

### EDITORIAL CONTENT

La Agencia de Viajes Colombia has been edited bimonthly and with no interruptions since March 2003 providing the most updated and complete information to professionals of the industry.

Its content combines news about products and services with interviews, articles and columns about destinations, marketing, management and stats, among other topics approached by specialists.

### FREQUENCY

Bimonthly (Mondays).

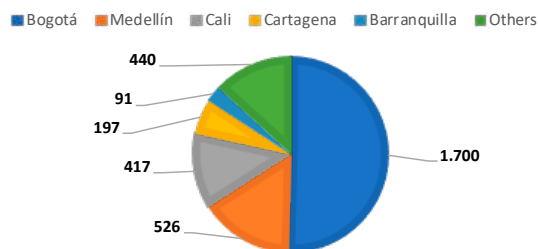
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Distribution by personalized paid subscription to professionals in tourism, specially travel agents (83% of the edition).

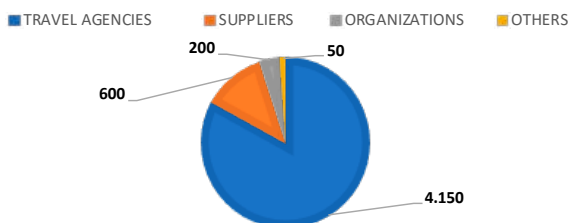
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**Readership:** 3 readers per copy.

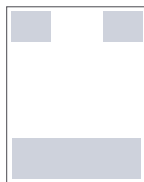
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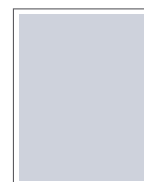


### ADVERTISING RATES



**COVER EYES (2)**  
7 x 5 cm. • 2<sup>3/4</sup> x 1<sup>7/32</sup> in.  
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**COVER FOOTER**  
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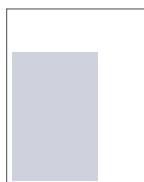
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**US\$ 3,400 + VAT**  
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Rates are in US dollars.

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**Payment conditions:** in advance upon booking the space (cash/cheque/Bank Transfer).

### BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 20 working days prior to the date of publication and originals must be submitted 10 days in advance.

Originals will be provided by the advertiser or its advertising agency.

### TECHNICAL SPECIFICATIONS

Trim 28 x 39 cm. • Box 26 x 37 cm. • 6 columns of 4 cm.each. Indentation 3 mm.

Aisle 0,4 cm. Module 4 cm. wide x 4,75 cm. tall.

Cover in glossy paper of 90 grs. Inside color paper 80 grs.

Four-color offset printing. Binding: 2 staples.

### AD SPECIFICATIONS

Digital files at 300 dpi • jpg, pdf or tiff format in CMYK. Vectorial files: pictures at 300 dpi, typographies converted to curves ( EPS, PDF, AI or CDR format).

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Ask about FTP.

### INSERTION RATES

Brochures, commercial manuals, flyers, etc. may be distributed together with the publications. Rates are given by the weight and form of segmentation of the database. For further information contact: [ventascolombia@ladevi.com](mailto:ventascolombia@ladevi.com), [comercial2@ladevi.com](mailto:comercial2@ladevi.com).

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