



ZERO HORA

Zero Hora is the leading newspaper of the South of Brazil, one of the most important Brazilian economic regions. Acclaimed as an interactive periodical that opens space for its readers, **Zero Hora** has received many international awards, such as the Circulation Winner 2004 by the World Association of Newspapers. **Zero Hora** is published by the major communications group RBS, which owns leading TV stations, radio stations, and newspapers covering the entire region.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	General Interest
PUBLISHER	Grupo RBS
ESTABLISHED	1964
FREQUENCY	Daily
CIRCULATION	184,000; SU 245,000
AD CLOSE	2-Day

READERSHIP

GENDER	
Male	49.0%
Female	51.0%
AGE	
10-19	13.0%
20-29	25.0%
30-39	19.0%
40-49	20.0%
50+	23.0%
EDUCATION	
Grade School	22.0%
High School	44.0%
College	34.0%

SOCIOECONOMIC CLASS	
Upper	15.0%
Upper Middle	52.0%
Middle	31.0%
Middle Lower	2.0%

Advertise in the RBS Package
Get the Best of Brazil's South!
490,000 copies daily
ZERO HORA

Special Package Deal
Mon-Sat \$117.00
Sun \$175.50

2011 B&W RATE CARD (COLOR+30%)		
PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$89.00	\$134.00
Business	\$98.00	\$147.00
Entertainment	\$78.00	-
IT Section (Wed)	\$78.00	-
Travel (Tue)	\$78.00	-
Classified	\$26.00	\$39.00
<i>Depths are set by module increments. To calculate price, multiply the number of columns of the ad by the depth in centimeters of the next module size.</i>		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

MECHANICAL SPECIFICATIONS	
Tabloid Ad Page Size: 26.1 cm width x 35 cm depth (10-1/4" x 13-3/4")	
Spread Tabloid Width: 53.8 cm x 35 cm (21-3/16" x 13-3/4")	



Ask About Advertising Online
www.zerohora.com.br

COLUMNS AND MODULES SIZES		
NEWS TABLOID COLUMN WIDTHS		
COLUMNS	CM	INCH
1	4.9 cm	1-15/16"
2	10.2 cm	4"
3	15.5 cm	6-1/8"
4	20.8 cm	8-3/16"
5	26.1 cm	10-1/4"
CLASSIFIED TABLOID COLUMN WIDTHS		
COLUMNS	CM	INCH
1	3.1 cm	1-1/4"
2	6.4 cm	2-1/2"
3	9.7 cm	3-13/16"
4	13 cm	5-1/8"
5	16.3 cm	6-7/16"
6	19.6 cm	7-11/16"
7	22.9 cm	9"
8	26.1 cm	10-1/4"
NEWS MODULE DEPTHS		
MODULES	CM	INCH
A	3.9 cm	1-9/16"
B	8.3 cm	3-1/4"
C	12.7 cm	5"
D	17.1 cm	6-3/4"
E	21.5 cm	8-1/2"
F	25.9 cm	10-1/5"
G	30.3 cm	12"
H	35 cm	13-3/4"

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

FOREIGN LANGUAGE ADS MUST HAVE BRIEF TRANSLATION IN PORTUGUESE



WORLDWIDE ADVERTISING REPRESENTATIVE

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

AUDITED BY IVC
 PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN11