

RBA RATES 2024

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

Weekly Branded Content		3.400 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	70.000
	Social networks	Optional
Fortnightly Branded Content		6.650 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	190.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		9.450 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	250.000
	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

FORMATS / SPECIAL ACTIONS

CREATION OF A SITE

Basic proposal	19.000 €
Additional content	tba

Sponsored recipes

1 recipe	500 € / week
4 recipes module	1.000 € / week

MULTIPLE RECIPE MODULE

Sponsored module	1.000 € / week
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VIDEOS

Product Placement	3.800 €
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ONLINE SUPERMARKET

Online shopping acces	tba
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AFFILIATED PRODUCTS

Affiliation	tba
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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 mes)	NO	YES
PRICE	1.995 €	4.275 €

Please contact us for other custom-made options

www.rbapubliventas.com

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