

ELEMPAQUE

+Conversion

RATES 2024

DIGITAL RATES

Social Ads

Meta Ads Campaign (Facebook and Instagram) - Created by client

LinkedIn Ads Campaign - Created by client

Plus Meta Ads - Copywriting and design of pieces

Plus LinkedIn Ads - Copywriting and design of pieces

Social Selling (New)

Panregional USD

1,300

2,500

1,600

3,150

Consult with our sales reps

Data based Marketing

Email Marketing Campaign - Created by client (Minimum delivery of 2000 contacts)

WhatsApp Marketing Campaign (New)

Data Base Enrichment (New)

Plus email Marketing - Copywriting and design of pieces

Panregional USD

0,39

Consult with our sales reps

Consult with our sales reps

+196

Live Stream

Commercial webinar (Meta ads, email marketing, banners, SMS*, organic promotion, our website, on-demand promotion)

Editorial Webinar Sponsorship - Max 2 promotions (Same as above)

Simultaneous Translation Webinar

Panregional USD

5,900

2,950

Consult with our sales reps

Industry Content

Commercial information (SNM) 3x. Sent to digital newsletter

Performance Content (New) * Recommended in Packages

Content marketing strategy 3x. Includes Meta Ads, editorial content x 2 and SNM x 1

Digital distribution of your catalog (New) (To the target of your choice + Inbound marketing)

Downloadable campaign. Downloadable content delivered by the client. Campaign duration: 2 months (includes Meta ads, email marketing, pop-up banner, newsletter banner, SNM)

Plus downloadable campaign - Copywriting and design of pieces + E-book design with the info that the client delivers

Panregional USD

2,350

Mex 1,638

4,800

6,350

6,900

3,850

4,800

Showrooms

Premium Showroom (30 product listing) MMeta ads, newsletter section, Google Ads campaign

Showroom Plus (20 product listing) Meta ads, newsletter section

Showroom Lite (10 product listing) Meta ads

Panregional USD

5,250

4,400

2,500

Display

Pop up banner x5 days

Home sponsorship banner Max. 10 Incluye headline y leaderboard x 12 meses

News category sponsorship (Trend or industry) Max. 5 Includes headline, leaderboard and full width 12x months

Suppliers and products category sponsorship (technical), max. 5 per sector Incluye headline, leaderboard y medium rectangle x 12 meses

Panregional USD

1,050

7,200

6,600

6,600

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DIGITAL RATES

Display Newsletter	Panregional USD
Banner premium newsletter head line x12	7,200
Leaderboard banner newsletter x3	1,650
Prominent banner newsletter 3x	1,500

MAGAZINE RATES

Magazine / Standard positions	Panregional USD	Mexico
Full Page	5,400	3,500
1/2 Vertical/Horizontal Page	4,000	2,300
1/3 Vertical Page	2,700	1,700
Double Page	7,100	4,500
Marketplace	1,250	1,000

Magazine / Special positions	Panregional USD	Mexico
Inside Cover	5,700	Consult with our sales reps
Back Cover	5,900	Consult with our sales reps
Inside Back Cover	5,200	Consult with our sales reps
Loose insert with production	Consult with our sales reps	Consult with our sales reps
Loose Insert Produced by Customer	Consult with our sales reps	Consult with our sales reps
Wrap Around	Consult with our sales reps	Consult with our sales reps
Flap Insert	Consult with our sales reps	Consult with our sales reps

RATES SPECIAL PACKAGE

Product	Beginner	Advance	Master	Elite
	12 Month Strategy			
Performance Content			1	2
Content Marketing	1	2		
Social Ads*	1	2	3	3
Showroom (Products)	5	10	20	30
Email Marketing	5,000	7,000	10,000	20,000
Category Sponsorship	0	0	1	1
Package price USD	5,000	7,900	9,500	19,500