



Lance! is the first and only Brazilian nationwide sports newspaper, offering daily full color tabloid size different editions to cover local sports respecting local approach... and passion. Over 50% of the readers are from the upper and upper middle classes. **Lance!** is the Brazilian newspaper that concentrates the highest number of youngsters among their readers.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Sports
PUBLISHER
Arete Editorial
ESTABLISHED
1997
FREQUENCY
Daily
CIRCULATION
117,000; SU 100,000
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	92.0%
Female	8.0%
AGE	
10-14	6.0%
15-39	72.0%
40+	22.0%
EDUCATION	
Middle School	35.0%
High School	56.0%
College	10.0%
SOCIOECONOMIC CLASS	
Upper	10.0%
Upper Middle	45.0%
Middle	40.0%
Middle Lower	5.0%

2011 FULL COLOR RATE CARD – PRICES IN USD

TUE-WED-FRI-SAT-SUN				
	AD SIZES (WIDTH x DEPTH)	NATIONWIDE	SAO PAULO	RIO
Spread	54.4 cm x 35.5 cm (21-7/16" x 14")	\$42,020.00	\$24,480.00	\$13,500.00
Full Page	25.8 cm x 35.5 cm (10-3/16" x 14")	\$21,010.00	\$12,240.00	\$6,750.00
Half Page	25.8 cm x 16.8 cm (10-3/16" x 6-5/8")	\$11,070.00	\$6,450.00	\$3,560.00
1/3 Page H	25.8 cm x 11 cm (10-3/16" x 4-5/16")	\$7,490.00	\$4,370.00	\$2,410.00
1/3 Page V	10.1 cm x 35.5 cm (4" x 14")	\$7,490.00	\$4,370.00	\$2,410.00
1/4 Page	15.3 cm x 16.8 cm (6" x 6-5/8")	\$6,950.00	\$4,050.00	\$2,230.00
Strip Ad	25.8 cm x 5.3 cm (10-3/16" x 2-1/16")	\$3,400.00	\$1,990.00	\$1,100.00
MON-THU				
	AD SIZES (WIDTH x DEPTH)	NATIONWIDE	SAO PAULO	RIO
Spread	54.4 cm x 35.5 cm (21-7/16" x 14")	\$50,120.00	\$28,720.00	\$16,000.00
Full Page	25.8 cm x 35.5 cm (10-3/16" x 14")	\$25,060.00	\$14,360.00	\$8,000.00
Half Page	25.8 cm x 16.8 cm (10-3/16" x 6-5/8")	\$13,200.00	\$7,570.00	\$4,220.00
1/3 Page H	25.8 cm x 11 cm (10-3/16" x 4-5/16")	\$8,930.00	\$5,120.00	\$2,850.00
1/3 Page V	10.1 cm x 35.5 cm (4" x 14")	\$8,930.00	\$5,120.00	\$2,850.00
1/4 Page	15.3 cm x 16.8 cm (6" x 6-5/8")	\$8,280.00	\$4,750.00	\$2,650.00
Strip Ad	25.8 cm x 5.3 cm (10-3/16" x 2-1/16")	\$4,060.00	\$1,300.00	\$1,300.00
VOLUME AND FREQUENCY DISCOUNTS AVAILABLE				

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production



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 EFFECTIVE DATE: 01JAN11