

WEBSITE MARKETING

Bringing you the very latest in website functionality with the most up-to-date content available to the Latin American construction industry.



Construccion-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.

Position	Desktop size	Responsive size	Net rate US\$ (per month)		
			1x	6x	12x
A	728 x 90	320 x 100	\$1,360	\$1,250	\$1,045
B	728 x 90	320 x 100	\$1,075	\$990	\$825
C	728 x 210	320 x 210	\$1,360	\$1250	\$1,045
D	300 x 250	200 x 200	\$1,020	\$940	\$785
E	300 x 600	200 x 400	\$1,360	\$1,250	\$1,045
F*	300 x 250	200 x 200	\$630	\$580	\$485
Feature*	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 url's
- File size must not exceed a maximum file size of 200kb
- All files to be sent to **Ads@Route1Americas.com**

Terms:

- Digital programs must be paid prior to campaign start date



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 construction industry
- Direct to over 15,000 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\$
A Horizontal	728 x 90	\$345
B Vertical skyscraper	160 x 600	\$490
C Button	160 x 150	\$325
D Button	160 x 150	\$325

EXCLUSIVE SPONSORSHIP

Position	Size	Net rate US\$
A Horizontal	728 x 90	
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\$
A Horizontal	728 x 90	
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 **Construccion-PA.com**



File Type:

- Static GIF/JPEG 72 dpi web optimized
- All files to be sent to **Ads@Route1Americas.com**

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