

RBA RATES 2024



Backcover	20.690 €
Inside Cover	15.710 €
Inside Backcover	15.540 €

1st Right Hand Page	15.710 €
2nd Right Hand Page	15.420 €
Single Page 1st Half	14.870 €
1st Double Page	31.240 €
2nd Double Page	29.870 €
Double Page	28.900 €
1/2 Page	9.380 €
1/2 Double Page	18.770 €
1/3 Page	8.690 €
1/4 Page	7.410 €

Single Page * 14.450 €

(* The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	225x297
Double Page	450x297
1/2 Horizontal Page	225x149
1/2 Vertical Page	113x297
1/3 Vertical Page	75x297

Measurements in milimetres

Important:

For bleed, add 5mm to each indicated size on each side.

Publication date: wednesdays

Deadline: 15 days before the publication on the news stand

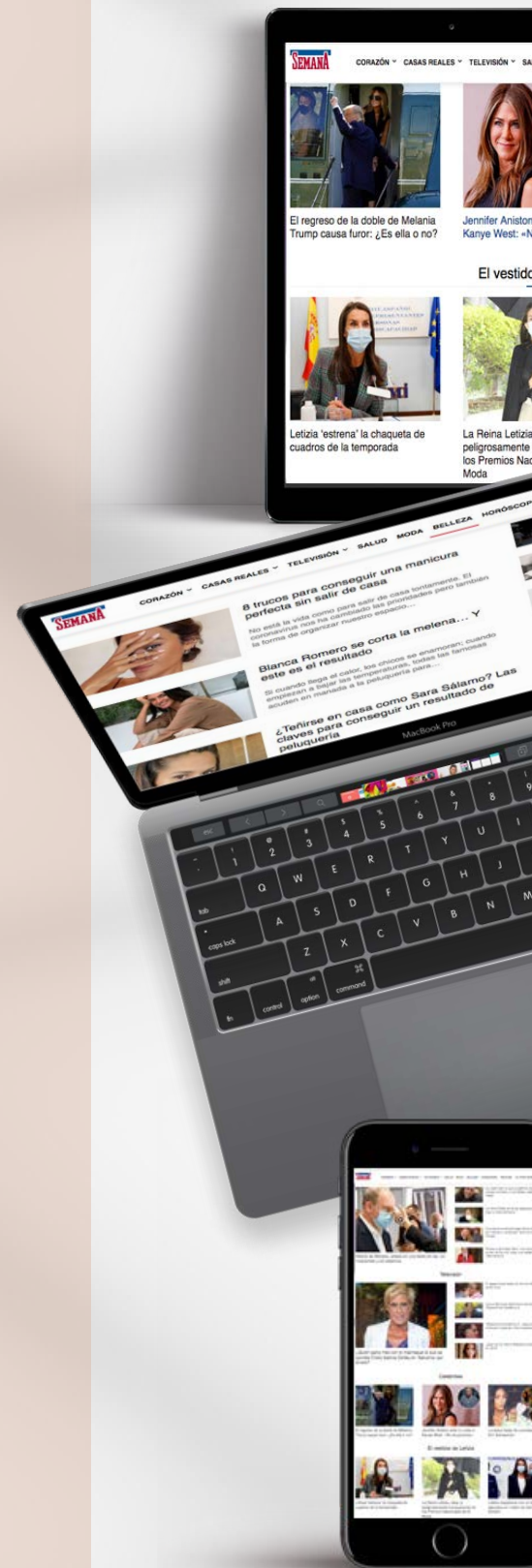
CONTRACTING:

- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need be determined and irrevocable and no cancellation will be accepted after the deadline.
- 3- VAT and the cost of producing the originals have to be paid by the advertiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS: Binding: Stapled



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	42.000 €
Brand Week	Skin + 2 MPU	294.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Weekly Branded Content		5.550 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	200.000
	Social networks	Optional
Fortnightly Branded Content		20.150 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	800.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		26.600 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	950.000
	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

INSTAGRAM

BASIC

BASIC WITH EDITING

CREATIVITY

The brand provides finished product	YES	YES
The brand's material is edited for a new product	NO	YES
RBA produces new material	NO	NO

PUBLICATION

Identification	Specific design (blueprint) + logo	Specific design (blueprint) + logo
Brand is mentioned / tagged	YES	YES
External link (in IG stories)	NO	NO

COM. FORMATS

	Individual formats	Pack formats
IG Story	YES	YES
IG Feed* (1 month)	NO	YES

PRICE	1.995 €	4.275 €
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Please contact us for other custom-made options

LECTURAS

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