

**BPA  
AUDITED!**  
**10,677**  
**QUALIFIED  
CIRCULATION**  
June 2019



# 2020 MEDIA KIT

PRINT | WEBSITE | eNEWSLETTERS

**OVER 70 YEARS OF  
MARKET KNOWLEDGE  
AND EXPERIENCE**

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**CONTACT YOUR  
SALES REPRESENTATIVE**



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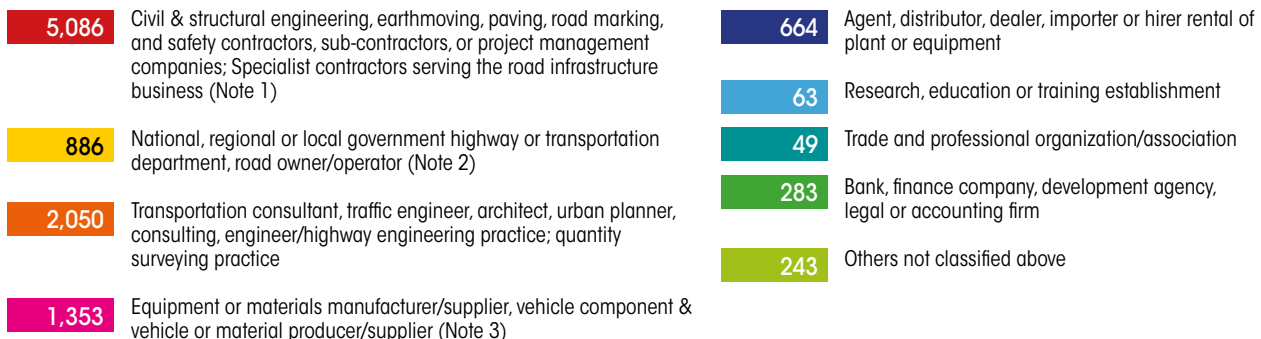
10691 North Kendall Drive  
Suite 309  
Miami, FL 33176  
USA






## CIRCULATION BY COUNTRY\*



## CIRCULATION BY SECTOR\*



## EDITORIAL PROGRAM 2020

ALL ISSUES	Q1	Q2	Q3	Q4
<b>Advertising Closing Dates</b> <i>Dates subject to change.</i>	<b>Feb 18<sup>th</sup></b>	<b>May 22<sup>nd</sup></b>	<b>July 30<sup>th</sup></b>	<b>Dec 2<sup>nd</sup></b>
News	●	●	●	●
Technology	●	●	●	●
Diary	●	●	●	●
Business Features	●	●	●	●
Interviews / Round Table	●	●	●	●
Key Project Report	●	●	●	●
Equipment File / New Models	●	●	●	●
Site Reports	●	●	●	●
Road Safety Technology	●	●	●	●
<b>ITS SECTION</b>	<b>Latin American story Product Profile New Products section</b>	<b>Latin American story Product Profile New Products section</b>	<b>Latin American story Product Profile New Products section</b>	<b>Latin American story Product Profile New Products section</b>
	Q1	Q2	Q3	Q4
Country Report	COLOMBIA	PERU	BRAZIL	MEXICO
Asphalt Paving	●		●	
Asphalt Production		●		●
Bridges and Structures		●		●
Concrete Paving				●
Concrete Production	●		●	
Earthmoving & Excavation	●	●	●	●
Excavation	●		●	
Materials Production	●		●	
Road Recycling		●		●
Surface Maintenance		●		●
Tunnel Construction	●		●	
Workzone Safety and Lighting		●	●	
<b>Bonus Circulation</b> (at the following events)				
<b>Event Dates</b>	<b>March 10-14<sup>th</sup></b>		<b>Sept 1-3<sup>rd</sup></b>	<b>2021</b>

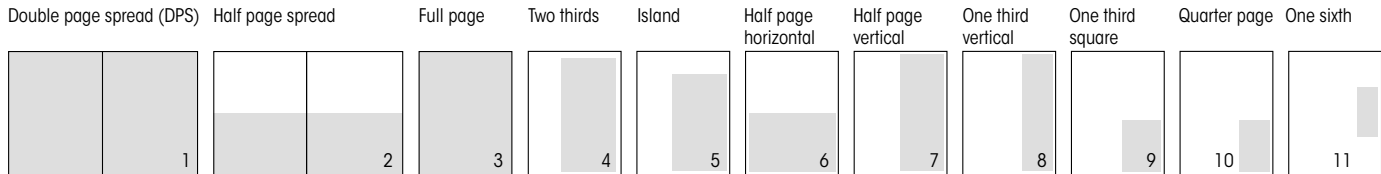
\* Publishers own data

**RATES PROTECTED THROUGH 2020 FOR ALL ORDERS RECEIVED BEFORE DECEMBER 31<sup>ST</sup>, 2019**

## RATES PRINT: (US\$)

All advertisement material is due on the 1st, prior to publication month.

For print advertisement dimensions, please view the separate technical information sheet.



### FOUR COLOR RATES: (Rates in US\$)

	1x	3x	6x	9x	12x
DPS	\$9,165	\$8,560	\$8,030	\$7,510	\$7,235
Half page spread	\$5,995	\$5,605	\$5,260	\$4,910	\$4,740
<b>Full page</b>	<b>\$4,855</b>	<b>\$4,550</b>	<b>\$4,285</b>	<b>\$4,025</b>	<b>\$3,885</b>
Two thirds	\$4,140	\$3,895	\$3,675	\$3,460	\$3,350
Island	\$3,660	\$3,450	\$3,270	\$3,090	\$2,995
Half page hrz/vert.	\$3,435	\$3,245	\$3,080	\$2,910	\$2,825
One third vertical	\$3,060	\$2,900	\$2,760	\$2,615	\$2,550
One third square	\$3,060	\$2,900	\$2,760	\$2,615	\$2,550
Quarter page	\$2,600	\$2,465	\$2,345	\$2,225	\$2,165
One sixth	\$2,500	\$2,385	\$2,285	\$2,180	\$2,135

**OTHER CHARGES:** Guaranteed Positions +10%

### COVER RATES AND SPECIAL POSITIONS: (Non-cancellable)

	1x	3x	6x	9x	12x
Front cover, editorial & full page ad	\$12,595				
Front cover plus 3 page editorial	\$9,695				
2nd cover	\$5,505	\$5,200	\$4,935	\$4,675	\$4,540
3rd cover	\$5,245	\$4,945	\$4,680	\$4,420	\$4,280
4th cover	\$6,000	\$5,695	\$5,430	\$5,170	\$5,030
2nd cover & page 3 (spread)	\$9,950	\$9,345	\$8,815	\$8,295	\$8,025



## BONUS FREE Digital Editions

All magazines are published digitally on [www.Carreteras-PA.com](http://www.Carreteras-PA.com) and ads are linked to individual company websites giving subscribers immediate access to the advertiser's homepage via our user-friendly and searchable flip-book application.

### OTHER SIZES (NET): (Net rates not subject to any discounts)

Professional Card, Black & White	(3.375" X 2")	\$290
Professional Card, Color	(3.375" X 2")	\$370
Dealer Listing, Black & White	(1/3 page)	\$1,210

### Special services

#### Translation:

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request. Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at [ads@route1americas.com](mailto:ads@route1americas.com)

#### Design & production:

Production of ad material, typesetting, layout or retouching may be quoted upon request.

#### Inserts & reprints:

Want to reach a specific segment of our audience? Ask us about our special services. Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

#### Terms of payment:

All billings are due and payable 30 days from the date of the invoice, and both the advertiser and its agency are jointly liable for the payment of the invoice.

Publisher will treat all position stipulations on insertion orders as requests only and cannot be guaranteed.

The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

#### Agency commission:

15% commission is given to recognized advertising agencies only. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 45 days past due.

#### Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing four weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.

## WEBSITE MARKETING

Bringing you the very latest in website functionality with the most up-to-date content available to the Latin American road infrastructure business.

**Carreteras-PA.com** is a fully-functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.

All sizes are width x height in pixels Net rate US\$ (per month)

Position	Desktop size	Responsive size	1x	6x	12x
<b>A</b>	728 x 90	320 x 100	\$1,360	\$1,250	\$1,045
<b>B</b>	728 x 90	320 x 100	\$1,075	\$990	\$825
<b>C</b>	728 x 210	320 x 210	\$1,360	\$1,250	\$1,045
<b>D</b>	300 x 250	200 x 200	\$1,020	\$940	\$785
<b>E</b>	300 x 600	200 x 400	\$1,360	\$1,250	\$1,045
<b>F*</b>	300 x 250	200 x 200	\$630	\$580	\$485
<b>Feature*</b>	728 x 90	320 x 100	\$630	\$580	\$485

\* All banners except **F** (Home Page) and **Features** are run of site on all editorial pages. (Maximum 3 companies per position)

### File Type:

- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the IAB guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com)

### Terms:

- Digital programs must be paid prior to campaign start date



**RATES PROTECTED THROUGH 2020 FOR ALL ORDERS RECEIVED BEFORE DECEMBER 31<sup>ST</sup>, 2019**



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## eNEWSLETTER

eMail marketing with many different price breaks and marketing opportunities.

The new eNewsletter has been designed to allow the content to be visible on all devices in an easy-to-read format.

- Content specially chosen for the Latin American roads infrastructure business
- Direct to over 11,712\* business professionals
- Direct link to the website page of your choice
- Bi-weekly eNewsletter with various levels of sponsorship available
- All eNewsletters are published in Spanish

All sizes are width x height in pixels

### eNEWSLETTER BANNERS

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	\$345
<b>B</b> Vertical skyscraper	160 x 600	\$490
<b>C</b> Button	160 x 150	\$325
<b>D</b> Button	160 x 150	\$325

### EXCLUSIVE SPONSORSHIP

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	
<b>B</b> Vertical skyscraper	160 x 600	\$1,100

Sponsors will be given exclusive rights to position **A** and **B**

### EXCLUSIVE SPONSORSHIP & ADVERTORIAL

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	
<b>B</b> Vertical skyscraper	160 x 600	\$1,750

Sponsors will be given exclusive rights to position **A** and **B**

and advertorial content which will be labelled as such.

Articles will also be hosted indefinitely on [Carreteras-PA.com](http://Carreteras-PA.com)



\* Publishers own data



#### File Type:

- Static GIF/JPEG 72 dpi web optimized
- All files to be sent to [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com)

#### Terms:

- Digital programs must be paid prior to campaign start date

## TECHNICAL INFORMATION

We are here to help. If you require any technical assistance for supplying artwork for any of our publications, please don't hesitate to contact us at [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com).

### Print advert specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%

Please visit: [www.pass4press.com](http://www.pass4press.com)

for exact specifications and detailed information on how to create compliant PDF files.

### Supplying Files

Please send all advertising artwork by our FTP site. Visit [www.Carreteras-PA.com](http://www.Carreteras-PA.com) and click the FTP link on the bottom of the page and follow all prompts. You may also send files via email to [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com)

*We make every effort to accurately publish advertisements, however if a proof is not supplied or you are unable to adhere to the PDF specifications we cannot accept responsibility for any errors or omissions that may result.*

OPTION	DESCRIPTION	FILE FORMAT	AD DIMENSIONS INCHES (width x depth)	AD DIMENSIONS CM (width x depth)	
<b>PRINT (Magazines, Supplements and Previews)</b>					
1	Double page spread (DPS)	V1.3, PDF/X-1a:2001	Double page spread (DPS) adverts should be supplied as two separate full page PDFs		
2	Half page spread: Please supply a half page spread as 2 separate half pages.	V1.3, PDF/X-1a:2001	Bleed: 17 x 5.75 Trim: 16.75 x 5.5 Type Area: 15.94 x 4.69	Bleed: 43.145 x 14.57 Trim: 42.545 x 13.97 Type Area: 40.545 x 11.97	
3	Full page	V1.3, PDF/X-1a:2001	Bleed: 8.5 x 11 Trim: 8.25 x 10.75 Type Area: 7.7 x 10.5	Bleed: 21.59 x 27.94 Trim: 20.955 x 27.305 Type Area: 19.685 x 26.67	
4	Two thirds (Vertical)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 9.75	Trim: 11.938 x 24.765	
5	Island	V1.3, PDF/X-1a:2001	Trim: 4.7 x 6.75	Trim: 11.938 x 17.145	
6	Half page (Horizontal)	V1.3, PDF/X-1a:2001	Trim: 7.15 x 4.75	Trim: 18.161 x 12.065	
7	Half page (Vertical)	V1.3, PDF/X-1a:2001	Trim: 3.5 x 9.75	Trim: 8.89 x 24.765	
8	One third (Vertical)	V1.3, PDF/X-1a:2001	Trim: 2.25 x 9.75	Trim: 5.715 x 24.765	
9	One third (Square)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 4.75	Trim: 11.938 x 12.065	
10	Quarter page	V1.3, PDF/X-1a:2001	Trim: 3.48 x 4.75	Trim: 8.8392 x 12.065	
11	One sixth	V1.3, PDF/X-1a:2001	Trim: 2.25 x 4.75	Trim: 5.715 x 12.065	
<b>WEB BANNERS</b>			<b>DESKTOP SIZE (width x depth)</b>	<b>RESPONSIVE SIZE (width x depth)</b>	
A		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
B		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
C		Jpg / PNG / GIF / HTML 5	728 x 210 pixels	320 x 210 pixels	
D		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels	
E		Jpg / PNG / GIF / HTML 5	300 x 600 pixels	200 x 400 pixels	
F		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels	
Feature		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
<b>eNEWSLETTER BANNERS</b>			*Our recommended file types are Gif Animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines. File size must not exceed a maximum file size of 200kb		
A	Horizontal	Jpg / PNG / GIF / HTML 5			728 x 90 pixels
B	Vertical skyscraper	Jpg / PNG / GIF / HTML 5			160 x 600 pixels
C	Button	Jpg / PNG / GIF / HTML 5			160 x 150 pixels
C	Button	Jpg / PNG / GIF / HTML 5			160 x 150 pixels

## CONTACT

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