

## E-NEWS

### EDITORIAL CONTENT

It is the digital informative bulletin for Venezuela produced by Ladevi Ediciones. It contains an updated summary of the market's activities with the journalistic treatment that turned Ladevi into a leader in tourist communication in Argentina, Chile, Uruguay, Peru, Mexico and Colombia.

### FREQUENCY

Weekly (Tuesdays).

### B2B CIRCULATION

E-mail distribution to professionals in the tourist industry through a complete database that includes over 2.814 e-mail addresses (leisure and corporate).

### DISTRIBUTION BY REGION

REGION	QUANTITY
CARACAS	1.927
VALENCIA	102
ISLA MARGARITA	89
MARACAIBO	81
OTHERS	615
<b>TOTAL</b>	<b>2.814</b>

### DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	2.490
SUPPLIERS	248
OFFICIAL ENTITIES	19
OTHERS	57
<b>TOTAL</b>	<b>2.814</b>



**HEADER**  
540 X 90 PIXELS  
200 KB TOP  
**US\$ 140 + VAT**



**UPPER LATERAL**  
120 X 190 PIXELS  
200 KB TOP  
**US\$ 84 + VAT**



**LOWER LATERAL**  
120 X 190 PIXELS  
200 KB TOP  
**US\$ 56 + VAT**



**UPPER DOUBLE**  
120 X 380 PIXELS  
200 KB TOP  
**US\$ 1120 + VAT**



**UPPER CROSS SECTION**  
345 X 65 PIXELS  
200 KB TOP  
**US\$ 90 + VAT**



**LOWER CROSS SECTION**  
345 X 65 PIXELS  
200 KB TOP  
**US\$ 59 + VAT**



**FOOTER**  
740 X 90 PIXELS  
200 KB TOP  
**US\$ 49 + VAT**



**LOWER DOUBLE**  
120 X 380 PIXELS  
200 KB TOP  
**US\$ 980 + VAT**

Rates expressed weekly 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 [ventascolombia@ladevi.com](mailto:ventascolombia@ladevi.com) and [comercial2@ladevi.com](mailto:comercial2@ladevi.com).

#### ARGENTINA

AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700

#### CHILE

SANTA MAGDALENA 75 OFS. 604 • PROVIDENCIA SANTIAGO DE CHILE • (562) 2244 1111

#### COLOMBIA

CRA 15 N° 93A-84 OFICINA 312 • BOGOTÁ • (571) 744-7238

#### ECUADOR

LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910

#### MÉXICO

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

#### PERÚ

JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092

#### URUGUAY

GARCÍA CORTINAS 2541 AP. 502 • 11300 • MONTEVIDEO • (5982) 712 0993

#### USA

abertini@ladevi.com • (305) 680 2083