

MAGAZINE

MAGAZINE
NOTÍCIAS

Tabela^{'17} de publicidade

DIGITAL



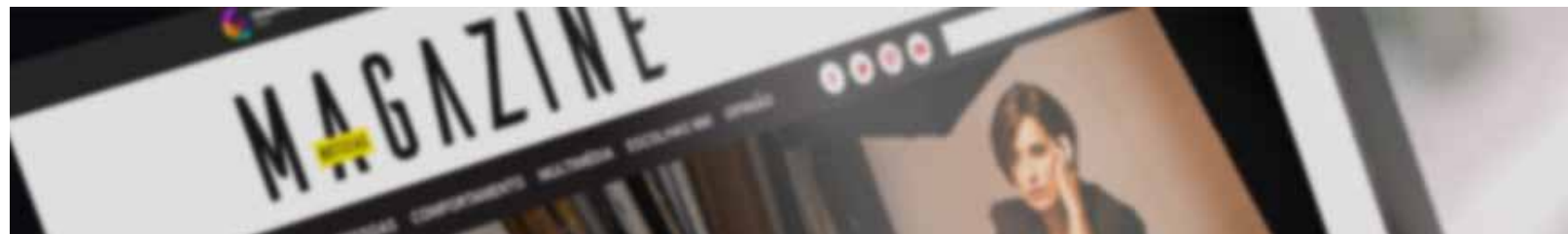
Global Media
GROUP



Tabela¹⁷ de publicidade

DIGITAL

KATIAS MAGAZINE



Desktop

FORMATOS	HOME	SECÇÃO	ROS	FORMATOS	HOME	SECÇÃO	ROS
Mrec (300x250)	115 €	115 €	95 €	Mrec + Layer (300x250 e 600x500)	220 €	---	---
Mrec Vídeo (16:9)	150 €	150 €	124 €	Superboard (1260x200)	180 €	180 €	170 €
Mrec Expansível (300x250 > 600x500)	150 €	150 €	124 €	Splash (1024x600)	220 €	---	---
Half Page (300x600)	160 €	160 €	140 €	Window Splash	230 €	230 €	230 €
Half Page Expansível (300x600)	208 €	208 €	182 €	Native In Hour Top	4.000 €	---	---
Half Page Vídeo (300x600)	208 €	208 €	182 €	Native In News Top	2.000 €	---	---
Layer (600x500)	175 €	175 €	175 €	Native In News Middle	1.500 €	---	---
Interstitial (800x600)	220 €	220 €	220 €	Native Pop Up	2.500 €	---	---
Pushdown (1260x100 > 1260x300)	200 €	---	---	Native In Related	1.000 €	---	---
Ticker Expansível (1260x75 > 1260x300)	230 €	230 €	230 €	Native Plus	4.000 €	---	---
Topo Expansível (1260x75 > 1260x300)	190 €	190 €	190 €	Flip Ad (1024x600)	220 €	220 €	220 €
Skin (1) (160x600 + 160x600 + 1024x120 + 320x50 e 729x90)	220 €	---	---	Half Page Side Kick (300x600 > 600x600)	200 €	200 €	200 €
Takeover (Skin + Mrec HP) (160x600 + 160x600 + 1024x120 + 320x50 e 729x90 + 300x250)	285 €	---	---	Mrec Side Kick (300x250 > 600x500)	160 €	160 €	160 €
				Post Click (vídeo 16:9)	210 €	210 €	220 €

Player Vídeo

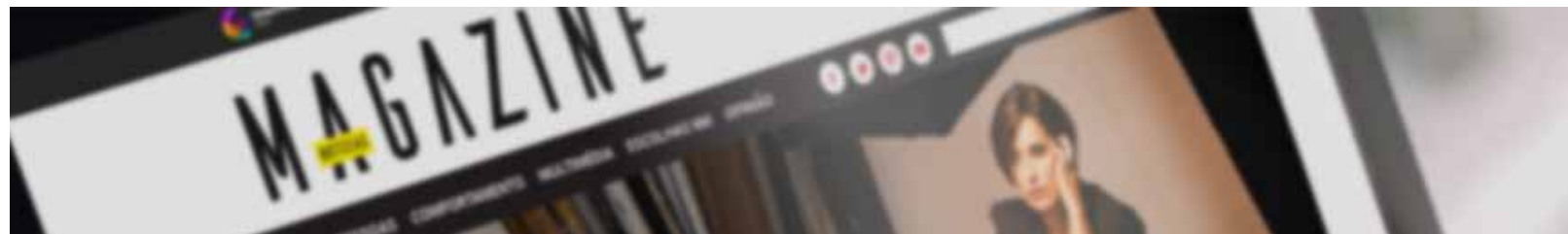
FORMATOS	HOME	SECÇÃO	ROS
Incontent (vídeo 16:9)	---	---	220 €
Pré-Roll (vídeo 16:9)	---	---	160 €
Pré-Roll Interactivo (vídeo 16:9)	---	---	190 €
Spot TV (vídeo 16:9)	125 €	---	105 €

(1) Este formato é servido em todas as plataformas, sendo apresentando um banner em Tablet e Smartphone

Segmentos de comportamento geo-targeting, horários, dias, outros	+15%	+15%	+15%
Vídeos e expansíveis	+30%	+30%	+30%



Tabela¹⁷ de publicidade



Smartphone

FORMATOS	HOME	SECÇÃO	ROS
Mrec (300x250)	115 €	---	---
Mrec Video (16:9)	150 €	---	---
Half Page (300x600)	160 €	---	---
Half Page Vídeo (300x600)	208 €	---	---
Superboard (320x100)	180 €	---	---
Splash (640x480 - 480x640)	220 €	---	---
Pushdown (320x100 > 320x300)	200 €	---	---
Ticker Expansível (320x75 > 320x300)	230 €	---	---
Topo Expansível (320x75 > 320x300)	190 €	---	---
Flip Ad (640x480 - 480x640)	220 €	---	---
Incontent (video 16:9)	---	---	220 €

Tablet

FORMATOS	HOME	SECÇÃO	ROS
Mrec (300x250)	115 €	115 €	95 €
Mrec Video (16:9)	150 €	150 €	124 €
Half Page (300x600)	160 €	---	---
Half Page Vídeo (300x600)	208 €	---	---
Superboard (728x150)	180 €	---	---
Splash (768x1024 - 1024x768)	220 €	---	---
Pushdown (728x150 > 728x300)	200 €	---	---
Ticker Expansível (728x75 > 720x300)	230 €	---	---
Topo Expansível (728x75 > 728x300)	190 €	190 €	190 €
Flip Ad (768x1024 - 1024x768)	220 €	---	---
Incontent (video 16:9)	---	---	220 €

Segmentos de comportamento geo-targeting, horários, dias, outros

+15% +15% +15%

Vídeos e expansíveis

+30% +30% +30%

MAGAZINE

Tabela¹⁷ de publicidade

DIGITAL

Contactos

LISBOA

Rua Tomás da Fonseca, Torre E, Piso 6,
1600-209 Lisboa
Tel: +351 213 187 476
Fax: +351 213 187 508/10
publicidadesul@globalmediagroup.pt

PORTO

Rua Gonçalo Cristóvão, 195
4000-269 Porto
Tel: +351 222 096 147/05
Fax: +351 222 096 156
publicidadenorte@globalmediagroup.pt



MAGAZINE

MAGAZINE
NOTÍCIAS

Tabela¹⁷ de publicidade

DIGITAL



Global Media
GROUP