



**Hello!**

**Would you like to sell  
a product or service  
to Brazilians?**

# Did you know that Florida is one of the states with the largest concentration of Portuguese and Spanish speaking people?

Did you know that due to the similarity of the Portuguese and Spanish languages many Spanish speaking people living here are also interested in reading about Brazil? They want to know more about this large, emerging country in South America, learn about its culture and use products and services offered by the Brazilian community.

Taking these facts into consideration, we have decided to publish **"NOSSA GENTE"**, a Brazilian newspaper in which the community participates.

## TARGET

**"NOSSA GENTE"** reaches the ever-growing Brazilian communities. There are more than **250.000** Brazilians living around Miami and **40.000** living in Central Florida.

It is our goal to bring to our readers important information and issues not only pertaining to their local community, but also to the United States, Brazil, and important news from other parts of the world. **"NOSSA GENTE"** will target Brazilian and Portuguese communities in need of new products, services, jobs, and ideas.

**"NOSSA GENTE"** distributes 8,000 free monthly copies in more than 100 distributions points (Stores, Restaurants, Churches, Offices, etc) to the Brazilian and other Portuguese communities living in **Miami, Pompano Beach, Tampa, Port Saint Lucie, Fort Pierce, Ormond Beach, Jacksonville, Gainesville, Fort Myers, Palm Bay, Sarasota and Orlando**. Also we send by mail (free) more than 4.000 copies. Total 12,000 free copies monthly.

If you run a small or large business, we have affordable ways to attract new clients to you. Just tell us what you want and we will come up with interesting ideas to attract new customers and help you improve your sales. Together, we can certainly find the best way to help your business connect with new clients and make them choose you.





## Rate Card

### black & white rates (gross)

	Full Page 10x13"	Full Page 10x6.33"	Half Page 5x12"	1/3 Page 10x4"	1/4 Page 5x6.33"	1/8 Page 5x3"	Business Card 2.5x3"
01-02 issues	\$648	\$388	\$388	\$278	\$194	\$121	\$48
03-06 issues	<b>Special offer \$420</b>	<b>Special offer \$251</b>	<b>Special offer \$251</b>	<b>Special offer \$180</b>	<b>Special offer \$135</b>	<b>Special offer \$77</b>	<b>Special offer \$48</b>
07-12 issues							

### 4 color (CMYK) rates (gross)

	Full Page 10x13"	Half Page 10x6.33"	Half Page 5x12"	1/3 Page 10x4"	1/4 Page 5x6.33"		
01-02 issues	\$810	\$486	\$486	\$345	\$243	-----	-----
03-06 issues	<b>Special offer \$524</b>	<b>Special offer \$314</b>	<b>Special offer \$314</b>	<b>Special offer \$223</b>	<b>Special offer \$160</b>	-----	-----
07-12 issues						-----	-----

- **Frequency** Monthly
- **Size** Short Tabloid 11 x 13.75"
- **Circulation** 12.000 copies
- **Readers** 56.000 (estimated)
- **Distribution**
  - Central Florida 5.000 copies
  - Miami 3.000 copies
  - BY MAIL 4.000 copies
- **Date of publication** 15<sup>th</sup> day of the month
- **Deadline for commercial ADs** the 5<sup>th</sup> day of the month
- **Deadline for artwork** the 9<sup>th</sup> day of the month

**Determined Position: Plus 20%**

### Display AD - Art Production

Nossa Gente, LLC will create the artwork at no charge. The artwork created by Nossa Gente, LLC Art Department is available to be used on other publications as is. If changes (size, formats, etc) are required, an additional fee is applicable at a rate of \$35.00 per hour.

Artwork supplied by client must be sent in the following formats for MAC or PC platform:

- PDF, JPG, TIFF, EPS and Photoshop PSD

The artwork must be in high resolution 200 dpi minimum. For color artwork, CMYK format is required. We accepted artwork in CDs, ZIP Disk or by e-mail: [artwork@nossagente.net](mailto:artwork@nossagente.net)

### NossoClassi

Classified ADs are FREE of charge. We accept classified ADs by MAIL, FAX-Tool Free 1 866 659-9817, or e-mail: [class@nossagente.net](mailto:class@nossagente.net) Sorry, no classified ADs by phone.

**Terms -** Prices are NET and payment is due upon receipt of invoice. Cancellation is accepted in writing by the 25<sup>th</sup> day of prior month. No refunds. Prices are for each published AD.

### Nossa Gente, LLC.

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