



ZERO HORA.COM

Zerohora.com is the website of Zero Hora, the leading newspaper of Southern Brazil, one of the most important Brazilian economic regions. **Zerohora.com** features the same content as the print issue in addition to the latest events of the day. **Zerohora.com** presents diverse sections with specialized content, such as economy, sports, lifestyle, and blogs.

| | |
|------------------------|------------------|
| COUNTRY | Brazil |
| LANGUAGE | Portuguese |
| CATEGORY | General Interest |
| PUBLISHER | Grupo RBS |
| LAUNCHED | 2007 |
| PAGE VIEWS | 44,847,220 Mo. |
| UNIQUE VISITORS | 3,752,141 Mo. |
| AD CLOSE | 2-Day |

VIEWERSHIP

| | |
|---------------|-------|
| GENDER | |
| Male | 64.0% |
| Female | 36.0% |

| | |
|------------|-------|
| AGE | |
| 10-19 | 7.0% |
| 20-29 | 40.0% |
| 30-39 | 23.0% |
| 40-49 | 15.0% |
| 50+ | 15.0% |

| | |
|------------------|-------|
| EDUCATION | |
| High School | 33.0% |
| College | 32.0% |
| Post Grad Study | 11.0% |

| | |
|----------------------------|-------|
| SOCIOECONOMIC CLASS | |
| Upper | 25.0% |
| Upper Middle | 58.0% |
| Middle | 16.0% |
| Middle Lower | 1.0% |

Ask About Advertising On www.clicRBS.com.br



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 | CHANNELS | CPM |
| 1 | Leaderboard | 728 x 90 | 25 Kb | HP and IP | \$15.00 |
| 2 | Full Banner | 468 x 60 | 25 Kb | HP and IP | \$11.00 |
| 3 | Button | 120 x 90 | 6 Kb | HP and IP | \$4.00 |
| 5 | Tower Banner | 180 x 400 | 25 Kb | IP | \$15.00 |
| 6 | Wide Skyscraper | 160 x 600 | 25 Kb | IP | \$15.00 |
| 7 | Rectangle | 180 x 150 | 25 Kb | IP | \$4.00 |
| SPONSORSHIP | | | | | |
| 4 | DHTML | 350 x 200 pix | 25 Kb | HP and IP Daily | \$1,050.00 |

| PRODUCTION REQUIREMENTS | |
|---|--|
| 1. | The client is responsible for producing the ad. |
| 2. | Expandable ads have a 30% increase in price. |
| 3. | Leaderboard and Medium Rectangle ads have a limit of 5 monthly deliveries. |
| 4. | DHTML/Square Pop-Up ads can only appear on the front page of the sections. |
| <i>Complete File Instructions Available</i> | |



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Digital + Print Packages Available

WORLDWIDE ADVERTISING REPRESENTATIVE

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