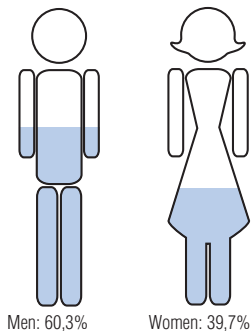
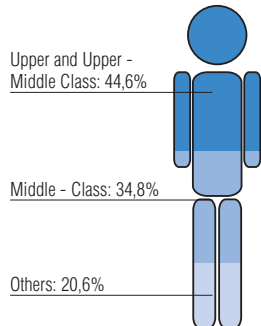


OUR READER

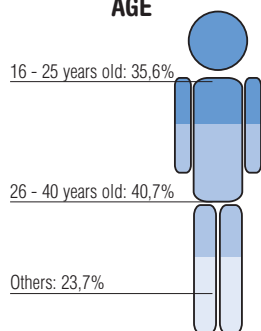
SEX



SOCIAL CLASS



AGE



FORMATS	SIZE	WEIGHT	CPM cost per 1.000 impacts (€)*	
	pixels	Kb	General Rotation	Home page
STANDAR				
Icon	140x70	6 Kb	16	22
Button	140x140	10 Kb	23	32
Vertical Banner	140x280	12 Kb	30	42
Giant Banner	728x90	15 Kb	38	48
Folded Giant Banner	728x180 / 728x90	20 Kb	42	52
Partial Page	300x250	15 Kb	56	70
Layer Flash	Máx. 600x400	20 Kb**	60	75
Interstitial	350x350	20 Kb**	72	90
Skyscraper	120x600	20 Kb	46	57
Regular Format + Reminder format	Size depends on creative		74	92
BULLETINS				
Bulletin Sponsorship	550x80	20 Kb	150€	
ECUMERCADO PREMIUM SERVICES				
Highlighted position			10€ / month	
Additional photographs			12€ / month	
Video			15€ / month	
Advertising module	120x120	6 Kb	30€ / month	

*The basic contract includes 10.000 impressions.

**Length of visibility 5-7 seconds.

ICON/BUTTON (140X70/140X140)

Advertising format highlighted inside a block of short news items and linked to the advertiser's site. Suitable for both brand image campaigns and, particularly, for products.



VERTICAL BANNER (140X280)

Alternative to the traditional horizontal banner. Due to its high visibility, it is appropriate for general turnover image campaigns, particularly in combination with this banner.



GIANT BANNER (728X90)

Alternative format to the traditional horizontal banner. Placed at the top and / or at the bottom of the page. Usually situated at the top of the page.



BULLETIN SPONSORSHIP (550X80)

The heading inserted in the upper part of our weekly bulletin. This format is targeted at a highly defined readership, arriving to their mailbox directly.



PARTIAL PAGE (300X250)

Advertising format located at the central part of the page, together with the highlighted daily news. Its privileged location enables this format to count on high visibility and repercussion.



LAYER FLASH (600X400 MAX)

Format with different technologies which allow the mobility of the advertisement in the screen, being able or not to start from an integrated format (Folded banners are included in this category).



INTERSTITIAL (350X350)

Advertising format which shows a window to present the message and has a short duration (between 5-7 seconds) so that the user reaches the destination in seconds. Coincides like moving advertising.



SKYSCRAPER (120X600)

Vertical advertising format. Ideal for brand image actions. The perfect format for creativities in Flash that increase the showiness of the advertising.



Offices

MADRID
 Ancora, 40. 28045 Madrid
Tel main switchboard: 34 913 470 100
Fax: 34 913 470 204

BARCELONA
 Rambla de Catalunya, 91-93. 08008 Barcelona
Tel: 34 934 670 024
Fax: 34 934 670 040

BILBAO
 Pablo Picasso, 2. Dpto. 7. 48003 Bilbao
Tel: 34 944 448 573
Fax: 34 944 223 222