



Lance!Net is the largest and most comprehensive sports portal in Latin America, created in October of 1997, just days before the sports daily Lance! was launched. With a team of over 100 journalists and photographers in Brazil and abroad, the production of site content is flexible and provides, in real time, the best sports news. **Lance!Net** has multimedia content that includes Radio Lance!

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Sports
PUBLISHER	Arete Editorial
LAUNCHED	1997
PAGE VIEWS	102,396,869 Mo.
UNIQUE VISITORS	8,693,644 Mo.
AD CLOSE	2-Day

VIEWERSHIP

GENDER

Male	94.0%
Female	6.0%

AGE

10-14	4.0%
15-19	32.0%
20-29	36.0%
30-39	22.0%
40+	6.0%

EDUCATION

Middle School	35.0%
High School	56.0%
College	10.0%

SOCIOECONOMIC CLASS

Upper	35.0%
Upper Middle	28.0%
Middle	20.0%
Middle Lower	17.0%

Geo Targeting Available

2013 ROS RATE CARD – PRICES IN USD					
	FORMAT	PIXELS (W x D)	WEIGHT	CHANNELS	CPM
1	Leaderboard	728 x 90	20 Kb	HP and IP	\$19.00
2	Leaderboard - Expandable	728 x 450	30 Kb	HP and IP	\$21.00
4	DHTML	250 x 250	18 Kb	HP and IP	\$16.00
5	Medium Rectangle	300 x 250	20 Kb	HP and IP	\$16.00
6	Skyscraper	120 x 400	18Kb	IP	\$16.00
SPONSORSHIP					
3	Seal	121 x 37	20 Kb	HP - Daily	\$1,770.00
E-mail Marketing Per Shot (250,000 Registered Users) – \$14,300.00					

PRODUCTION REQUIREMENTS	
1.	TAG campaigns are accepted.
2.	For materials with sound, there must be an on/off button provided by the client.
3.	There must be a button to close the expanding ads.
4.	The name and the file extension of all of the materials must be in lower-case letters.
Complete File Instructions Available	



Digital + Print Packages Available

WORLDWIDE ADVERTISING REPRESENTATIVE

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GOOGLE ANALYTICS
 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 12FEB13