



**Extra**, published by **Globo Group**, is the leading popular newspaper in Rio de Janeiro. An impressive 80% of the readers are from the upper middle and the middle classes. The editorial focuses mainly on local news and services. **Globo Group**, which also publishes the leading newspaper **O Globo**, is the largest communications group in Latin America. Take advantage of our Super Package **Extra + O Globo** and reach the entire Market!

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Infoglobo
<b>ESTABLISHED</b>	1998
<b>FREQUENCY</b>	Daily
<b>CIRCULATION / RIO</b>	198,700; SU 360,800
<b>AD CLOSE</b>	2-Day

**READERSHIP**

<b>GENDER</b>	
Male	48.0%
Female	52.0%
<b>AGE</b>	
10-19	15.0%
20-29	22.0%
30-39	21.0%
40-49	19.0%
50+	23.0%
<b>EDUCATION</b>	
Middle School	47.0%
High School	38.0%
College	15.0%
<b>SOCIOECONOMIC CLASS</b>	
Upper	4.0%
Upper Middle	31.0%
Middle	56.0%
Middle Lower	9.0%

<b>2011 BW RATE CARD (COLOR+30%)</b>		
<b>PRICES PER COLUMN CM IN USD</b>		
	<b>MON-SAT</b>	<b>SUNDAYS</b>
ROP Main Section	\$134.00	\$200.00
Business	\$150.00	\$225.00
Entertainment	\$68.00	\$102.00
IT (Thu)	\$57.00	-
Classified (Rio Only)	\$33.00	\$50.00
<b>FULL COLOR SUNDAY MAGAZINE CANAL EXTRA</b>		
Full Page - \$12,765.00		
24 cm W x 30 cm D (9-7/16" x 11-13/16")		
Half Page - \$7,020.00		
24 cm W x 14.7 cm D (9-7/16" x 5-13/16")		
<b>Ad Close – 7-Day</b>		
<b>VOLUME &amp; FREQUENCY DISCOUNTS AVAILABLE</b>		

<b>COLUMN WIDTHS</b>		
<b>NEWS BROADSHEET (6-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"
6	29.7 cm	11-11/16"
<b>CLASSIFIED BROADSHEET (10-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	2.7 cm	1-1/16"
2	5.7 cm	2-1/4"
3	8.7 cm	3-3/8"
4	11.7 cm	4-9/16"
5	14.7 cm	5-3/4"
6	17.7 cm	6-15/16"
7	20.7cm	8-1/8"
8	23.7 cm	9-5/16"
9	26.7 cm	10-1/2"
10	29.7cm	11-11/16"
<b>NEWS TABLOID SECTIONS (5-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"

<b>MECHANICAL SPECIFICATIONS</b>	
Broadsheet Ad Page Size: 29.7 cm width x 52 cm depth (11-11/16" x 20-1/2")	
Spread Broadsheet Width: 61.4 cm (24-3/16")	
Tabloid Sections Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")	
Spread Tabloid Width: 51.20 cm (20-1/8")	



**Ask About Our Super Package EXTRA + O GLOBO and Maximize Your Advertising Budget!**

<b>PRODUCTION REQUIREMENTS</b>	
<b>BLACK &amp; WHITE:</b> Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.	
<b>COLOR:</b> Negative film, right reading emulsion down, screen 100-line per inch, rounded dots, color hard proof.	
<b>Ask About Digital File Requirements and Production Instructions</b>	



**WORLDWIDE ADVERTISING REPRESENTATIVE**

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