



LA AGENCIA DE VIAJES

E-NEWS



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

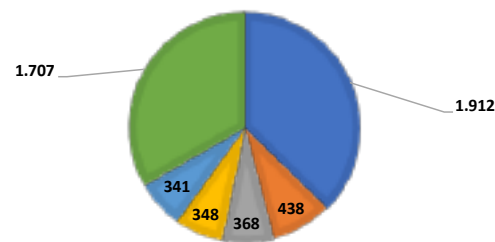
Twice a week (Tuesdays and Thursdays).

CIRCULATION

E-mail distribution to professionals in the tourist industry through a complete database that includes over 7.285 e-mail addresses (leisure and corporate).

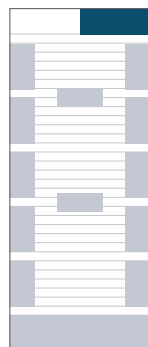
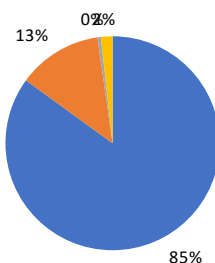
DISTRIBUTION BY REGION

■ Lima ■ Cusco ■ Arequipa ■ Yanahuara ■ Callao ■ Otras



DISTRIBUTION BY SEGMENT

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



HEADER
540 X 90 PIXELS
200 KB TOP
U\$S 1.200 + VAT



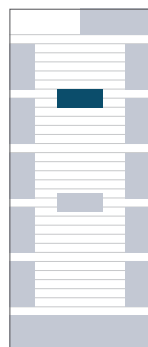
UPPER LATERAL
120 X 190 PIXELS
200 KB TOP
U\$S 600 + VAT



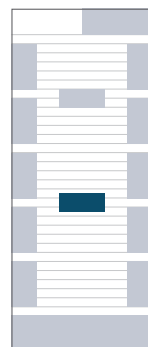
LOWER LATERAL
120 X 190 PIXELS
200 KB TOP
U\$S 420 + VAT



UPPER DOUBLE
120 X 380 PIXELS
200 KB TOP
U\$S 1.020 + VAT



UPPER CROSS SECTION
345 X 65 PIXELS
200 KB TOP
U\$S 600 + VAT



LOWER CROSS SECTION
345 X 65 PIXELS
200 KB TOP
U\$S 420 + VAT



FOOTER
740 X 90 PIXELS
200 KB TOP
U\$S 420 + VAT



LOWER DOUBLE
120 X 380 PIXELS
200 KB TOP
U\$S 756 + 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 peru@ladevi.com.

ARGENTINA: AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 52177700 • 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