

## 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

Daily (Monday thru Friday).

### CIRCULATION

E-mail distribution to professionals of the tourist industry through a complete database that includes over 28.361 electronic addresses (leisure and corporate).

### DISTRIBUTION BY REGION

REGION	QUANTITY
BUENOS AIRES AREA	9.885
CÓRDOBA-ROSARIO	5.470
NORTHWEST	4.350
MENDOZA	1.425
PATAGONIA	980
OTHERS	420
<b>TOTAL</b>	<b>28.361</b>

### DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	25.524
SERVICE PROVIDERS	1.836
OFFICIAL ENTITIES	324
OTHERS	677
<b>TOTAL</b>	<b>28.361</b>

**HEADER**  
540 X 90 PIXELS  
200 KB TOP  
**U\$S 446 + VAT**

**UPPER LATERAL**  
120 X 190 PIXELS  
200 KB TOP  
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**LOWER LATERAL**  
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Rates expressed weekly 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 [publicidad@ladevi.com](mailto:publicidad@ladevi.com).

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