

MAGAZINE

PERSONAL COMPORIMENTO MULTIMÉDIA ESCOLARISMO

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NOTÍCIAS
Tabela¹⁸
de publicidade

DIGITAL



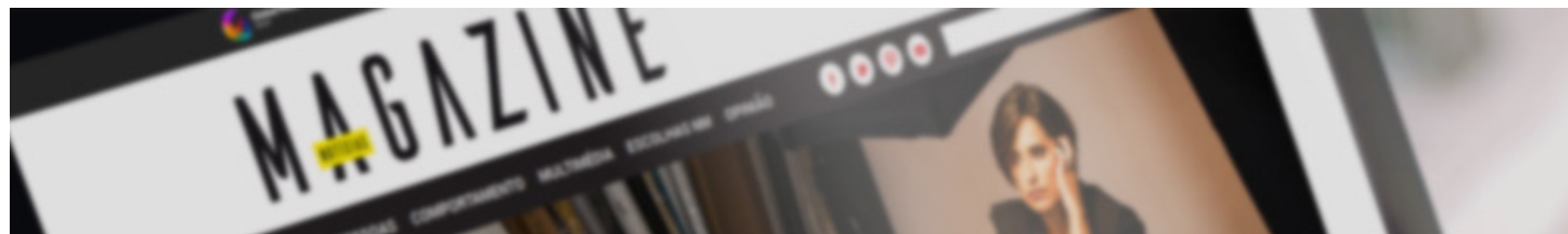
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Tabela¹⁸ de publicidade

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Desktop

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|--|-------|--------|-------|
| M-rec (300x250) | 115 € | 115 € | 95 € |
| M-rec Vídeo (16:9) | 150 € | 150 € | 124 € |
| M-rec Expansível (300x250 > 600x500) | 150 € | 150 € | 124 € |
| Half Page (300x600) | 160 € | 160 € | 140 € |
| Half Page Expansível (300x600) | 208 € | 208 € | 182 € |
| Half Page Vídeo (300x600) | 208 € | 208 € | 182 € |
| Layer (600x500) | 175 € | 175 € | 175 € |
| Interstitial (800x600) | 220 € | 220 € | 220 € |
| Pushdown (1090x100 > 1090x300) | 200 € | 200 € | 200 € |
| Ticker Expansível (1090x75 > 1090x300) | 230 € | 230 € | 230 € |
| Topo Expansível (1090x75 > 1090x300) | 190 € | 190 € | 190 € |

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|---|---------|--------|-------|
| M-rec + Layer (300x250 e 600x500) | 220 € | --- | --- |
| Superboard (1090x200) | 180 € | 180 € | 170 € |
| Splash (1024x600) | 220 € | 220 € | 220 € |
| Window Splash | 230 € | 230 € | 230 € |
| Flip Ad (1024x600) | 220 € | 220 € | 220 € |
| Half Page Side Kick (300x600 > 600x600) | 200 € | 200 € | 200 € |
| M-rec Side Kick (300x250 > 600x500) | 160 € | 160 € | 160 € |
| Native Ad in News Middle | 3.000 € | --- | --- |
| Native Ad Premium | 4.500 € | --- | --- |
| Native Ad Vídeo In News Middle | 7.500 € | --- | --- |
| Native Ad in Related | 1.500 € | --- | --- |

Player Vídeo

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|-----------------------------|------|--------|--------|
| Pré-Roll em CPV | --- | --- | 0,05 € |
| Pré-Roll Interactivo em CPV | --- | --- | 0,06€ |
| Mid-Roll em CPV | --- | --- | 0,035€ |

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|--------------------|------|--------|-------|
| Post Roll em CPM | --- | --- | 100 € |
| Incontent em CPM | --- | --- | 220 € |
| Spot TV em CPM | 125€ | 125€ | 125€ |

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros/ Device segments, segments of geo-targeting, behavior, schedule, days, others

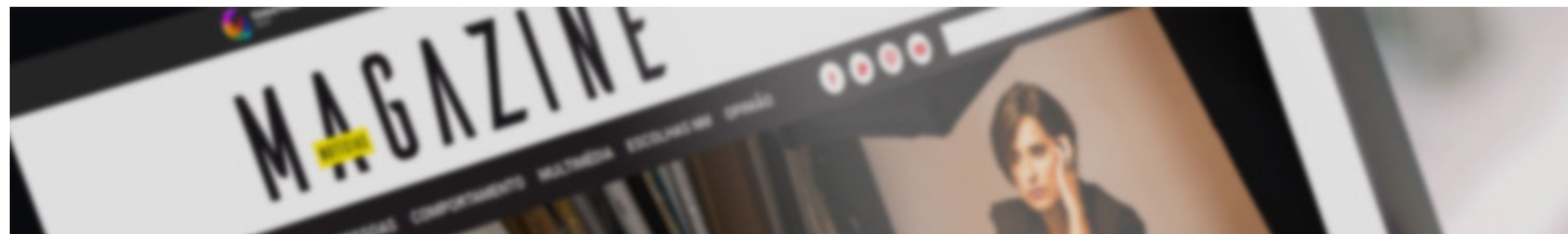
+15% +15% +15%

Vídeos e expansíveis/ Videos and expandable

+30% +30% +30%



Tabela¹⁸ de publicidade



Smartphone

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|--------------------------------------|-------|--------|-------|
| M-rec (300x250) | 115 € | 115 € | 95 € |
| M-rec Vídeo (16:9) | 150 € | 150 € | 124 € |
| Half Page (300x600) | 160 € | 160 € | 140 € |
| Half Page Vídeo (300x600) | 208 € | 208 € | 182 € |
| Superboard (320x100) | 180 € | 180 € | 170 € |
| Splash (640x480 - 480x640) | 220 € | 220 € | 220 € |
| Pushdown (320x100 > 320x300) | 200 € | 200 € | 200 € |
| Ticker Expansível (320x75 > 320x300) | 230 € | 230 € | 230 € |
| Topo Expansível (320x75 > 320x300) | 200 € | 200 € | 200 € |
| Flip Ad (640x480 - 480x640) | 220 € | 220 € | 200 € |
| Incontent (video 16:9) | --- | --- | 220 € |

Tablet

| FORMATOS / FORMATS | HOME | SECÇÃO | ROS |
|--------------------------------------|-------|--------|-------|
| M-rec (300x250) | 115 € | 115 € | 95 € |
| M-rec Vídeo (16:9) | 150 € | 150 € | 124 € |
| Half Page (300x600) | 160 € | 160 € | 140 € |
| Half Page Vídeo (300x600) | 208 € | 208 € | 182 € |
| Superboard (728x150) | 180 € | 180 € | 170 € |
| Splash (768x1024 - 1024x768) | 220 € | 220 € | 220 € |
| Pushdown (728x150 > 728x300) | 200 € | 200 € | 200 € |
| Ticker Expansível (728x75 > 720x300) | 230 € | 230 € | 230 € |
| Topo Expansível (728x75 > 728x300) | 230 € | 200 € | 200 € |
| Flip Ad (768x1024 - 1024x768) | 230 € | 220 € | 200 € |
| Incontent (video 16:9) | --- | --- | 220 € |

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros/ Device segments, segments of geo-targeting, behavior, schedule, days, others

+15% +15% +15%

Vídeos e expansíveis/ Videos and expandable

+30% +30% +30%

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PERSONAL COMPORTAMENTO MULTIMÍDIA EXCLUSIVO SPREAD

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