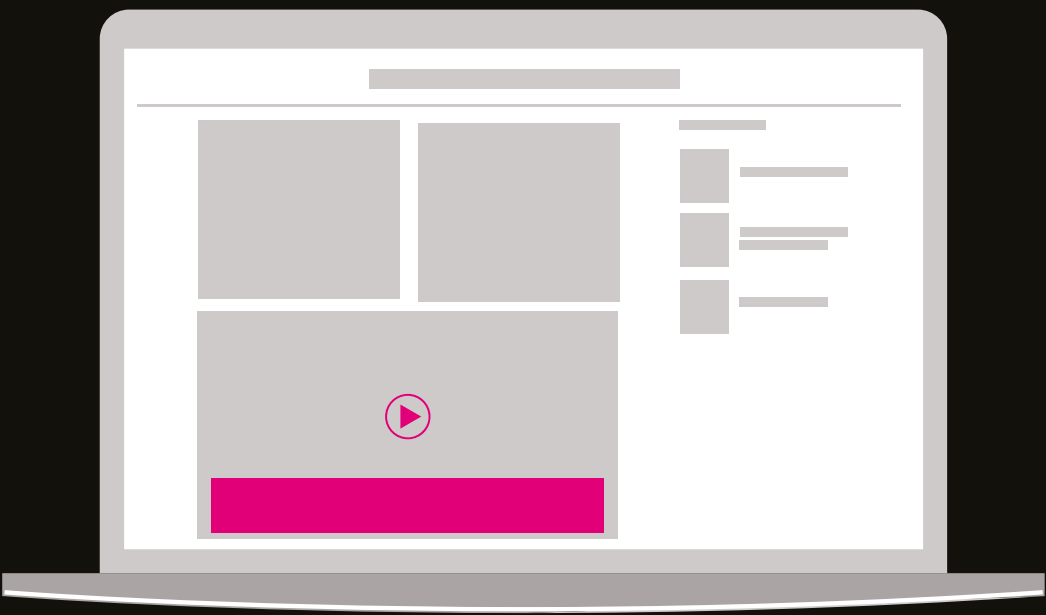
Rich Media



Video Banner 300x250 px



Pre Roll 640x480 px



Zócalo de Video 480x70px



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





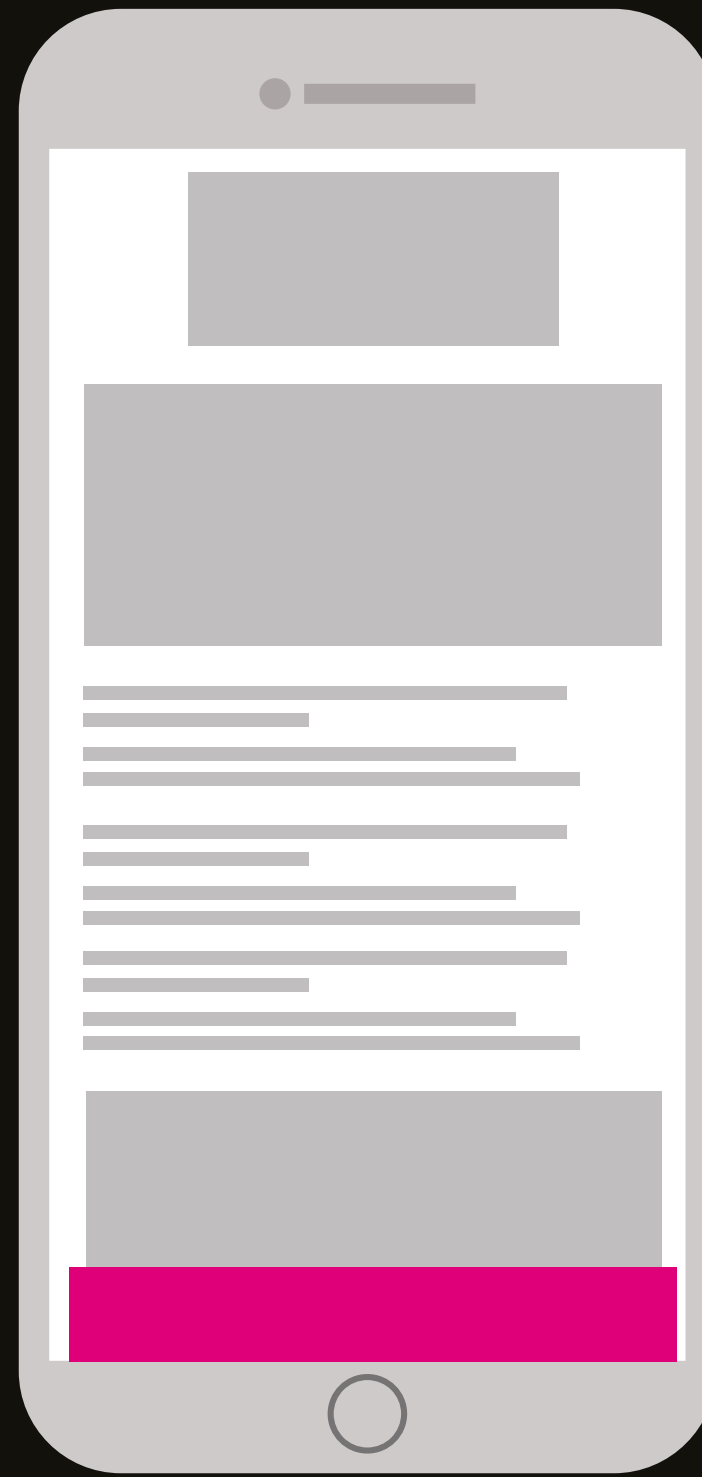
mobile



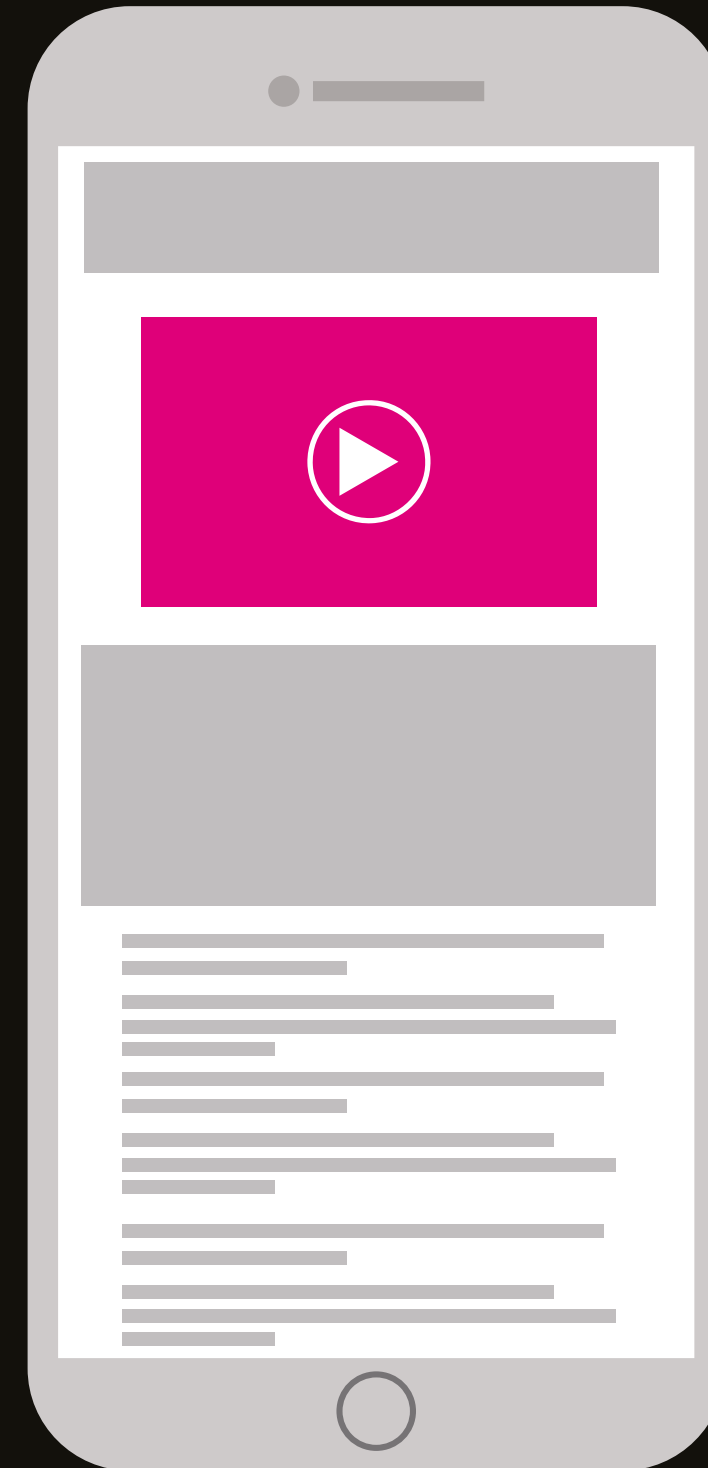
Banner 300x250px



Top 320x100 px



Zócalo 320x50px



Video Banner
300x250 px



Full Banner
300x600 px

Formatos y Tarifario 2024 / Vigente desde Enero 2024

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 Banner	300x250 px 728x90 px	\$2,912.00 \$4,680.00		
	PREMIUM	Full Banner Zócalo (Acompaña el scroll)	300x600 px 728x90 px	\$4,264.00 \$5,096.00		
RICH MEDIA		Video Banner Video Pre Roll Video Outstream	300x250 px 640x480 px	\$5,200.00 \$7,800.00 \$4,986.00		
		Ultra Home Event	3 sitios cross device (mobile desktop) Desktop 800x600 / Residual 300x600 Mobile ITT 320x480 Residual 320x100 / 320x50 / 300x250			\$4,500,000.00
MOBILE	TRADICIONAL	Banner Full Banner	300x250 px 300x600 px	\$3,900.00 \$6,240.00		
	PREMIUM	Top Zócalo (Acompaña el scroll) Zócalo Event	320x100 px 320x50px	\$4,680.00 \$5,980.00		\$3,150,000.00
HOME EVENT POR SITIO						\$4,500,000.00

Tarifario Digital

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

BRAND CONTENT	Ultra Brands (Gente, Para Ti, Paparazzi)	\$2,800,000.00
	Ultra Brands + Redes (Difusión redes)	\$3,450,000.00
	Elige tu propia aventura (ETPA)	\$3,835,000.00
	Estilo Para Ti con producción	\$4,550,000.00
	Nota Experience	\$3,835,000.00
	Proyectos Redes Sociales	\$5,070,000.00
	Brands con Infografía	\$3,705,000.00
	Wishlist	\$4,056,000.00
	Web Stories	\$2,340,000.00
	The Box	\$3,835,000.00
	Next	\$3,835,000.00
	Tips	\$3,835,000.00
Review	\$4,160,000.00	