

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.

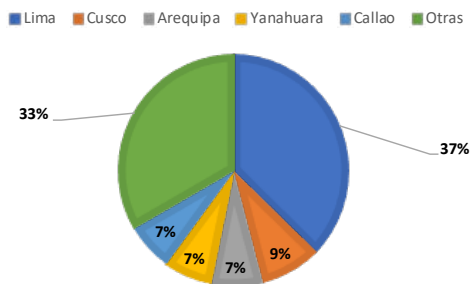
FREQUENCY

Twice a week (Tuesdays and Thursdays).

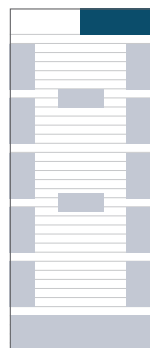
CIRCULATION

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



DISTRIBUTION BY SEGMENT



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



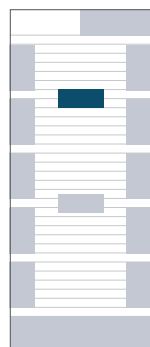
UPPER LATERAL
120 X 190 PIXELS
200 KB TOP
US\$ 600 + VAT



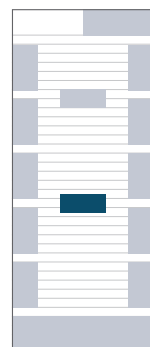
LOWER LATERAL
120 X 190 PIXELS
200 KB TOP
US\$ 420 + VAT



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



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



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



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



LOWER DOUBLE
120 X 380 PIXELS
200 KB TOP
US\$ 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) 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

WWW.LADEVI.COM