



Valor ECONÔMICO ONLINE

Valor.com.br is the website of **Valor Econômico**, the leading business newspaper in Brazil. Published by the two major Brazilian media groups **Globo** and **Folha de S. Paulo**, **Valor Online** provides real time coverage of the stock market and is updated on the spot with political, economical, and business news from Brazil and the World, including analysis from top columnists.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Business
PUBLISHER
Valor Econômico S/A
LAUNCHED
2000
PAGE VIEWS
19,388,718 Mo.
UNIQUE VISITORS
713,074 Mo.
AD CLOSE
2-Day

VIEWERSHIP

GENDER	
Male	82.0%
Female	18.0%
AGE	
10-19	18.0%
20-29	23.0%
30-39	29.0%
40-49	19.0%
50+	12.0%
EDUCATION	
High School	9.0%
College	68.0%
Post Grad	32.0%
SOCIOECONOMIC CLASS	
Upper	42.0%
Upper Middle	47.0%
Middle	11.0%

**Ask About
Other Sales
Opportunities**

**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)	WEIGHT	CHANNEL	CPM
Leaderboard Expandable	728 x 90 to 940 x 300	40 Kb to 150 Kb	HP and HIC	\$42.00
Leaderboard	728 x 90	20 Kb	ROS	\$21.00
Med. Rectangle Expandable	300 x 250 to 300 x 500	20 Kb	HP and HIC	\$42.00
Med. Rectangle	300 x 250	20 Kb	ROS	\$21.00
Side Kick Expandable	300 x 250 to 700 x 850	40 Kb to 150 Kb	HP - Daily	\$20,000.00
Wall Paper	728 x 90 to 140 x 600	40 Kb to 60 Kb	HP and HIC	\$20,000.00
Top Expand and Seal*	300 x 50 to 300 x 500 80 x 20	30 Kb to 100 Kb	HIC - Monthly HP - Monthly	\$33,000.00

Newsletter – Skyscraper or Leaderboard – Twice-a-Day Mon-Fri – \$850.00 Per Shot – 113,000 Subscribers
*Top Expand – HIC – Monthly; Seal – HP – Monthly
HP – Home Page
HIC – Home Internal Channels

PRODUCTION REQUIREMENTS

Material in GIF and SWF; Flash Player: 6 to 10; ActionScript 2.0; Frame Rate: 20
ClickTag:

```
on (release) {
Unicast.click(0, "Click");
}
```

Complete File Instructions Available

Valor ECONÔMICO + Valor ECONÔMICO ONLINE **Digital + Print Packages Available**

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