

EDITORIAL CONTENT

La Agencia de Viajes Ecuador has been edited monthly and with no interruptions since Marzo 2014, providing the most updated and complete information for professionals in 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

Monthly.

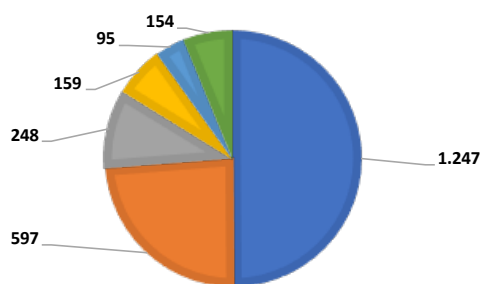
B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (90% of the edition).

Total: 2.500 bimonthly copies.

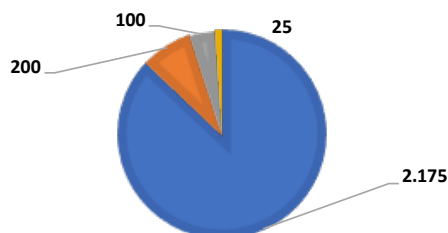
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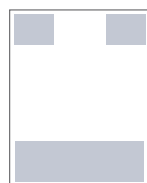


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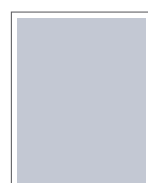


ADVERTISING RATES



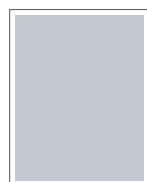
COVER EYES (2)
7 x 5 cm. • 2^{3/4} x 1^{13/32} in.
US\$ 1,750 + VAT

COVER FOOTER
26 x 10 cm. • 10^{5/64} x 3^{15/16} in.
US\$ 1,750 + VAT



2nd COVER
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.
US\$ 2,800 + VAT

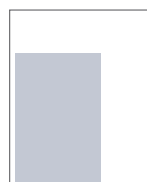
3rd COVER
US\$ 1,750 + VAT
BACK COVER
US\$ 3,920 + VAT



1 PAGE
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.
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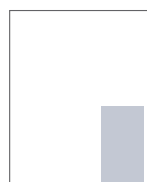
1/2 PAGE
26 x 18,3 cm. • 10^{15/64} x 7^{13/64} in.
US\$ 770 + VAT



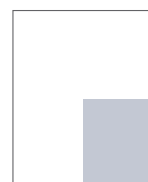
JUNIOR PAGE
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US\$ 924 + VAT



1/2 PAGEV
12,8 x 37 cm. • 5^{1/64} x 14^{56/69} in.
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1/6 PAGE
8,4 x 18,3 cm. • 3^{5/16} x 7^{13/64} in.
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Rates are in US dollars.

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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.

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Bleed 28,6 x 39,6 cm. • Trim 28 x 39 cm. • Live area 26 x 37 cm. • 6 columns of 4 cm.each. • Aisle 0,4 cm. Module 4 cm. wide x 4,75 cm. tall.

Cover in glossy paper 90 grs. Insider color paper 90 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).

Submit to ladeviecuador@gmail.com y ecuador@ladevi.com.

Ask about FTP.

INSERTION RATES

JBrochures, commercial manuals, flyers, etc. may be distributed together with the publications. Rates are given by the weight and form of segmentation of the database.

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