

### ADDITIONAL INFORMATION:

Since last july, our newspaper had a radical transformation techonological and editorial. We constructed a new printer building which is possible to obtain a very high quality, and it's very difficult to find in other brazilian newspapers. To take advantage of this new plant, Mr.Mario Garcia of the Pointer Institute made a new design basically a disposition in the internal pages with short subject, easy reading and quick assimilation. At the same time, we introduced a new infographic language; the knowledge that we acquired with two spanishes: Juan Corrales at Navarra University, Pamplona, and Mario Tascon, art publisher at El Mundo Daily, Madrid.

The first page at JORNAL O DIA gets to summarize this internal dynamism: is hot, electrical and attractive. We use collors in photos and vignettes, with own characteristics; daily, we are publishing a lateral wisps, in the left side, which have a little marginal notes (each vignette corresponds the topic, such as: city, sport, supplement).

JORNAL O DIA is the biggést popular newspaper in Rio de Janeiro and Brazil and, before the new collar design it was recognized in the newstands by big news. As it was very risky to lose this elements of visual identification, we chose to use the yellow collar in our logo and a lot of other collar elements.

Consequently, we thought it was guaranteed the stimulus for growth on the readers. In fact the circulation figures have been confirming this assumption with the increase in sales by more than 12% (twelve per cent).