

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.



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Readership: 3 readers per copy.

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.

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
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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.

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

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