



Zero Hora is the leading newspaper of the South of Brazil, one of the most important Brazilian economic regions. Acclaimed as an interactive periodical that opens space for its readers, **Zero Hora** has received many international awards, such as the Circulation Winner 2004 by WAN. **Zero Hora** is published by the major communications group RBS, which owns leading TV stations, radio stations, and newspapers covering the entire region.

| |
|---------------------|
| COUNTRY |
| Brazil |
| LANGUAGE |
| Portuguese |
| CATEGORY |
| General Interest |
| PUBLISHER |
| Grupo RBS |
| ESTABLISHED |
| 1964 |
| FREQUENCY |
| Daily |
| CIRCULATION |
| 184,000; SU 245,000 |
| AD CLOSE |
| 2-Day |

READERSHIP

| | |
|----------------------------|-------|
| GENDER | |
| Male | 48.0% |
| Female | 52.0% |
| AGE | |
| 10-19 | 11.0% |
| 20-29 | 24.0% |
| 30-39 | 20.0% |
| 40+ | 44.0% |
| EDUCATION | |
| Grade School | 22.0% |
| High School | 44.0% |
| College | 34.0% |
| SOCIOECONOMIC CLASS | |
| Upper/Upper Mid | 74.0% |
| Middle | 24.0% |
| Mid Lower/Lower | 2.0% |

| | | |
|---|----------------|----------------|
| 2015 B&W / FULL COLOR RATE CARD | | |
| PRICES PER COLUMN CM IN USD | | |
| | MON-SAT | SUNDAYS |
| ROP Main Section | \$126.00 | \$177.00 |
| Business | \$164.00 | \$230.00 |
| Entertainment | \$119.00 | - |
| Travel (Tue) | \$119.00 | - |
| Classified | \$53.00 | \$67.00 |
| <i>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.</i> | | |
| VOLUME & FREQUENCY DISCOUNTS AVAILABLE | | |

| | | |
|---|-----------|-------------|
| 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 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 | 17.1 cm | 6-3/4" |
| E | 21.5 cm | 8-1/2" |
| F | 25.9 cm | 10-1/5" |
| G | 30.3 cm | 12" |
| H | 35 cm | 13-3/4" |

| |
|---|
| 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") |

Advertise in the RBS Package
Get the Best of Brazil's South!
490,000 copies daily
ZERO HORA
DIÁRIO GAUCHO
PIONEIRO
DIÁRIO DE SANTA MARIA
JORNAL DE SANTA CATARINA
DIÁRIO CATARINENSE



Ask About Advertising Online
www.zerohora.com.br

| |
|--|
| 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

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

AUDITED BY IVC
 PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN15