



## 2008 Advertisers information

### The most effective online media to reach Puerto Rico's affluent Internet users

**PRWOW.com** is more than a gateway to classifieds or business directories, we provide an award-winning, vertically targeted website with unique content about Puerto Rico to assist visitors' business, educational, entertainment and consumer-related matters.

**Business news from Caribbean Business and its archives**, the #1 English language business publication in the region since 1973.  
**Consumer oriented content from our other publications Imagen, Buena Vida, PR Sports, TV Aqui, Agendas and Annual Directories.**

#### Visitors Profile:

Male 55.9% - Female 44.1%, ages 25-55, mid-upper class\*

**Education Level: Highly educated, Spanish speakers fluent in English, an ideal target market of online shoppers.**

Many are executives, professionals and business owners with significant purchasing power.

\*Puerto Rico statistics

#### \*\*Traffic destination:

P.R. 83%

United States 9.5%

Spain 2.8%

Argentina 2.8%

Peru 1.9%, others

\*\*Provided by Alexa.com and CCI log files

DISPLAY AD UNITS	ROS Rates	
Standard Ad Units	3 month program	6 month program
Full Banner (468 x 60)	\$1,700/month (\$17CPM)	\$1,400/month (\$14CPM)
Medium Rectangle (300 x 250)	\$2,500/month (\$25CPM)	\$2,000/month (\$20CPM)
Skyscraper (120x600)	\$1,360/month (\$13.60CPM)	\$1,100/month (\$11CPM)
Square button (125x125)	\$875/month (\$8.75CPM)	\$700/month (\$7CPM)
Video placement (300x250)	\$3,000/month	\$2,400/month

#### Annual rates upon request

**Video design and programming rates \$75 per hour**

**Business Directory logo type ad \$100 monthly.**

#### Online technical notes:

Non sponsorship campaigns will rotate with other advertisers .Exclusive positions available at additional charge.

#### Accepted creative formats:

\* GIF

\* JPEG

\* Flash (up to 30 seconds)

\* Dynamic HTML

\* HTML Banners

\* Image Map

\* Java Scrip

Development, management and marketing of customized websites and micro-sites (landing pages).

Rich Media interactive advertising concepts and video placement.

Campaigns requiring media mix, please access [www.casiano.com](http://www.casiano.com) for a complete repertoire of our interactivve services and print media.

For further information, please contact Roberto Sotto at [rsotto@casiano.com](mailto:rsotto@casiano.com)

**Rates subject to change without previous notification. We reserve the right to reject advertisements found not appropriate for our visitors.**