

INDUSTRIA ALIMENTICIA @ L Dia bnp media

@ L Dia is the Latin American food & beverage processing industry's only marketing focused e-newsletter delivering unique content and news to the Latin American processing industry.

@ L Dia delivers your sales message to more than 8050* opt-in subscribers including senior executives, plant operations, engineering, R&D, and purchasing personnel throughout all of Latin America.

We reach more and more decision-makers each week as our subscriber base continues to grow at a robust pace. In fact, our e-newsletter is now sent to 21.8% more individuals than just 12 months ago!

Latin American food & beverage processors are very positive in their reception of electronic media. In fact, an impressive 25.79% is the current open rate with 9.23% on click-through readership! They find the weekly delivery of **@L Dia** provides useful and informative content which consistently arrives every Wednesday direct to their desk top.

@ L Dia combines processor targeted, opt-in subscribers, original content and economical ad pricing to make a very compelling component of a successful, integrated marketing campaign.

Click here to view archived issues of **@ L Dia**.



2010 Rates (net)*			
Size	Advertiser rate, Per insertion/net		
	3X	6X	12X
Leaderboard	\$1,800	\$1,500	\$1,275
Skyscraper	\$1,400	\$1,300	\$1,175
Vertical Banner	\$1,200	\$1,100	\$975
Tile Ads	\$960	\$780	\$660
Contextual Ad	\$800	\$750	\$700
Custom	Request Quote		
*Please consult us for position availability.			

2010 Schedule	
@L Dia sent out every Wednesday, Ad materials are due by the previous Friday.	
Specifications	
Leaderboard Ads	468 x 60 pixels
Skyscraper Ads	120 x 600 pixels
Tile Ads	125 x 125 pixels
Vertical Banner	120 x 240 pixels
File size: 20K or less	
Colors: 256 colors or less	
Resolution: 72 dpi	
Format: JPG or GIF/Animated GIF only.	
No Flash files in e-newsletters.	

Ad Materials/Orders

Send your digital files and ad reservation form to Roz Gilman: email: gilmanr@bnpmedia.com, phone: 847-405-4039. Please include a 50-word text version of your ad to compensate for email filters that may block your graphics.

*Source: Publisher's Own Data, September 2009

Contact your IA Sales contacts to see how you can include @ L Dia in your integrated marketing plan.

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