

RBA RATES 2022



COCINAFÁCIL

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	5.880 €
Brand Week	Skin + 2 MPU	18.480 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		2.800 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	40.000
	MPU 300 x 250	100.000
Monthly Branded Content		3.800 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	65.000
	MPU 300 x 250	125.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		5.500 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	75.000
	MPU 300 x 250	175.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

www.rbapublicitas.com

MADRID López de Hoyos, 141 - 28002 Madrid
Tel. 91 510 66 00

BARCELONA Avda. Diagonal, 189 - 08018 Barcelona
Tel. 93 415 23 22