

# RBA RATES 2024



Backcover	18.660 €
Inside Cover	14.160 €
Inside Backcover	14.060 €

1st Right Hand Page	14.160 €
2nd Right Hand Page	13.870 €
Single Page 1st Half	13.410 €
1st Double Page	28.160 €
2nd Double Page	26.920 €
Double Page	26.070 €
1/2 Page	8.460 €
1/2 Double Page	16.910 €
1/3 Page	7.850 €
1/4 Page	6.700 €

Single Page *	13.030 €
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(\*) The acquisition of this ad space does not include a specific positioning

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

Measurements in millimetres

**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**

**CHARACTERISTICS:**

Binding: Stapled

INSTAGRAM	BASIC	BASIC WITH EDITING
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**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**

IG Story	YES	YES
IG Feed* (1 month)	NO	YES

<b>PRICE</b>	<b>1.995 €</b>	<b>4.275 €</b>
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Please contact us for other custom-made options

**DISPLAY**

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile en cabecera	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	8.400 €
Brand Week	Skin + 2 MPU	59.640 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

**BRANDED CONTENT**

Weekly Branded Content		5.500 €
	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