

EDITORIAL CONTENT

La Agencia de Viajes Córdoba is edited monthly providing the most updated and complete information to professionals in the industry. Its content combines news about products and services with interviews to local operators and representatives, news, trends and expectations of targets and sources for this season.

FREQUENCY

Monthly, the second Monday of each month.

REGIONAL DISTRIBUTION

3,000 copies distributed in the following way: Provinces of Córdoba, San Juan, San Luis, Mendoza, Santiago del Estero, Salta, Jujuy, Catamarca, La Rioja, Tucumán, Cities of Santa Fe, Corrientes, Resistencia and Paraná.

Total: 3,000 copies.

Readership: 3 readers per copy.



1 PAGE
22,5 x 31 cm. • 8^{7/8} x 12^{1/2} in.
US\$ 377 + VAT
INNER FRONT COVER
US\$ 452 + VAT
BACK COVER
US\$ 452 + VAT
INNER BACK COVER
US\$ 452 + VAT



COVER EYES
6 x 4,5 cm. • 2^{3/16} x 1^{9/16} in.
US\$ 603 + VAT



COVER FOOTER
21 x 6 cm. • 8^{1/4} x 2^{3/16} in.
US\$ 452 + VAT



1/2 PAGE
21 x 13,5 cm. • 8^{1/4} x 5^{3/16} in.
US\$ 229 + VAT

Rates expressed in US dollars VAT 10,5%.

DISCOUNTS FOR FREQUENCY

Per contract over a period of 12 consecutive issues or 12 months. Ask about discounts for campaign prepayment.

3 ADS	-5% DISCOUNT
6 ADS	-10% DISCOUNT
9 ADS	-15% DISCOUNT
12 ADS	-20% DISCOUNT

Rates do not include the making up of ads and are subject to modifications without prior notifications, pursuant to the operative and legal conditions in force.

Surcharge: 25% por ubicación preferencial. **Ask about cover line.**

Payment conditions: Documented upon booking the space (cash or cheque).

BOOKING AND SUBMISSION OF ORIGINALS

Space booking must be made 10 working days prior to the date of publication and originals must be submitted 7 days in advance. Originals shall be provided by the advertiser or its advertising agency.

TECHNICAL SPECIFICATIONS

Bleed 23,1 x 31,6 cm. • Trim 22,5 x 31 cm. • Live area 21,6 x 30 cm. 70 grs. Glossy paper • 4-color offset printing • Binding 2 staples • Digital files in JPG or PDF at 300 dpi in CMYK. Cancellations are not accepted after the closing date.

SUBMISSION OF ADS

Digital files at 300 dpi • jpg, pdf or tiff format in CMYK. Vectorial files pictures at 300 dpi, typographies converted to curves (formats: EPS, PDF, AI or CDR).
Submit to ventas@ladevi.com nad.ventas@siscomar.com.ar.
Ask about FTP.

RATES OF INSERTS

Brochures, commercial manuals, flyers, etc. May be distributed together with the publication. Rates are determined by the weight and form of segmentation of the database.
For further information contact: ventas@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

