

E-MAIL MARKETING

E-mailing is an effective service to promote your company, service or product; or to communicate any type of message to thousands of professionals in the Latin American tourism, either in a generic way or by segments.

E emailing has had such an explosive growth that it is quickly replacing the traditional correspondence systems. Its speed, penetration capacity and low cost have turned it into an essential tool in the new era of marketing.

CIRCULATION

REGION	QUANTITY
LATINOAMERICA	74.315
ARGENTINA	27.726
CHILE	15.702
COLOMBIA	26.050
ECUADOR	3.100
MÉXICO	12.286
PERU	7.906
URUGUAY	1.394
VENEZUELA	3.219
HOSPITALIDAD & NEGOCIOS ARGENTINA	14.247
HOSPITALIDAD & NEGOCIOS COLOMBIA	4.000

- Access a faster and more effective way of promotion
- Generate new sales.
- Send your e-mail marketing campaign with the launch of products, special offers, and new business opportunities on a daily, weekly or annual basis, according to the communication needs.
- Direct Marketing to defined segments (countries or regions).
- The limitation of digital shipments per day offers and ensures the success of any action.
- Our preferred clients combine this tool with traditional advertising in La Agencia de Viajes print magazine.

RATES

• ARGENTINA	US\$ 350
• COLOMBIA	US\$ 300
• PERU	US\$ 200
• VENEZUELA	US\$ 150
• ECUADOR	US\$ 200
• URUGUAY	US\$ 150
• CHILE	US\$ 320
• MEXICO	US\$ 350
• LATINOAMERICA	US\$ 1000
• HOSPITALIDAD & NEGOCIOS ARG	US\$ 200
• HOSPITALIDAD Y NEGOCIOS COL	US\$ 200

Rates are in US dollars by submission

DISCOUNTS FOR VOLUME

10 SHIPMENTS	5%
20 SHIPMENTS	10%
30 SHIPMENTS	15%
40 SHIPMENTS	20%

TECHNICAL SPECIFICATIONS

Option 1: Submit the images in jpg 72 dpi format / top width 800 pixels /

Top weight: 400kb / the height depends on the art.

Option 2: Submit the html using chargs (do not use "divs") / Top width of the

html: 8f00 pixels / The height depends on the art (we suggest 600 pixels high)/with no flash or Javascript objects/ If it has styles, they must be within each tag with no need to call an .css external file or including the styles in the header./ If it takes links they must come in the original html.

Submit to publicidad@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

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