



# DIÁRIO CATARINENSE

*Diario Catarinense* is the leading newspaper in circulation in the state of Santa Catarina, South of Brazil. *Diario Catarinense* publishes 12 segmented supplements and counts on more than 10 columnists. *Diario Catarinense* is published by the major communications group RBS, which owns leading TV stations, radio stations, and newspapers covering the entire region.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Grupo RBS
<b>ESTABLISHED</b>	1986
<b>FREQUENCY</b>	Daily
<b>CIRCULATION</b>	40,796
<b>AD CLOSE</b>	2-Day

## READERSHIP

### GENDER

Male	50.0%
Female	50.0%

### AGE

10-19	10.0%
20-29	25.0%
30-39	23.0%
40-49	18.0%
50+	25.0%

### EDUCATION

High School	79.0%
College	21.0%

### SOCIOECONOMIC CLASS

Upper/Upper Mid	79.0%
Middle	20.0%
Mid Lower/Lower	1.0%

## 2015 B&W RATE CARD (COLOR+30%)

### PRICES PER COLUMN CM IN USD

	MON-SAT	SUN
ROP Main Section	\$41.00	\$50.00
Business	\$54.00	\$65.00
Entertainment	\$28.00	-
Travel (Wed)	\$28.00	-
Classified	\$16.00	\$21.00

*Depths are set by module increments. To calculate price, multiply the number of columns of the ad by the depth in centimeters of the next module size.*

### VOLUME & FREQUENCY DISCOUNTS AVAILABLE

## MECHANICAL SPECIFICATIONS

Tabloid Ad Page Size: 26.1 cm width x 35 cm depth (10-1/4" x 13-3/4")  
 Spread Tabloid Width: 53.8 cm x 35 cm (21-3/16" x 13-3/4")

## COLUMNS AND MODULES SIZES

### NEWS TABLOID COLUMN WIDTHS

COLUMNS	CM	INCH
1	4.9 cm	1-15/16"
2	10.2 cm	4"
3	15.5 cm	6-1/8"
4	20.8 cm	8-3/16"
5	26.1 cm	10-1/4"

### CLASSIFIED TABLOID COLUMN WIDTHS

COLUMNS	CM	INCH
1	3.1 cm	1-1/4"
2	6.4 cm	2-1/2"
3	9.7 cm	3-13/16"
4	13.0 cm	5-1/8"
5	16.3 cm	6-7/16"
6	19.6 cm	7-11/16"
7	22.9 cm	9"
8	26.1 cm	10-1/4"

### NEWS MODULE DEPTHS

MODULES	CM	INCH
A	3.9 cm	1-9/16"
B	8.3 cm	3-1/4"
C	12.7 cm	5"
D	17.2 cm	6-3/4"
E	21.6 cm	8-1/2"
F	26.1 cm	10-1/4"
G	30.5 cm	12"
H	35.0 cm	13-3/4"

**Ask About Advertising Online**  
[www.diario.com.br](http://www.diario.com.br)



## Advertise in the RBS Package

Get the Best of Brazil's South!

490,000 copies daily

**ZERO HORA**



**PIONEIRO**

**DIÁRIO DE SANTA MARIA**

JORNAL DE SANTA CATARINA

**DIÁRIO CATARINENSE**

## PRODUCTION REQUIREMENTS

**BLACK & WHITE:** Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.

**COLOR:** Negative film, right reading emulsion down, screen 100-line per inch, rounded dots, color hard proof.

**Ask About Digital File Requirements and Production Instructions**

FOREIGN LANGUAGE ADS MUST HAVE BRIEF TRANSLATION IN PORTUGUESE

## WORLDWIDE ADVERTISING REPRESENTATIVE

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AUDITED BY IVC

PRICES SUBJECT TO CHANGE

WITHOUT PRIOR NOTICE

EFFECTIVE DATE: 01JAN15