

**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
LATIN AMERICA	71.891
ARGENTINA	28.361
CHILE	16.350
COLOMBIA	23.058
ECUADOR	3.114
MÉXICO	12.610
PERU	7.285
URUGUAY	1.199
VENEZUELA	2.814
HOSPITALIDAD Y NEGOCIOS ARGENTINA	14.247
HOSPITALIDAD Y 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.

**TARIFAS 2016**

- ARGENTINA **US\$ 350**
- COLOMBIA **US\$ 300**
- PERU **US\$ 200**
- VENEZUELA **US\$ 150**
- ECUADOR **US\$ 200**
- URUGUAY **US\$ 150**
- CHILE **US\$ 320**
- MEXICO **US\$ 350**
- LATIN AMERICA **US\$ 1.000**
- HOSPITALIDAD Y NEGOCIOS **US\$ 200**
- HOSPITALIDAD Y NEGOCIOS **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 700 pixels / Top weight: 400kb / the height depends on the art.
- Option 2: Submit the html using charges (do not use "divs") / Top width of the html: 700 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](mailto:publicidad@ladevi.com).



- ARGENTINA**  
AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700
- CHILE**  
SANTA MAGDALENA 75 OFS. 604 • PROVIDENCIA SANTIAGO DE CHILE • (562) 2244 1111
- COLOMBIA**  
CRA 15 N° 93A-84 OFICINA 312 • BOGOTÁ • (571) -744-7238
- ECUADOR**  
LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910
- MÉXICO**  
OAXACA 72, PISO 4º COL. ROMA NORTE, C.P. 06700 DELEG. CUAUHTEMOC, MÉXICO, D.F. - TEL: 55-67218834
- PERÚ**  
JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092
- URUGUAY**  
GARCÍA CORTINAS 2541 AP. 502 • 11300 • MONTEVIDEO • (5982) 712 0993
- USA**  
[abertini@ladevi.com](mailto:abertini@ladevi.com) • (305) 680 2083