



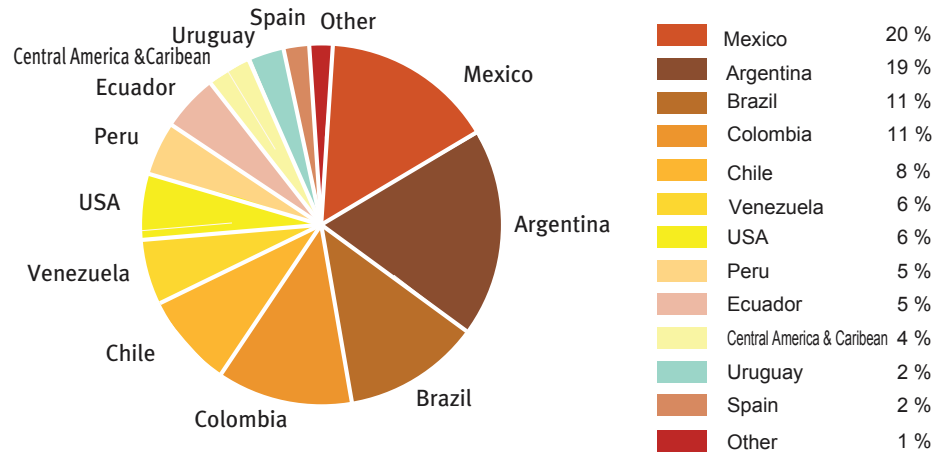
PRODU | Tecnología

THE FIRST B2B TECH INFORMATION PROVIDER FOR THE SPANISH-SPEAKING ENTERTAINMENT INDUSTRIES

Highlights

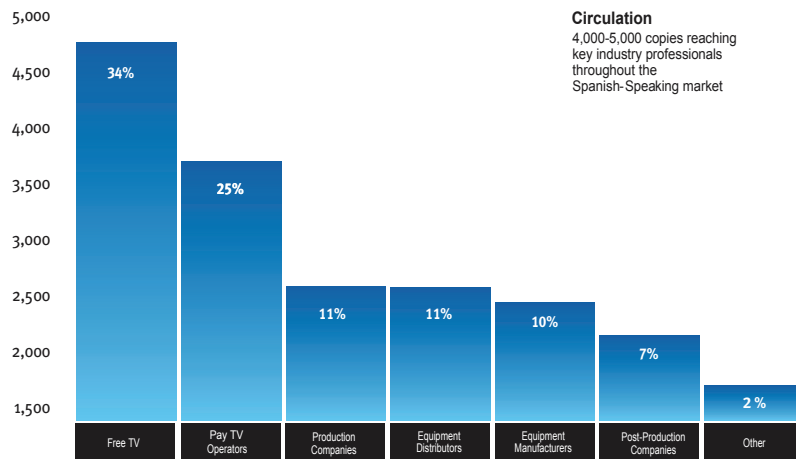
- Covering the Major TV Technology Players in Latin America
- Covering all Major Deals, News, Testimonials & Opinions
- Showcasing the Latest Technology & Product Offers

Circulation by Country



Free Trials and Subscriptions are distributed separately

Circulation by Industry



Circulation
4,000-5,000 copies reaching key industry professionals throughout the Spanish-Speaking market

Pass-along Readership 25,000 - 35,000 readers

ISSUE	MONTH	SHOW	CITY	BOOK BY	ART
Spec. Edition	January	NAPTE	Miami, January 20th - 22nd	December 12th	December 19th
Vol. 16 #1	March	Andina Link	Cartegena, March 3rd -5th	February 10th	February 15th
		Canitec	Ciudad de México, March 25th-27th		
Vol. 16 #2	April	NAB	Las Vegas, April 11th-16th	March 1st	March 12th
Spec. Edition	May	INTX	Chicago May 5th - 7th	April 10th	April 20th
		Nex TV Summit Suramérica	Buenos Aires May 13th - 14th		
Vol. 16 #3	June	Telemundo	Mexico DF, June 4th - 7th	May 6th	May 13th
Spec. Edition	August	ABTA	Sao Paulo, TDB	July 10th	July 24th
		TEPAL	Panamá, August 13th - 15th		
		Andina Link Centroamericana	TDB		
Vol.16 #4	August	Broadcast Cable SET	Sao Paulo, August 23rd- 27th	August 1st	August 12th
		IBC	Amsterdam, September 12th - 17th		
Vol.16 #5	September	JORNADAS	Buenos Aires, September 16th - 18th	August 25th	September 1st
		Nex tv Summit Mexico and Central America	Mexico, October 1st - 2nd		
		SCTE	Denver, September 22nd - 25th		
Vol.16 #6	October	CAPER	Buenos Aires, October 23rd - 25th	October 1st	October 8th
Spec. Edition	November	Nex tv Miami	Miami, November 1st	October 12th	October 20th

* Shows and dates are subject to change without notice

Sales

Kalu Fermandois kalu@produ.com

Editorial

Please send all press releases, videos etc. to tecnoeditor@produ.com







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POSITIONS	US\$ COLOR	DESCRIPTION
PREMIUM POSITIONS		
Front Cover	By Inquire	
Second Cover	By Inquire	
Inside Front Cover	By Inquire	
Page # 3	By Inquire	
Inside Back Cover	By Inquire	
Back Cover	By Inquire	
Gatefold	By Inquire	
Spread (double page ad)	By Inquire	
REGULAR POSITIONS		
One Page	\$ 3,292	
1/2 Full Color Vertical Page	\$ 1,900	
1/3 Full Color Horizontal Page	\$ 1,500	

Surcharges

- 1) Specific Placement. To place your ad in a specified page there's an additional US\$400 charge.
- 2) Color Rates. All black and white advertisements (whether of one page or less) using additional colors will be charged US\$450 for each additional color other than black.
- 3) Production Costs. Color separations to be supplied by the advertiser. Four color film separation and space reservations are due four (4) working days prior to deadline.
Production costs incurred after the publisher receives camera ready art, repros, engravings and others, will be billed at mechanical cost.
- 4) Layout Services. Art design and other DTP services are available at US\$150 per hour.
- 5) English-Spanish Translations. Upon request, publisher will translate into Spanish all advertisement, at US\$150 per page.
- 6) Film Output. 3000 dpi color separation film output, at US\$160. Individual film page at US\$40.

Important

Neither an advertiser nor its agency may cancel an ad or make changes to insertion orders after the closing date. When change of ad is not received by the closing date, ad will run as in the previous issue or previous insertion. A 15% agency discount is not available. Companies using agencies accept responsibility for space placed by agency on their behalf and payment thereof. Invoices are rendered on the date of publication and are due fifteen days after publication. In the event the account is placed for collection, the customer agrees to pay publisher for all reasonable collection costs and /or attorney's fees incurred. Publisher will not be bound by conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card, including sequential liability statement from advertising agencies. All ads are accepted and published by publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and /or agency will indemnify and save the publisher harmless from and against any claim or suits for libel, violation of the right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents and subject matter of the ads. Publisher reserves the right to reject any ad which is not keeping with the publication's standards. Publisher assumes no liability if for any reason it becomes necessary to omit an ad.

SIZES	DESCRIPTION	Width x Height (Magazine Size: 9 1/2" x 11 1/2")
Front Cover* Second Cover Inside Front Cover Page # 3 Inside Back Cover Back Cover One Page		One Page 9 1/2" x 11 1/2" Bleed 10" x 12"
Gatefold		One Page 9 1/4" x 11 1/2" Double Page 18 3/4" x 11 1/2"
Spread (double page ad)		Trim 19" x 11 1/2" Bleed 19 1/2" x 12"
1/2 Page Vertical		Vertical 4 1/2" x 10 1/2"
1/3 Page horizontal		1/3 horizontal page 8" x 3.85"
* For the Front Cover please leave without letters and pictures the first 1 1/2" from the upper part of the art (in order to put our logo), and the last 1/2" from below. 1" = 25.4 mm		

It is crucial to follow these digital art specs very carefully. Please note that all material received must be in Digital Form. In order to be accepted, all electronic art must be in the following formats.

Digital

Adobe InDesign CS6, Adobe Illustrator CS6 or earlier, Adobe Photoshop CS6 or earlier. No other format will be accepted.

High resolution PDF are accepted. They should be centered on page, and the same bleeding as in the other formats is required. There is no need of cropmarks. If the artwork is not flattened, it will be flattened using the default settings. Izarra will not be responsible for changes that may occur during this process.

Formats accepted are: .indd, .ai, .psd, .jpg or .tiff. No other format will be accepted.

If another application is used, a file must be provided that can be placed as artwork InDesign.

1/4" bleeds (0.25") must be built into the final file; this includes all background art and photography.

All artwork needed to print the file must be provided. Photoshop or other bitmap-based artwork must be provided as CMYK files (not RGB), and we recommend a resolution of 300 ppi.

All fonts must be included, Type 1 PostScript or Open Type fonts are preferred.

All artwork should be four color process or black and white halftone. Spot colors are accepted at an additional charge.

All submissions delivered by regular mail must include a color proof of the artwork that is intended to run. The proof must be from the last file version that has been submitted.

Izarra will not be responsible for fixing files that do not meet the correct specifications.

Via FTP

Digital artwork may also be received electronically. Files under 6 MB may be e-mailed to andreaJurado@produ.com, and files of any other size must be uploaded to our FTP server by our web site: <http://arte.produ.com/> or <http://art.produ.com/>

User: arteprodu

Password: Produart1

(The **P** must be uppercase, is case sensitive)

If there are many files, they can be compressed in one file as .sit or .zip