

Tarifario América Digital 2019

Desktop	Tipo	CPM DÓLARES 2019		CPM SOLES 2019		CPM SOLES 2019 - TARIFAS ONPE		AE	AN	AD	TVGO	N
		ROS	FPP	ROS	FPP	ROS	FPP					
Banner Top - Bottom	Standard	5	8	17	27	13	21	*	*	*		*
Banner Box 300 x 250	Standard	5	8	17	27	13	21	*	*	*		*
Banner Billboard	Standard	5	8	17	27	13	21	*	*	*	*	*
Banner Double Box 300 x 400/600	Standard	5	8	17	27	13	21	*	*	*		*
Skin	Rich Media	11	16	37	54	29	43	*	*	*		*
Banner Spincube	Rich Media	11	16	37	54	29	43	*	*	*		*
Nativos	Rich Media	11	16	37	54	29	43	*	*	*		*
Pull Adhesion	Rich Media	11	16	37	54	29	43	*	*	*		*
Interstitial	Rich Media	11	16	37	54	29	43	*	*	*		*
Layer	Rich Media	11	16	37	54	29	43	*	*	*		*
Take Over Standard (sin video)	Rich Media	11	16	37	54	29	43	*	*	*		*
Corner Expandible	Rich Media	12	18	40	60	32	48	*	*	*		*
Folding	Rich Media	12	18	40	60	32	48	*	*	*		*
Billboard Catálogo	Rich Media	12	18	40	60	32	48	*	*	*	*	*
Banner Galeria	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Wipe	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Redes Sociales	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Push Down	Rich Media	12	18	40	60	32	48	*	*	*	*	*
Skin Interactivo	Rich Media	12	18	40	60	32	48	*	*	*		*
Skin Premium	Rich Media	12	18	40	60	32	48	*	*	*		*
Skin tvGO	Rich Media	13	20	44	67	35	54	*	*	*	*	*
Video Counter Expandible	Rich Media	13	20	44	67	35	54	*	*	*		*
Banner Double Box (incluye video)	Rich Media	14	22	47	74	38	59	*	*	*		*
Banner a Billboard (incluye video)	Rich Media	14	22	47	74	38	59	*	*	*	*	*
Layer a Billboard (incluye video)	Rich Media	14	22	47	74	38	59	*	*	*		*
Take Over HD (incluye video)	Rich Media	14	22	47	74	38	59	*	*	*		*
Ad Companion	Rich Media	14	22	47	74	38	59	*	*	*		*
Pre Roll	Video	13	20	44	67	35	54	*	*	*		*
Pre Roll tvGO	Video	15	23	50	77	40	62				*	

Web Móvil		CPM DÓLARES 2019		CPM SOLES 2019		CPM SOLES 2019 - ONPE		AE	AN	AD	TVGO	N
		ROS	FPP	ROS	FPP	ROS	FPP					
Banner Top	Standard	5	8	17	27	13	21	*	*	*		*
Banner Middle	Standard	5	8	17	27	13	21	*	*	*		*
Banner Bottom	Standard	5	8	17	27	13	21	*	*	*		*
Layer a Banner Top	Rich Media	11	16	37	54	29	43	*	*	*		*
Scroller	Rich Media	11	16	37	54	29	43	*	*	*		*
Nativos	Rich Media	11	16	37	54	29	43	*	*	*		*
Take Over	Rich Media	11	16	37	54	29	43	*	*	*		*
Layer a Banner Middle	Rich Media	11	16	37	54	29	43	*	*	*		*
Banner Spincube	Rich Media	11	16	37	54	29	43	*	*	*		*
Pull Adhesion	Rich Media	11	16	37	54	29	43	*	*	*		*
Interstitial	Rich Media	11	16	37	54	29	43	*	*	*		*
Layer	Rich Media	11	16	37	54	29	43	*	*	*		*
Corner Expandible	Rich Media	12	18	40	60	32	48	*	*	*		*
Spincube Galeria	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Wipe	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Catálogo	Rich Media	12	18	40	60	32	48	*	*	*		*
Banner Redes Sociales	Rich Media	12	18	40	60	32	48	*	*	*		*
Pre Roll	Video	13	20	44	67	35	54	*	*	*		*

Aplicación Móvil		CPM DÓLARES 2018		CPM SOLES 2019		CPM SOLES 2019 - ONPE		AE	AN	AD	TVGO	N
		ROS	FPP	ROS	FPP	ROS	FPP					
Banner Bottom	Standard	5	8	17	27	13	21				*	
Splash Full Screen	Standard	11	16	37	54	29	43				*	
Splash Full Screen TVGO	Standard	11	16	37	54	29	43				*	
Pre Roll	Video	13	20	44	67	35	54			*		
Pre Roll TVGO	Video	15	23	50	77	40	62				*	

Tarifas Netas Expresadas en Soles / No incluye el IGV / ROS (Run of Site) / FPP (Fijo por Programa)
 AE-América Entretenimiento / AN-América Noticias / AD-América Deportes / TVGO- América tvGO (live) / N-Canal N
 Tipo de cambio Estado 2019 - S/.3.35

