

RBA RATES 2025

COCINAFÁCIL

DISPLAY

Site	Device	Sizes	Weight	Fee
Megabanner/Sticky	desktop/tablet/mobile	970x90px/728x90px/320x50px	50 Kb	50 €
Page stealers	desktop/tablet/mobile	320 x 250px	50 Kb	50 €
Robadoble	desktop/tablet/mobile	300 x 600px	50 Kb	70 €
Billboard/Sticky	desktop/tablet/mobile	970x250px/728x90px/320x100px	50 Kb	70 €
Skin/Sticky	desktop/tablet/mobile	1600x1024px/728x90px/320x100px	150 Kb	80 €
Pre-Roll	desktop/tablet/mobile	16:9	500 Kb	90 €
In-Text	desktop/tablet/mobile	16:9	500 Kb	60 €
Topscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €
Midscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%

SPONSORSHIPS

Brand Day	CPM	Skin/header format + 2 page stealers	120 €
Brand Week	CPM	Skin/header format + 2 page stealers	84 €
Brand Day Global	CPM	Skin/header format + 2 page stealers	50 €
Patrocinio Sección	CPM	Skin/header format + 2 page stealers	84 €
Patrocinio Etiqueta	CPM	Skin/header format + 2 page stealers	84 €

BRANDED CONTENT

Weekly Branded Content		4.000 €
	Article in Home	1 día
	Article in subhome	7 días
	Display	70.000
	IG Story	1
Branded Content Guy		5.900 €
	Article in Home	2 días
	Article in subhome	10 días
	Display	120.000
	IG Story	1
	Post en Facebook	1
Fortnightly Branded Content Plus		9.100 €
	Article in Home	3 días
	Article in subhome	15 días
	Display	190.000
	IG Story	2
	Post en Facebook	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement	CPM	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

Formats RR.SS: Posts / Reels / Galleries
Competitions
Quiz
Darkpost
Unboxing
Haul
Lives



Cost depending on scope.
Consult with the sales team for other advertising actions.



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