



Extra, published by **Globo Group**, is the leading popular newspaper in Rio de Janeiro. An impressive 80% of the readers are from the upper middle and the middle classes. The editorial focuses mainly on local news and services. **Globo Group**, which also publishes the leading newspaper **O Globo**, is the largest communications group in Latin America. Take advantage of our Super Package **Extra + O Globo** and reach the entire Market!

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
Infoglobo
ESTABLISHED
1998
FREQUENCY
Daily
CIRCULATION/RIO*
192,691; SU 330,490
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	46.0%
Female	54.0%

AGE	
10-19	15.0%
20-29	22.0%
30-39	21.0%
40-49	19.0%
50+	23.0%

EDUCATION	
Middle School	47.0%
High School	38.0%
College	15.0%

SOCIOECONOMIC CLASS	
Upper	4.0%
Upper Middle	31.0%
Middle	56.0%
Middle Lower	9.0%

2015 B&W / FULL COLOR RATE CARD		
PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$214.00	\$342.00
Business	\$300.00	\$438.00
Entertainment	\$117.00	\$171.00
B&W Classified (Rio)	\$42.00	\$64.00
FULL COLOR SUNDAY MAGAZINE CANAL EXTRA		
Full Page - \$16,530		
20.2 cm W x 26.6 cm D (7-15/16" x 10-1/2")		
Half Page - \$9,095.00		
20.2 cm W x 13 cm D (7-15/16" x 5-13/16")		
Ad Close – 7-Day		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

MECHANICAL SPECIFICATIONS	
Broadsheet Ad Page Size: 29.7 cm width x 52 cm depth (11-11/16" x 20-1/2")	
Spread Broadsheet Width: 61.4 cm (24-3/16")	
Tabloid Sections Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")	
Spread Tabloid Width: 51.20 cm (20-1/8")	

COLUMN WIDTHS		
NEWS BROADSHEET (6-COLUMN)		
COLUMNS	CM	INCH
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"
6	29.7 cm	11-11/16"
CLASSIFIED BROADSHEET (10-COLUMN)		
COLUMNS	CM	INCH
1	2.7 cm	1-1/16"
2	5.7 cm	2-1/4"
3	8.7 cm	3-3/8"
4	11.7 cm	4-9/16"
5	14.7 cm	5-3/4"
6	17.7 cm	6-15/16"
7	20.7cm	8-1/8"
8	23.7 cm	9-5/16"
9	26.7 cm	10-1/2"
10	29.7cm	11-11/16"
NEWS TABLOID SECTIONS (5-COLUMN)		
COLUMNS	CM	INCH
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"



Ask About Our Super Package EXTRA + O GLOBO and Maximize Your Advertising Budget!

PRODUCTION REQUIREMENTS	
ONLY DIGITAL MATERIAL ACCEPTED: PDF or JPEG high resolution with 300 dpi (150 lpi).	
Color: CMYK (color images) Grayscale or Grey Tones (B&W images); Dot Gain: 35%; Color Settings: Paint Color – Swop Journal; Paint Increase – Pattern 35%; Type of Separation – GCR; Composition of Black – Strong; Black ink Limit – 92%; Total limit of Paints – 220%;	
NO CROP MARKS	

WORLDWIDE ADVERTISING REPRESENTATIVE

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