



MUNDO ELÉCTRICO®

Revista Especializada en Electrotecnia
www.mundoelectrico.com



ADVERTISING RATES 2017

United States dollars

DESCRIPTION	COLOR	BLACK/WHITE
Back Cover	US\$ 4,500.00	
Inside Cover	US\$ 3,800.00	
Inside Back Cover	US\$ 3,800.00	
Gatefold	US\$ 8,000.00	
Inside Cover and First Page	US\$ 7,300.00	
Central Double Page	US\$ 6,200.00	
Pages 1, 3, 5, 7, 9, 11, 13, 15, 17, 19	US\$ 3,500.00	US\$ 3,200.00
A Page	US\$ 3,200.00	US\$ 2,800.00
Half Page	US\$ 2,500.00	US\$ 1,800.00
Quarter Page	US\$ 2,000.00	US\$ 1,350.00

DIGITAL ADVERTISING

DESCRIPTION	SIZE	MONTHLY VALUE
Banner Web Page	270 X 112 PIXELS	US\$ 400.00
Landing Page	1000 X 600 PIXELS	US\$ 1,500.00
Column Banner (*Electronic Newsletter)	120 X 130 PIXELS	US\$ 600.00
Main Promotional Ad (*Electronic Newsletter)	519 X 107 PIXELS	US\$ 800.00
Sending Mailing (Database Mundo Electrico)	1000 X 600 PIXELS	US\$ 5,000.00

*Electronic Newsletter Mundo Electrico is published every 15 days

PRODUCT AND SERVICES GUIDE 2017

Full Color classified ad on the Product and Service Guide 2017 (5,5 cm x 7 cm) US\$ 700.00

* The Product and Service Guide is the First Edition every year, this will be published at February/2017

ADVERTISING FEATURE

You have to send the ads in format JPG, TIFF or PDF with CMYK color and high resolution (300 dpi), additional you should send a sample of the advertising. Send the advertising to mercadeo@orvisa.com and edicion@orvisa.com

NOTE: Add design has an additional cost.



ADVERTISING GUIDELINES

Page	Vertical Half Page	Horizontal Half Page	Vertical Quarter Page	Horizontal Quarter Page
BLEED 22 cm x 28.5 cm	BLEED 11 cm x 28.5 cm	BLEED 22 cm x 15 cm	BLEED 7 cm x 28.5 cm	BLEED 14 cm x 11 cm
WITHOUT BLEED 21 cm x 27.5 cm	WITHOUT BLEED 10 cm x 27.5 cm	WITHOUT BLEED 21 cm x 14 cm	WITHOUT BLEED 6 cm x 27.5 cm	WITHOUT BLEED 13 cm x 10 cm

ALL THE ADVERTISING HAVE TO BE SEND WITH BLEED

EDITORIAL CALENDAR 2017

EDICIÓN No	CLOSING DATE	CIRCULATION
108	January 20	February
109	March 17	Abril
110	May 19	Juni
111	July 14	August
112	September 15	October
113	November 10	December

**Product and Services Guide 2017 Directory Type*

ADVERTISING COVERAGE

The price of the advertising coverage will depend on the number of used pages and the amount of photos to be published. With an increase of 19% on the advertising rates.

PROFILE AND CIRCULATION

MUNDO ELECTRICO magazine, circulates every bimester to: Presidents, Vicepresidents, Managers, Technical Managers, Engineers, Electrical Technicians, Proyect Managers of light Companies, Electric Stations, Industry Maintenance Managers, Commerce Maintenance Managers, Architects, Constructors and in General every public and private Entity related to the electrical field.