oglobo.com.br
O GLOBO
ONLINE

Oglobo.com.br, the site of the Brazilian leading daily *O Globo*, is a premium news site in Brazil. Following the explosive growth of Internet in Brazil, *Oglobo.com.br* gets thousands of new users every day. Its breaking news section is considered one of Brazil's best. Almost 80% of the readers are from the upper and the upper middle classes, 46% are college graduates, and 42% use e-commerce regularly.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	General Interest
PUBLISHER	Infoglobo
LAUNCHED	1996
PAGE VIEWS	72,646,159 Mo.
UNIQUE VISITORS	14,874,688 Mo.
AD CLOSE	2-Day

VIEWERSHIP

GENDER
Male	48.0%
Female	52.0%

AGE
10-19	13.0%
20-29	32.0%
30-39	20.0%
40-49	22.0%
50+	12.0%

EDUCATION
High School	42.0%
College	13.0%
Post Grad Study	45.0%

SOCIOECONOMIC CLASS
Upper	26%
Upper Middle	49%
Middle	21%
Middle Lower	1.0%

Ask About O Globo Mobile and O Globo A Mais

Geo Targeting Available

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

2013 ROS RATE CARD – PRICES IN USD

FORMAT	PIXELS (W x D)	HOME	ECONOMY, RIO & SPORTS	OTHERS
Slim Banner	960 x 360 960 x 90	$60,000 Daily	-	-
Mega Banner	920 x 100	$24,000 Daily	$22.00 CPM	$16.00 CPM
Spot Ad	-	$45,000 Daily	-	-
Kick Side	-	$45,000 Daily	-	-
Medium Rectangle 1	300 x 250	$15,000 Daily	$18.00 CPM	$10.00 CPM
Medium Rectangle 2	300 x 250	$10,000 Daily	$18.00 CPM	$10.00 CPM
Super Banner	728 x 90	-	$18.00 CPM	$14.00 CPM
Mini Banner	200 x 90	-	$14.00 CPM	$10.00 CPM
Sponsorship	130 x 30	$54,000 Monthly	-	-
Video	-	$9,000 Weekly	$4,500 Weekly	$3,500 Weekly
Skin Rio Show	-	-	-	$5,000 - 15 Days
		-	-	$8,500 Monthly
3 x 1 Rio Show	300 x 100	-	-	$15.00 CPM
Skyscaper Blogs	300 x 250	-	-	$12.00 CPM
Rectangle Blogs	180 x 150	-	-	$27.00 CPM

PRODUCTION REQUIREMENTS

DHTLM/Floating Ad - These formats should contain the closing option button (X) and a period of up to 6 seconds between opening and closing.
Remote counting TAG campaigns
1) Banners should be in Macromedia Flash (.SWF) format.
2) For click counting in the client's system/server, provide one URL for each banner, pointing to this system/server.
3) Provide URL for each banner, pointing to the advertiser's site.
4) For impression and click counting purposes, create a transparent 1 x 1 px button with the script.

Complete File Instructions Available

ONLINE **+** O GLOBO *Digital + Print Packages Available*

WORLDWIDE ADVERTISING REPRESENTATIVE

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