

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.

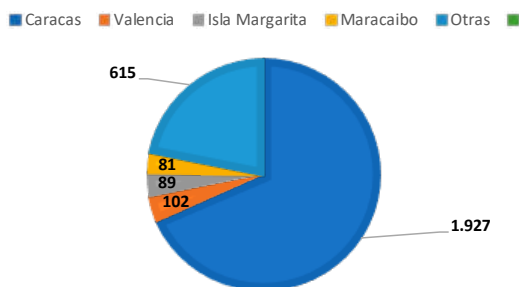
FREQUENCY

Weekly (Tuesdays).

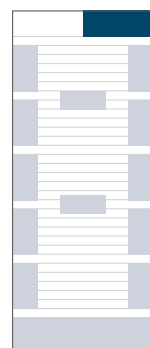
B2B CIRCULATION

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



DISTRIBUTION BY SEGMENT



HEADER
540 X 90 PIXELS
200 KB TOP
US\$ 440 + VAT



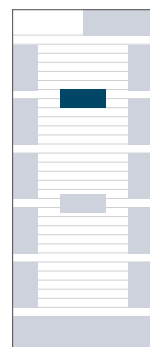
UPPER LATERAL
120 X 190 PIXELS
200 KB TOP
US\$ 200 + VAT



LOWER LATERAL
120 X 190 PIXELS
200 KB TOP
US\$ 140 + VAT



UPPER DOUBLE
120 X 380 PIXELS
200 KB TOP
US\$ 340 + VAT



UPPER CROSS SECTION
345 X 65 PIXELS
200 KB TOP
US\$ 340 + VAT



LOWER CROSS SECTION
345 X 65 PIXELS
200 KB TOP
US\$ 140 + VAT



FOOTER
740 X 90 PIXELS
200 KB TOP
US\$ 140 + VAT



LOWER DOUBLE
120 X 380 PIXELS
200 KB TOP
US\$ 252 + VAT

Rates expressed weekly in US dollars.

TECHNICAL SPECIFICATIONS

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

Submit to ventascolombia@ladevi.com and comercial2@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 N° 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