

TARIFAS POLITICAS DUNA AÑO 2020

Hora	Tiempo	Valor
10:00 a 17:25	30 segundos	42.483
17:55 a 19:55	30 segundos	84.966
20:25 a 06:54	30 segundos	42.483
06:55 a 09:59	30 segundos	84.966

TARIFAS BRUTAS (IVA INCLUIDO)

TARIFA MEDIOS DIGITALES COPESA 2020 .

PLATAFORMA	FORMATO	POSICIÓN	TAMAÑO	ANTIDAD DE DÍA	VALOR
LaTercera.com	BANNER 320x50 Mobile JPG / GIF / HTML5	1ER SCROLL	320x50	1	\$ 2.500
LaTercera.com	BANNER 300x100 Mobile JPG / GIF / HTML5	1ER SCROLL	300x100	1	\$ 2.500
LaTercera.com	BANNER 300x250 Mobile / Desktop JPG / GIF / HTML5	ROS	300x250	1	\$ 2.500
LaTercera.com	BANNER 300x250 (a) Mobile / Desktop JPG / GIF / HTML5	1ER SCROLL	300x250 (a)	1	\$ 3.500
LaTercera.com	BANNER 300x250 (b) Mobile / Desktop JPG / GIF / HTML5	2DO SCROLL	300x250 (b)	1	\$ 3.000
LaTercera.com	BANNER 300x250 (c) Mobile / Desktop JPG / GIF / HTML5	2DO SCROLL	300x250 (c)	1	\$ 2.500
LaTercera.com	BANNER 300x250 (d) Mobile / Desktop JPG / GIF / HTML5	3ER SCROLL	300x250 (d)	1	\$ 2.000
LaTercera.com	BANNER 970X250 Desktop JPG / GIF / HTML5	ROS	970X250	1	\$ 3.000
LaTercera.com	BANNER 220x90 Desktop JPG / GIF / HTML5	1ER SCROLL	220x90	1	\$ 3.000
LaTercera.com	BANNER 970X250 Desktop JPG / GIF / HTML5	HEADER	970X250	1	\$ 5.000
LaTercera.com	BANNER 970X250 (a) Desktop JPG / GIF / HTML5	3ER SCROLL	970X250 (a)	1	\$ 4.000
LaTercera.com	BANNER 970x250 (b) Desktop JPG / GIF / HTML5	4TO SCROLL	970x250 (b)	1	\$ 3.500
LaTercera.com	BANNER 970x250 (c) Desktop JPG / GIF / HTML5	5TO SCROLL	970x250 (c)	1	\$ 3.000
LaTercera.com	BANNER 970x250 (d) Desktop JPG / GIF / HTML5	BOTTON	970x250 (d)	1	\$ 2.500
LaTercera.com	BANNER 300x600 Desktop JPG / GIF / HTML5	1ER SCROLL	300x600	1	\$ 4.000
LaTercera.com	BANNER 160X600 Desktop JPG / GIF / HTML5	1ER SCROLL /	160X600	1	\$ 3.500
LaTercera.com	BANNER 728x90 Desktop JPG / GIF / HTML5	1ER SCROLL	728x90	1	\$ 3.500
LaTercera.com	VIDEO 300x250 Mobile / Desktop	ROS	300x250	1	\$ 4.500
LaTercera.com	VIDEO 300x250 (a) Mobile / Desktop	1ER SCROLL	300x250 (a)	1	\$ 5.500
LaTercera.com	VIDEO 300x250 (b) Mobile / Desktop	2DO SCROLL	300x250 (b)	1	\$ 5.000
LaTercera.com	VIDEO 300X250 (c) Mobile / Desktop	2DO SCROLL	300X250 (c)	1	\$ 4.500
LaTercera.com	VIDEO 300x250 (d) Mobile / Desktop	3ER SCROLL	300x250 (d)	1	\$ 4.000
LaTercera.com	VIDEO 970X250 Desktop	ROS	970X250	1	\$ 5.000
LaTercera.com	VIDEO 970X250 Desktop	HEADER	970X250	1	\$ 7.000
LaTercera.com	VIDEO 970X250 (a) Desktop	3ER SCROLL	970X250 (a)	1	\$ 6.000
LaTercera.com	VIDEO 970x250 (b) Desktop	4TO SCROLL	970x250 (b)	1	\$ 5.500
LaTercera.com	VIDEO 970x250 (c) Desktop	5TO SCROLL	970x250 (c)	1	\$ 5.000
LaTercera.com	VIDEO 970x250 (d) Desktop	BOTTON	970x250 (d)	1	\$ 4.500
LaTercera.com	VIDEO 300x600 Desktop	1er Scroll	300x600	1	\$ 6.000
Duna.cl	BANNER 970x90 Desktop JPG / GIF / HTML5	1er Scroll	970x90	1	\$ 6.000
Duna.cl	BANNER 300x250_A Mobile / Desktop JPG / GIF / HTML5	1er Scroll	300x250_A	1	\$ 5.000
Duna.cl	BANNER 300x250_B Mobile / Desktop JPG / GIF / HTML5	2do SCROLL	300x250_B	1	\$ 4.000
Duna.cl	BANNER 300x250_C Mobile / Desktop JPG / GIF / HTML5	3do SCROLL	300x250_C	1	\$ 3.000
Duna.cl	BANNER 970x250 Desktop JPG / GIF / HTML5	Botton	970x250	1	\$ 2.500
Duna.cl	BANNER 160x600 Desktop JPG / GIF / HTML5	1er scroll	160x600	1	\$ 6.000
Duna.cl	BANNER 320x100 Mobile JPG / GIF / HTML5	1er scroll	320x100	1	\$ 6.000
LaCuarta.com	BANNER 320x50 Mobile JPG / GIF / HTML5	1ER SCROLL	320x50	1	\$ 1.500
LaCuarta.com	BANNER 300x100 Mobile JPG / GIF / HTML5	1ER SCROLL	300x100	1	\$ 1.500
LaCuarta.com	BANNER 300x250 Mobile / Desktop JPG / GIF / HTML5	ROS	300x250	1	\$ 1.500
LaCuarta.com	BANNER 300x250 (a) Mobile / Desktop JPG / GIF / HTML5	1ER SCROLL	300x250 (a)	1	\$ 2.500
LaCuarta.com	BANNER 300x250 (b) Mobile / Desktop JPG / GIF / HTML5	2DO SCROLL	300x250 (b)	1	\$ 2.000
LaCuarta.com	BANNER 300X250 (c) Mobile / Desktop JPG / GIF / HTML5	2DO SCROLL	300X250 (c)	1	\$ 1.500
LaCuarta.com	BANNER 300x250 (d) Mobile / Desktop JPG / GIF / HTML5	3ER SCROLL	300x250 (d)	1	\$ 1.000
LaCuarta.com	BANNER 970X250 Desktop JPG / GIF / HTML5	ROS	970X250	1	\$ 2.500
LaCuarta.com	BANNER 220x90 Desktop JPG / GIF / HTML5	1ER SCROLL	220x90	1	\$ 2.000
LaCuarta.com	BANNER 970X250 Desktop JPG / GIF / HTML5	HEADER	970X250	1	\$ 4.000
LaCuarta.com	BANNER 970X250 (a) Desktop JPG / GIF / HTML5	3ER SCROLL	970X250 (a)	1	\$ 3.000
LaCuarta.com	BANNER 970x250 (b) Desktop JPG / GIF / HTML5	4TO SCROLL	970x250 (b)	1	\$ 2.500
LaCuarta.com	BANNER 970x250 (c) Desktop JPG / GIF / HTML5	5TO SCROLL	970x250 (c)	1	\$ 2.000
LaCuarta.com	BANNER 970x250 (d) Desktop JPG / GIF / HTML5	BOTTON	970x250 (d)	1	\$ 1.500
LaCuarta.com	BANNER 300x600 Desktop JPG / GIF / HTML5	1ER SCROLL	300x600	1	\$ 3.000
LaCuarta.com	BANNER 160X600 Desktop JPG / GIF / HTML5	1ER SCROLL /	160X600	1	\$ 2.500
LaCuarta.com	BANNER 728x90 Desktop JPG / GIF / HTML5	1ER SCROLL	728x90	1	\$ 2.500
LaCuarta.com	VIDEO 300x250 Mobile / Desktop	ROS	300x250	1	\$ 3.500
LaCuarta.com	VIDEO 300x250 (a) Mobile / Desktop	1ER SCROLL	300x250 (a)	1	\$ 4.500
LaCuarta.com	VIDEO 300x250 (b) Mobile / Desktop	2DO SCROLL	300x250 (b)	1	\$ 4.000
LaCuarta.com	VIDEO 300X250 (c) Mobile / Desktop	2DO SCROLL	300X250 (c)	1	\$ 3.500
LaCuarta.com	VIDEO 300x250 (d) Mobile / Desktop	3ER SCROLL	300x250 (d)	1	\$ 3.000
LaCuarta.com	VIDEO 970X250 Desktop	ROS	970X250	1	\$ 4.000
LaCuarta.com	VIDEO 970X250 Desktop	HEADER	970X250	1	\$ 6.000
LaCuarta.com	VIDEO 970X250 (a) Desktop	3ER SCROLL	970X250 (a)	1	\$ 5.000
LaCuarta.com	VIDEO 970x250 (b) Desktop	4TO SCROLL	970x250 (b)	1	\$ 4.500
LaCuarta.com	VIDEO 970x250 (c) Desktop	5TO SCROLL	970x250 (c)	1	\$ 4.000
LaCuarta.com	VIDEO 970x250 (d) Desktop	BOTTON	970x250 (d)	1	\$ 3.500
LaCuarta.com	VIDEO 300x600 Desktop	1er Scroll	300x600	1	\$ 5.000