



·taplap™

Standard Rates & Specifications **SPAIN**

**Pliego Precios & Servicios
2021**

FORMATOS PERFILADO SONATA	TARIFA
DISPLAY	
Banner	
Doble-banner	35 €
Roba	40 €
Doble-roba	50 €
Interstitial	50 €
Interstitial Rich Media	55 €
Mix Display *	45 €
Mix Display Notorio**	60 €
VIDEO	
Pre-roll	55 €
Pre-roll CPV	0 €
Video Roba	55 €
Video Inter	55 €
AUDIO	
Daast	55 €
NATIVE	
Native Ad	50 €

COMPLEMENTOS	COSTE
Sonata Audiences 1st party*	sin cargo
Sonata Audiences 3rd party	1€ - 1,5€
Sonata M.O.R.E. (Views, Viewability)	0.30 €
Sonata M.O.R.E. (Engagement)	0.50 €
Sonata M.O.R.E. (Web Visits, Conversions, Store Visits)	0.70 €
Physical Attribution	1.00 €
Context Builder (Activación contextual)**	sin cargo

***SEGMENTACIONES - SONATA AUDIENCES 1ST PARTY**

Género
Edad
Conexión (WiFi / 3G / 4G)
Operador
Idioma
Día / Hora
Geoperfil (recurrencia a puntos de interés PI : categoría o listado)
Retargeting Físico (ID's monitoreadas en un PI para su posterior impacto)

****DATA CONTEXTUAL PARA ACTIVACIONES**

Temperatura
Clima
Índice Rayos UV
Índice Polen
Índice Polución
Zona de Influencia (Radio sobre PI)

***BANNER, DOBLE BANNER, ROBA, DOBLE ROBA, INTER**

***ROBA, DOBLE ROBA, INTER**



Benchmark KPIs

2021

FORMATOS	CTR MEDIO	VTR/ATR	OBJETIVO
DISPLAY			
Banner	0.20%		CTR Calidad
Doble-banner	0.25%		CTR Calidad
Roba	0.30%		CTR / Reach
Doble-roba	0.45%		CTR / Reach
Interstitial	1.00%		Reach
Interstitial Rich Media	0.80%		Buzz / Reach
VIDEO			
Pre-roll	1.80%	60%-70%	Reach
Video Roba	0.40%	5%-10%	CTR / Reach
Video Inter	1.00%	5%-10%	CTR / Reach
AUDIO			
Daast	0.05%	97%	Reach

Especificaciones Técnicas
2021

	NAME	FORMAT DIMENSION	DEVICE	PLATFORM	APP OR SITE	SPECS	MAX FILE SIZE	REDIRECT	REDIRECT TYPE	HTML5 RICHMEDIA (RM)	VPAID	VPAID RICHMEDIA (RM)
MIX DISPLAY	Banner	320x50	Phone	Mobile	App/Site	File Format: JPG, PNG, GIF, Animated GIF (10 sec), HTML5 Richmedia	50kb (static jpg/png/gif/redirect) 150kb (animated gif) 300kb (html5 richmedia)	Yes	HTML5/Script	Yes	No	No
	Doble Banner	320x100	Phone/PC	Mobile/Desktop	App/Site	File Format: JPG, PNG, GIF, Animated GIF (10 sec), HTML5 Richmedia	50kb (static jpg/png/gif/redirect) 150kb (animated gif) 300kb (html5 richmedia)	Yes	HTML5/Script	Yes	No	No
	Roba	300x250	Phone/Tablet/PC	Mobile/Desktop	App/Site	File Format: JPG, PNG, GIF, Animated GIF (10 sec), HTML5 Richmedia	50kb (static jpg/png/gif/redirect) 150kb (animated gif) 300kb (html5 richmedia)	Yes	HTML5/Script	Yes	No	No
	Doble Roba	300x600	Phone/Tablet/PC	Mobile/Desktop	App/Site	File Format: JPG, PNG, GIF, Animated GIF (10 sec), HTML5 Richmedia	50kb (static jpg/png/gif/redirect) 150kb (animated gif) 300kb (html5 richmedia)	Yes	HTML5/Script	Yes	No	No
	Interstitial	320x480	Phone	Mobile	App/Site	File Format: JPG, PNG, GIF, Animated GIF (10 sec), HTML5 Richmedia	50kb (static jpg/png/gif/redirect) 150kb (animated gif) 300kb (html5 richmedia)	Yes	HTML5/Script	Yes	No	No

Documento especificaciones técnicas completas

<https://www.clearslide.com/view/new/mail?iID=nbCq6TpZWfC6D7hSCKB>