

## E-NEWS

### EDITORIAL CONTENT

It is the informative digital bulletin for Argentina produced by Ladevi Ediciones. It contains a permanently updated summary of the market's activities with the journalistic treatment that turned Ladevi into a leader in tourist communication in Latin America and the Caribbean.

### FREQUENCY

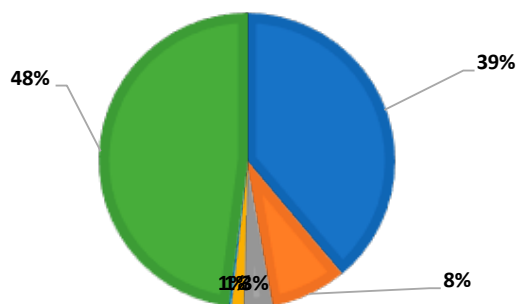
Daily (Monday thru Friday).

### CIRCULATION

E-mail distribution to professionals in the tourist industry through a complete database that includes over 12.610 e-mail addresses (leisure and corporate).

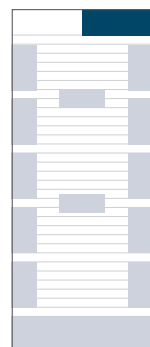
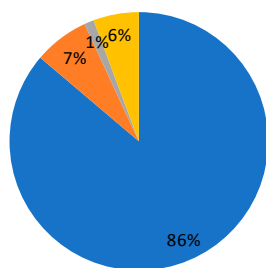
## DISTRIBUTION BY REGION

■ México DF ■ León ■ Juárez ■ Puebla ■ Tijuana ■ Otras



## DISTRIBUTION BY SEGMENT

■ Agencias DE VIAJES ■ PRESTADORES DE SERVICIOS ■ Organismos oficiales ■ Otros



**HEADER**  
570 X 100 PIXELS  
200 KB TOP  
**U\$S 2.160 + VAT**



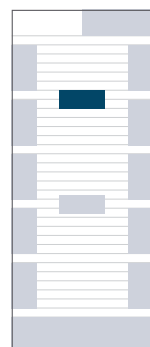
**UPPER LATERAL**  
120 X 190 PIXELS  
200 KB TOP  
**U\$S 1.080 + VAT**



**LOWER LATERAL**  
120 X 190 PIXELS  
200 KB TOP  
**U\$S 756 + VAT**



**DOUBLE UPPER**  
120 X 380 PIXELS  
200 KB TOP  
**U\$S 1.836 + VAT**



**UPPER CROSS SECTIONAL**  
512 X 65 PIXELS  
200 KB TOP  
**U\$S 1.80 + VAT**



**LOWER CROSS SECTIONAL**  
512 X 65 PIXELS  
200 KB TOP  
**U\$S 756 + VAT**



**FOOTER**  
800 X 100 PIXELS  
200 KB TOP  
**U\$S 756 + VAT**



**DOUBLE LOWER**  
120 X 380 PIXELS  
200 KB TOP  
**U\$S 1.360 + VAT**

Rates expressed monthly in US Dollars.

### DISCOUNTS FOR VOLUME

2 MONTHS	-5%
4 MONTHS	-10%
6 MONTHS	-15%
12 MONTHS	-20%

### TECHNICAL SPECIFICATIONS

Digital files in JPG or animated Gif format only, with a top weight of 200 kb.

Submit to [publicidad@ladevi.com](mailto:publicidad@ladevi.com).

**ARGENTINA:** AV. CORRIENTES 880 PISO 13 - C1043AAV - BUENOS AIRES - (5411) 5217 7700 - ARGENTINA@LADEVI.COM

**CHILE:** SANTA MAGDALENA 75 OFS. 604 - PROVIDENCIA SANTIAGO DE CHILE - (562) 2244 1111 - CHILE@LADEVI.COM

**COLOMBIA:** CRA 15 Nº 93A-84 OFICINA 312 - BOGOTÁ - (571) 744-7238 - COLOMBIA@LADEVI.COM

**ECUADOR:** LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910 - ECUADOR@LADEVI.COM

**MÉXICO:** OAXACA 72, PISO 4º COL. ROMA NORTE, C.P. 06700 DELEG. CUAUHTEMOC, MÉXICO, D.F. - TEL: 55-67218834 - MEXICO@LADEVI.COM

**PERÚ:** JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092 - PERU@LADEVI.COM

**URUGUAY:** GARCÍA CORTINAS 2541 AP. 502 - 11300 - MONTEVIDEO - (5982) 712 0993 - URUGUAY@LADEVI.COM

**USA:** abertini@ladevi.com - (305) 680 2083

[WWW.LADEVI.COM](http://WWW.LADEVI.COM)