



Estadao.com.br the website of **O Estado de S.Paulo** offers a new form of relationship with journalism on the Internet. In one environment, viewers can read, listen, watch, interact, and receive news. **Estadao.com.br** is a pioneer in innovation and the Internet; this is combined with the history and importance of a group with more than 135 years of tradition in journalism credibility.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	General Interest
PUBLISHER	O Estado de S. Paulo
LAUNCHED	2000
PAGE VIEWS	164,028,954 Mo.
UNIQUE VISITORS	28,818,796 Mo.
AD CLOSE	2-Day

VIEWERSHIP

GENDER	
Male	57.0%
Female	43.0%
AGE	
10-17	8.0%
18-24	20.0%
25-34	28.0%
35-49	30.0%
50+	14.0%
EDUCATION	
High School	29.0%
College	70.0%
Post Grad Study	18.0%
SOCIOECONOMIC CLASS	
Upper	20.0%
Upper Middle	67.0%
Middle	13.0%
Middle Lower	1.0%
Lower	0%

Geo Targeting Available

2013 ROS RATE CARD – PRICES IN USD

HOME PAGE				
	FORMAT	PIXELS (W x D)	SPONSORSHIP	PRICE
1	XSpace	982 x 60 up to 982 x 360	Daily	\$9,720.00
2	Big Tower	300 x 600	Daily	\$3,270.00
3	Background	300 x 600	Daily	\$1,665.00
4	Medium Rectangle	300 x 250	Daily	\$2,900.00
5	Expandable Med. Rectangle	300 x 250	Daily	\$5,830.00
INTERNAL PAGE				
	FORMAT	PIXELS (W x D)	WEIGHT	CPM
7	Leaderboard	728 x 90	18 Kb	\$13.00
8	DHTML	300 x 250	20 Kb	\$18.00
9	Medium Rectangle	300 x 250	18 Kb	\$13.00
10	Med. Rectangle Explosion	300 x 250 up to 450 x 375	18 Kb	\$18.00

PRODUCTION REQUIREMENTS

1. All Home Page ads must be hosted by AdMotion. Weight defined by AdMotion.
 2. With a TAG campaign client must send the SWF along with the campaign programming.
 3. Flash Version: Flash 6 with exception of Medium Rectangle Expandable.
 4. Videos and sound must have an on/off button.
 5. The DHTML must only have 8 seconds of animation.
- Complete File Instructions Available**



ESTADÃO.COM.BR + O ESTADO DE S. PAULO

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 EFFECTIVE DATE: 12FEB13