

EDITORIAL CONTENT

La Agencia de Viajes Ecuador has been edited monthly and with no interruptions since Marzo 2014, providing the most updated and complete information for professionals in the industry. Its content combines news about products and services with interviews, articles and columns about destinations, marketing, management and stats, among other topics approached by specialists.

FREQUENCY

Monthly.

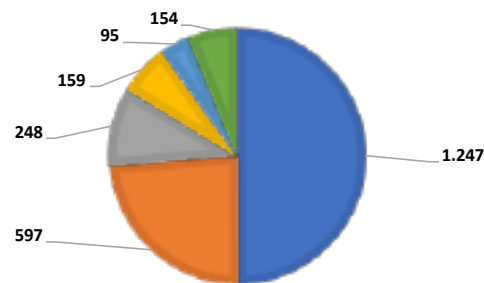
B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (90% of the edition).

Total: 2.500 bimonthly copies.

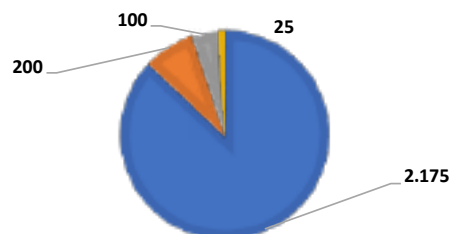
DISTRIBUTION BY REGION

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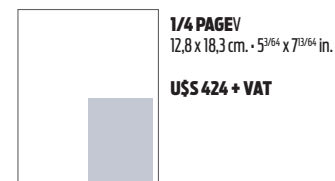
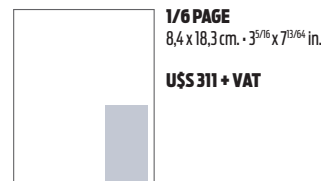
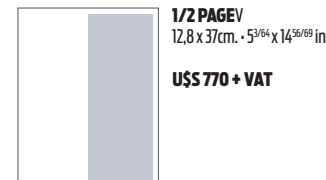
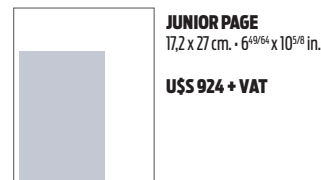
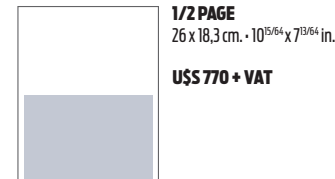
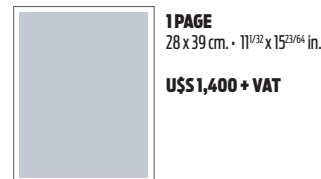
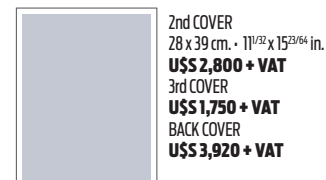
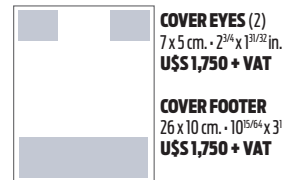


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ADVERTISING RATES



Rates are in US dollars.

FREQUENCY DISCOUNTS

Per contract over a period of 12 consecutive issues or 12 months.

Ask about discounts for campaign prepayment.

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

Surcharge: 25% for preferred location.

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

Payment conditions: in advance upon booking the space (cash /cheque/Bank Transfer).

BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 20 working days prior to the date of publication and originals must be submitted 10 days in advance. Originals will be provided by the advertiser or its advertising agency.

TECHNICAL SPECIFICATIONS

Bleed 28,6 x 39,6 cm. • Trim 28 x 39 cm. • Live area 26 x 37 cm. • 6 columns of 4 cm.each. • Aisle 0,4 cm. Module 4 cm. wide x 4,75 cm. tall.

Cover in glossy paper 90 grs. Insider color paper 90 grs. Four-color offset printing. Binding: 2 staples.

AD SPECIFICATIONS

Digital files at 300 dpi • jpg, pdf or tiff format in CMYK. Vectorial files: pictures at 300 dpi, typographies converted to curves (EPS, PDF, AI or CDR format).

Submit to ladevicuador@gmail.com y ecuador@ladevi.com.

Ask about FTP.

INSERTION RATES

JBrochures, commercial manuals, flyers, etc. may be distributed together with the publications. Rates are given by the weight and form of segmentation of the database.

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