



# MEDIAKIT

## AMÉRICA ECONOMÍA ONLINE - USA

Global Perspective  
Regional Analysis  
Local Intelligence

**América**  
economía

# WEB

## WWW.AMERICAECONOMIA.COM

AméricaEconomía Media Group's digital platform, [www.americaeconomia.com](http://www.americaeconomia.com), the most important news of the region 24/7. Our portal enables users to actively participate and share their opinions in various topics and sections, such as:

- Business & Industry
- Economy & Markets
- Analysis & Opinion
- Politics & Social affairs
- Magazine, Rankings & Specials

# MBA CHANNEL

## MBA.AMERICAECONOMIA.COM

Our MBA and Executive Education portal is geared towards the advancement of C-level executives throughout Latin America.

In addition to promoting various MBA and Master's programs throughout the region, it provides a weekly selection of our best exclusive stories, articles and interviews, along with tips, opinion pieces and analysis by renowned experts in entrepreneurship, innovation, marketing, finance, human resources, leadership and management, among others.

# AETECNO

## TECNO.AMERICAECONOMIA.COM

Find out the latest news , trends, research and strategic information about IT and Telecommunications. AETecno delivers a complete portfolio of interactive products such as:

- Webcasts
- Blogs
- Document Center
- Agenda with the most important events in the region.
- Whitepapers
- Newsletter
- Special reports

# ON THE WEB



## E-MARKETING ACTIONS



### E-MAIL MARKETING

Massive emailing, segmented by industry size, geographical market and annual income, among other criteria. One of the most efficient ways to reach potential clients. An ample conversion rate allows for direct contact with registered users who have agreed to receive information.



### SPONSORED CONTENT

**AméricaEconomía** has vast experience covering regional and global events. Sponsoring content allows you to use backgrounds and headers that cover up to 50% of screen surface, resulting in total exposure and enhancing brand positioning.

This way, a total branding experience is attained by linking your brand to exclusive content created by our news team.



### LEAD GENERATION CAMPAIGNS

Campaigns specifically designed to generate brand lift and build leads for your Latin America sales channel. An efficient way to capture the interest of our users and transform them into potential clients by filtering who is really interested in the services or products you provide.



### ADVERTORIALS AND BRANDED CONTENT

Exclusive advertising space, ranging from a module to a mini-site in our americaeconomia.com website, in which clients can promote their products and brand, as well as deploy information in various formats such as audio, video and texts, among others, according to their needs.



### WEBCAST

Online broadcasting ensures comprehensive promotion for your product, which users can access, visualize or browse at their convenience. Position your brand by establishing direct, interactive and perdurable communication with our region-wide audience.

# WEB METRICS



OVER  
**182,000**  
REGISTERED USERS



OVER  
**2,000,000**  
MONTHLY PAGE VIEWS



**519,348**  
UNIQUE VISITORS

## USER PROFILE

- **32%** Director/President
- **19%** General Managers
- **37%** Area managers
- **12%** Other
- **74%** are men
- **43%** hold a post graduate degree

## Areas

- Banking/Finance **18%**
- Infrastructure/Transportation **15%**
- Technology/Telecommunications **14%**
- Energy, Oil & Gas **13%**
- Consulting **9%**
- Hotel/Tourism **8%**
- Education **4%**
- Mining **3%**
- Other **6%**

# WEB. METRICS

Visits by Country	
Country	Visits
Argentina	48.223
Bolivia	19.400
Brazil	12.899
Canada	9.663
Chile	153.807
Colombia	71.560
Costa Rica	10.569
Cuba	733
Dominican Republic	5.896
Ecuador	35.420
El Salvador	3.904
France	3.256
Germany	2.491
Guatemala	8.926
Honduras	6.189
Italy	1.709
Japan	847
Mexico	69.398
Nicaragua	2.851
Panama	7.905
Paraguay	7.484
Peru	123.798
Puerto Rico	2.891
Spain	37.122
United Kingdom	3.304
Uruguay	8.025
USA	44.762
Venezuela	32.957
Rest of the World	16.413
<b>Total</b>	<b>752.402</b>

Source: Google Analytics

Registered Users by Country	
Country	Registered Users
Argentina	9.056
Bolivia	4.113
Brazil	13.172
Canada	358
Chile	31.853
Colombia	8.381
Costa Rica	3.963
Cuba	150
Dominican Republic	734
Ecuador	6.024
El Salvador	1.165
Guatemala	3.155
Honduras	652
Mexico	25.196
Nicaragua	642
Panama	2.955
Paraguay	1.513
Peru	36.372
Portugal	59
Puerto Rico	250
Spain	1.920
Uruguay	2.925
USA	6.789
Venezuela	4.859
Rest of the World	15.961
<b>Total</b>	<b>182.217</b>

Source: Masterbase

Newsletter Subscribers		
Newsletter	Subscribers	Frequency
Daily News in Spanish	82,481	Mon to Sun
Daily News in Portuguese	5,271	Tue to Sat
Print Edition	91,470	Weekly
MBA & Executive Education	65,943	Weekly
Technology	29,508	Weekly
Energy, Oil & Gas	21,090	Weekly
Infrastructure	26,752	Weekly
Agroindustry, Food & Beverage	3,130	Weekly
Mining & Metals	2,180	Weekly
Mexico	25,198	Weekly

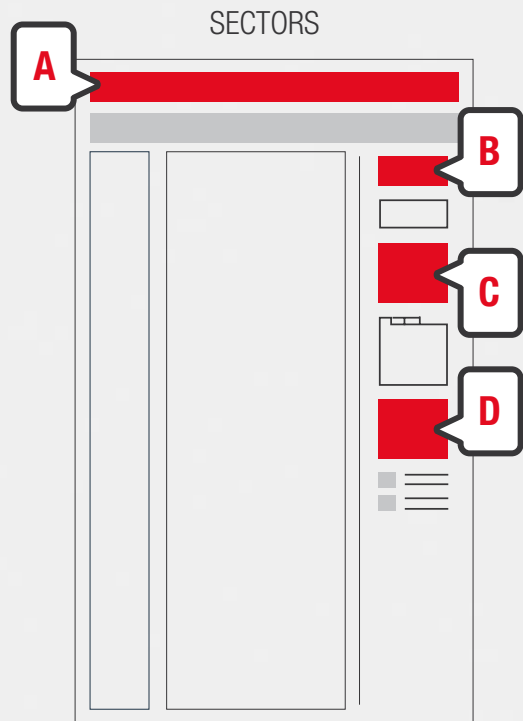
Source: Masterbase

# RATES

## WEB

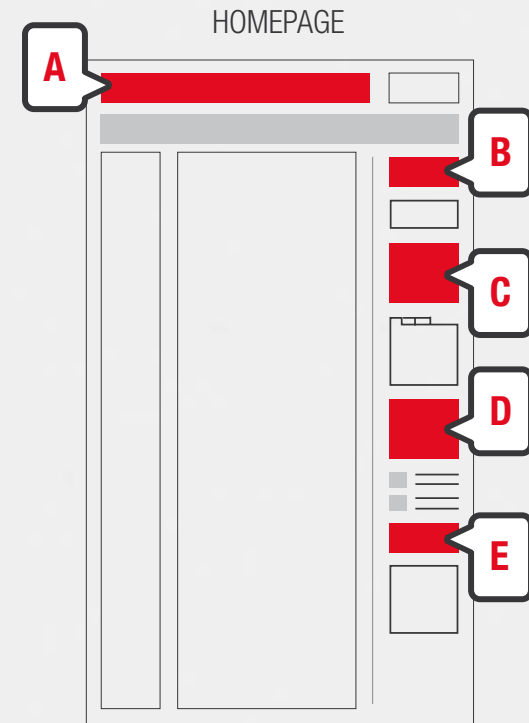
AméricaEconomía / Website

AméricaEconomía - Home Page			
Product	Format (Pixels)	Monthly Sponsor US\$	
		Exclusive	Rotating
A	728x90	\$7,000	\$4,000
B	300x100	4,373	2,500
C	300x250	8,748	5,000
D	300x250/100	4,023	2,300
E	300x100	3,498	2,000



AméricaEconomía - Sectors			
Business & Industry - Economy & Markets - Politics y Society - Analysis & Opinion - Magazine			
Product	Format (Pixels)	Monthly Sponsor US\$	
		Exclusive	Rotating
A	728x90	\$5,249	\$3,000
B	300x100	\$3,280	\$1,874
C	300x250	\$6,561	\$3,749
D	300x250/100	\$3,280	\$1,874

Values are gross and listed in US Dollars.



# RATES

## WEB

AméricaEconomía / Newsletter

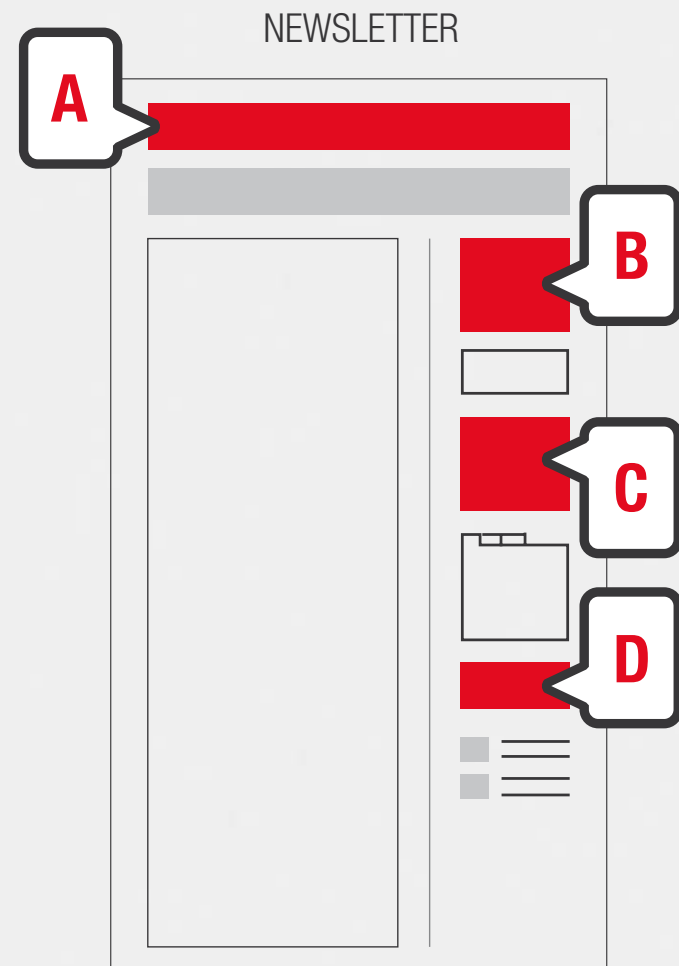
### Sector Newsletters Agribusiness, Mining & Metals, Energy, Oil & Gas, Infrastructure

Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

### Country Newsletter Mexico

Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

Values are gross and listed in US Dollars.



# RATES

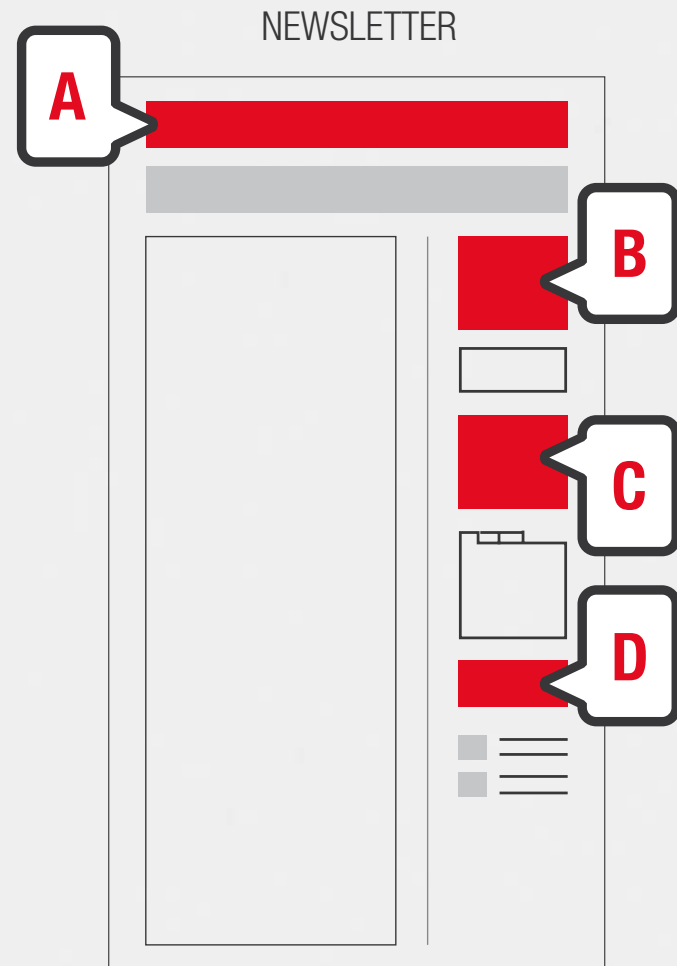
## WEB

AméricaEconomía / Newsletter

Daily Newsletter - Spanish		
Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$3,680
B	300x250	\$3,680
C	200x250	\$2,875
D	300x100	\$1,150

Print Edition Newsletter - Weekly		
Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

Values are gross and listed in US Dollars.

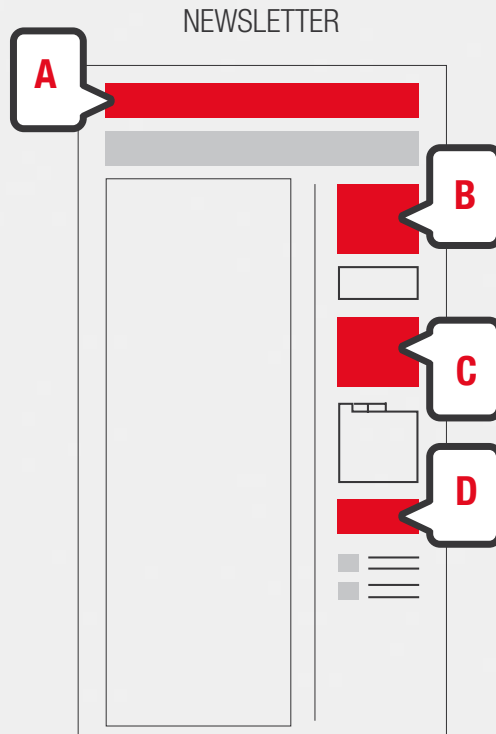
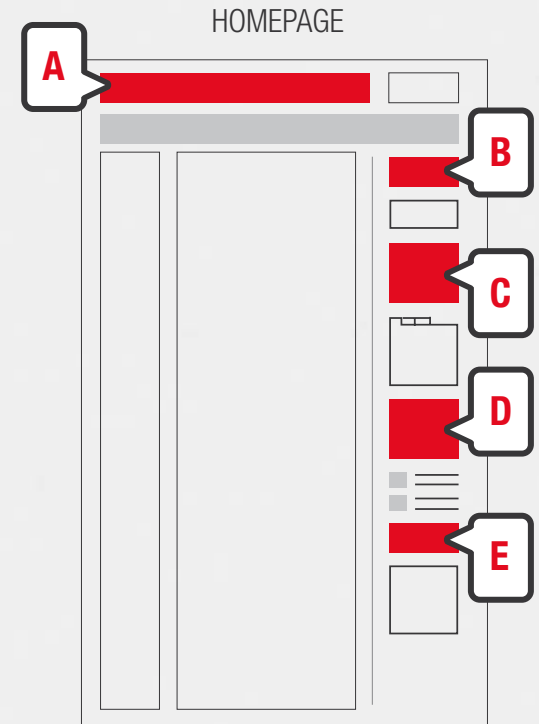


# WEB |

## RATES

AméricaEconomía Portuguese / Website & Newsletter

AméricaEconomía Portuguese - Home Page			
Product	Format (Pixels)	Monthly Sponsor US\$	
		Exclusive	Rotating
A	728x90	\$7,000	\$4,000
B	300x100	\$4,373	\$2,500
C	300x250	\$8,748	\$5,000
D	300x250/100	\$4,023	\$2,300
E	300x100	\$3,498	\$2,000



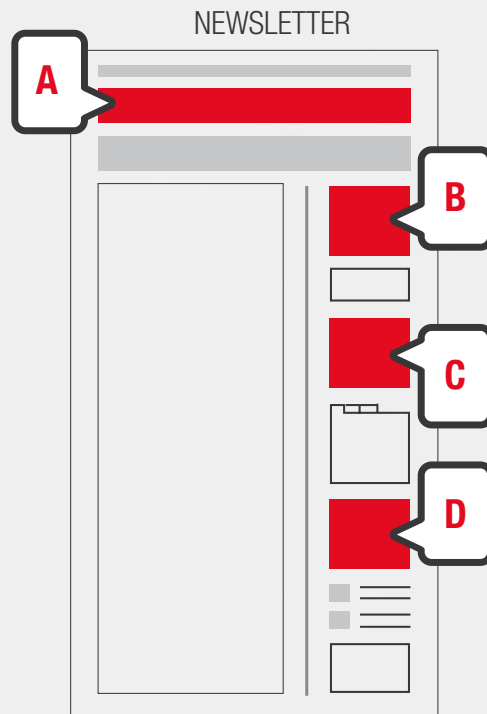
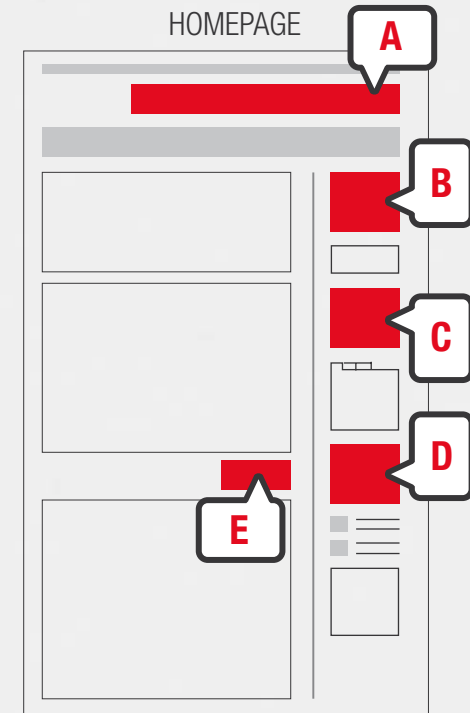
Daily Newsletter - Portuguese		
Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

Values are gross and listed in US Dollars.

# WEB | RATES

MBA & Executive Education / Website & Newsletter

MBA & Executive Education			
Product	Format (Pixels)	Monthly Sponsor US\$	
		Exclusive	Rotating
A	728x90	\$7,000	\$4,000
B	300x250/100	\$8,748	\$4,500
C	300x250/100	\$5,248	\$3,000
D	300x250/100	\$4,373	\$2,500
E	300x100	\$2,098	\$1,200



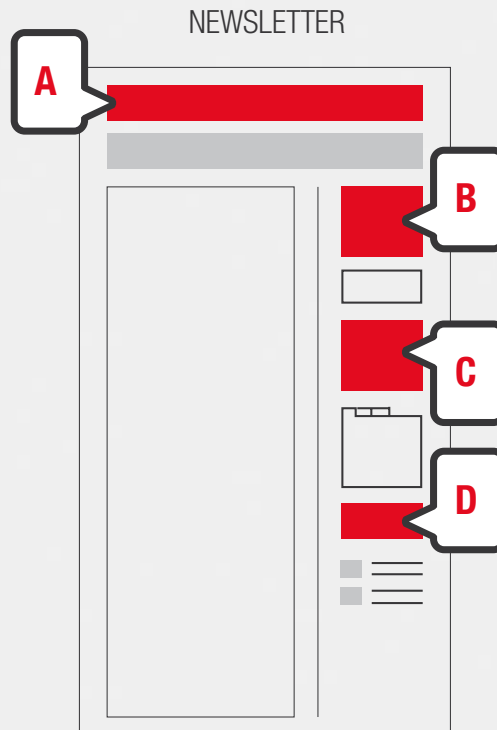
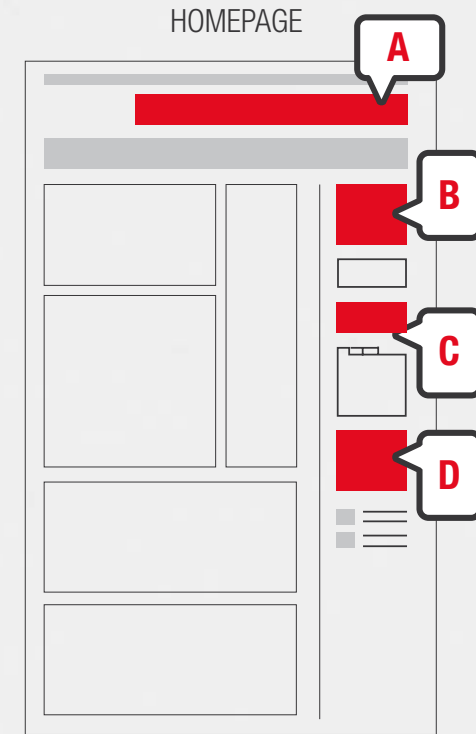
MBA & Executive Education Newsletter - Weekly		
Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

Values are gross and listed in US Dollars.

# WEB RATES

AETecno / Website & Newsletter

AETecno			
Product	Format (Pixels)	Monthly Sponsor US\$	
		Exclusive	Rotating
A	728x90	\$2,875	4,000
B	300x250	\$2,875	4,500
C	200x250	\$2,070	\$1,500
D	300x100	\$1,150	\$3,000



AETecno Newsletter - Weekly		
Product	Format (Pixels)	Monthly Sponsor US\$
		Exclusive
A	728x90	\$2,875
B	300x250	\$2,875
C	200x250	\$2,070
D	300x100	\$1,150

Values are gross and listed in US Dollars.

# WEB RATES

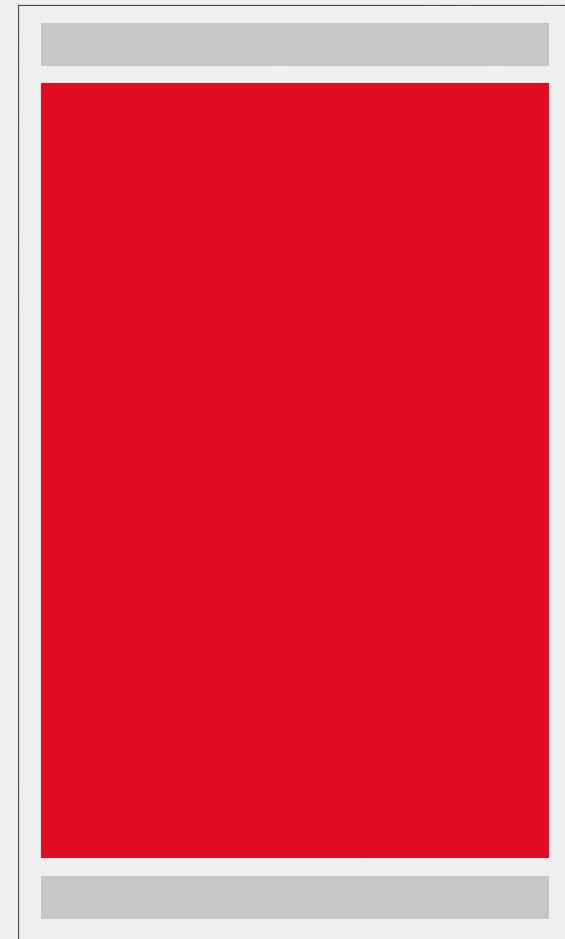
E-Mail Marketing

E-Mail Marketing		
Product	Format	One Delivery US\$
Regional	HTML	\$5,000
Local	HTML	\$2,500

Values are gross and listed in US Dollars.



E-MAIL MARKETING



## **BANNERS FOR SITE**

- For files in JPG or GIF (static or animated).
  - 30 kb maximum weight.
  - Specify the destination link / URL of the campaign.
- For files in SWF format.
  - 30 kb maximum weight.
  - Attach the editable file (FLA).
  - Specify the destination link / URL of the campaign.
  - Files must come with clicktag inserted in the click zone without the campaign URL.

Clicktag:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

- Flash Player versions 7, 8 or 9.
- Action Script 1.0 or 2.0 versions.

## **BANNERS FOR NEWSLETTER**

- Files in JPG or GIF format only (static or animated).
  - 30 kb maximum weight.
  - Specify the destination link / URL of the campaign.

## **HTML FOR EMAIL MARKETING**

- Subject of e-mail to send.
- HTML format only.
- Restrictions:
  - Images contained in the file must be hosted by the client.
  - Do not include CSS, SWF or scripts of any kind.
  - Include text styles only in the label.
  - Do not use the Map Tool for links on images.