



# El Planeta DIGITAL

RATE CARD | JUNE 2019



## Online Ads

- 728 X 90px = \$25/CPM
- 300 X 250px = \$19/CPM
- 320 X 50px = \$25/CPM
- Desktop Takeover (max 3days) = \$2,500

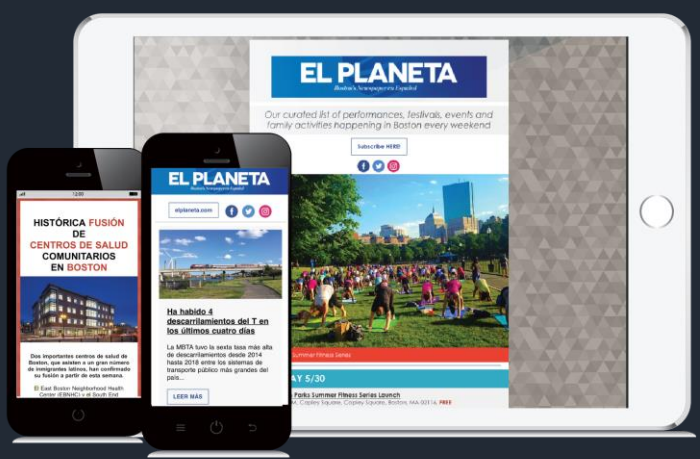


## Reach

125,000 unique visitors /month

155,000 impressions /month

## Sponsored E-blasts



- E-daily (M-F): \$150 e/o
- Weekend (TH only): \$100 e/o
- Dedicated e-blasts: \$500
- Exclusive daily: Job industry-related (Ask for details)

6,000 subscribers

Open Rate: 9% | CPM: 20%

# Sponsored content

- Take advantage of our Native Advertising!
- Original articles: \$500
- Videos for Social Media (including production, recording, edition, and subtitles): \$600
- Facebook Live Transmissions: \$300



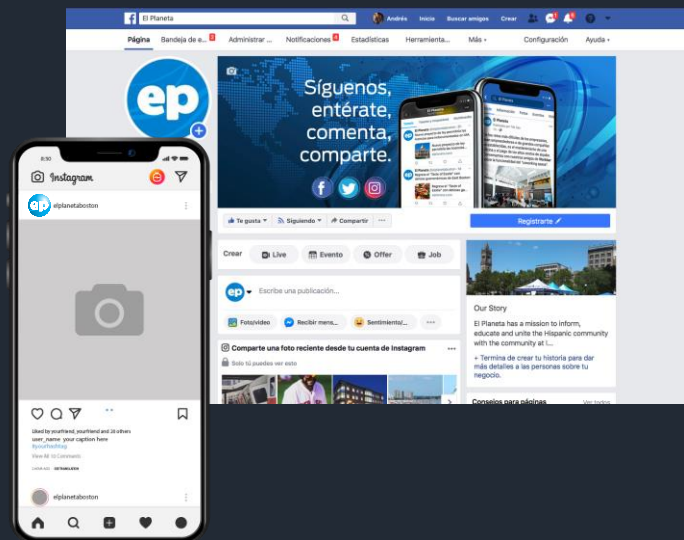
# Social Media Posts

- Facebook Sponsored Post: \$175
- Instagram Sponsored Post: \$75

Facebook: **43,300 followers**

Potential Reach:

**15,000-20,000 targeted people**



**TOTAL REACH COMBINING ALL THE PLATFORMS:  
200,000/WEEK**

\* Special Editions (print, ask for details)

FOR MORE  
INFORMATION:

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