

ESPACIOS DE CONSTRUCCION Y MAQUINARIA

The Leading Publication in MEXICO for
New and Used Construction Equipment

24,000 Monthly Issues
and 176,000 Digital

INTERNATIONAL RATES

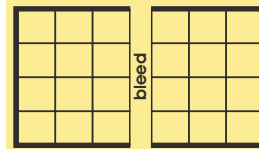
Full color display ads (CMYK) printed over white glossy paper. All rates are indicated in U.S. Dollars

We recommend advertising a minimum of 2 consecutive months

Ad Sizes	Monthly Rate
1/12 Page 6x6 cms.	\$160.-
1/6 Page 12x6 or 6x12 cms.	\$240.-
1/4 Page 19x6 or 6x18.5 cms.	\$350.-
1/3 Page 12x12 or 6x25 cms.	\$440.-
1/2 Page 19x12 cms.	Only Horizontal \$640.-
1/2 page First Section	Only Horizontal \$960.-
2/3 Page 12x25 cms.	\$800.-
3/4 Page 19x18.5 cms.	\$1,020.-
1 Page 19x25 cms.	\$1,180.-
1 Bleed Page First Section	\$1,770.-

Includes Banner	2 Pages 41.5x25 cms.	\$2,100.-
	2 Bleed Pages First Section	\$3,150.-
- Subject to availability - Reserve with 20%	Front Cover	\$2,300.-
	Inside Front	\$1,840.-
	Inside Back	\$1,680.-
	Back Cover	\$2,300.-
	Gatefold 42.5x27 cms.	\$3,680.-

DISPLAY ADVERTISING



2 Pages

16 1/3" x 10"
(41.5 x 25 cms.)

Bleed:
17 1/2" x 11"
(44.5 x 28 cms.)

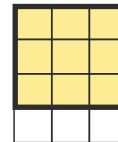
For full page bleed ads, do not place
any text or logos on the borders.



1 Page

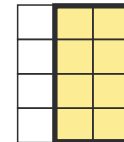
7 1/2" x 10" (19 x 25 cms.)

Trim: 8 1/2" x 10 1/2"
(21.7 x 27 cms.)
Bleed: 10" x 11"
(25 x 28 cms.)



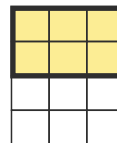
3/4 Page

7 1/2" x 7 1/4"
(19 x 18.5 cms.)



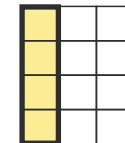
2/3 Page

4 3/4" x 10"
(12 x 25 cms.)



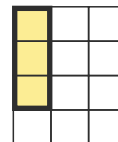
1/2 Page

7 1/2" x 4 3/4"
(19 x 12 cms.)



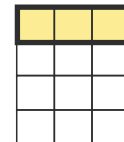
1/3 Page

2 3/8" x 10" 4 3/4" x 4 3/4"
(6 x 25 cms.) (12 x 12 cms.)

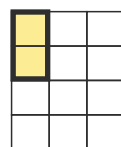


1/4 Page

2 3/8" x 7 1/4"
(6 x 18.5 cms.)

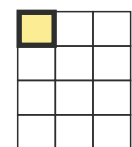


7 1/2" x 2 3/8"
(19 x 6 cms.)



1/6 Page

2 3/8" x 4 3/4" 4 3/4" x 2 3/8"
(6 x 12 cms.) (12 x 6 cms.)



1/12 Page

2 3/8" x 2 3/8"
(6 x 6 cms.)

ISSUE DATE:

The first day of the month (Except January when we publish the Annual Directory).

CLOSING DATE:

The 10th day of the month prior to its publication. (Except December 10th).

For additional exposure, all ads appear online at:

www.espacios.com

Advertising generates sales ...

"Espacios de Construccion" Your Best Salesman!

To obtain excellent results, advertise constantly

We guarantee THE LARGEST CIRCULATION
AND LOWEST PRICE in Mexico

Divide the ad price by the number of issues and you will obtain the most economical price for every distributed issue

ESPACIOS DE CONSTRUCCION Y MAQUINARIA

**Monthly Catalog of New and Used Equipment,
Spare Parts and Services**

DISCOUNTS:

10% For submitting the ad ready-to-print (PDF) in Spanish
5% Discount for 6 consecutive ads
10% Discount for 12 consecutive ads

Maximum Total Discount: 20% plus
Discount for Advanced Payment:
5% Discount for paying 6 months in advance
10% Discount for paying 12 months in advance

SPECIAL POSITION:

Add 20% to choose a special position inside each section

PAYMENT PROCEDURE:

Payment for the first ad is in advance
Following ads: 30 days from date of publication

PRINTED CIRCULATION:

24,000 Monthly Issues Distributed by Direct Mail Nationwide
to Qualified Mexican Construction Companies, Contractors,
Equipment Dealers and Construction Related Companies.

Circulation Registered by the Mexican Postal Service
with the No. PP09-0799 and Certified by the No. 164
Public Notary.

DIGITAL CIRCULATION:

176,000 Monthly E-Mails sent with link to
www.espacios-digital.com

- Banner First Section: Two months \$ 480 / Six months \$850
One year \$1,500
- Banner Inside Section: Two months \$ 380 / Six months \$650
One year \$1,200

INTERNET:

All ads also appear in www.espacios.com with link to Email
and Web Page and listed in the searchable Product and
Company Indexes.

Free Company Web Pages at www.constru-mexico.com

For 2 Full Color Page Ads:
Free Rotating Banner in search indexes.

Consult prices for fixed Banners:
www.espacios.com/internet2.php

CLASSIFIED ADVERTISING "Opportunities":

1 to 6 free classifieds per issue, 25-word maximum each
one, depending on the ad size.

BROCHURE DISTRIBUTION SERVICE:

Inserts distribution to any Mexican region for only:

- 10 cents up to 10 grs.
- 12 cents up to 30 grs.

TRADE SHOWS:

Thousands of additional issues distributed in related Mexican
trade shows.

MECHANICAL REQUIREMENTS:

We accept files in the following programs:
Photoshop, Corel. (Please do not send attached photos in
Power point or Word files.)

Please include all graphics in: **.PDF**, **.EPS**, **.TIFF**, **.JPG**,
or **.BMP**, and photos at 300 dpi en CMYK.
All type must be convert to paths or outlines.

Please do not place any text or logos on the borders of full
page bleed ads because they can get cut. And leave an
additional 5 mm. (1/4") on each side.

If you provide photos, logos and text, we will design your
ad at no extra charge, and you may modify it every
edition before closing date.

Ready-To-Print PDF Files:

Must be saved at high resolution and CMYK with all
fonts embedded. Please convert all spot colors to CMYK
in original program.

Note: Write (001+area code) before your phone and fax
number in USA and Canada and (00+area code) in other
countries.

READER PROFILE:

- Our readers are mainly Directors, Managers and Professionals.
- Most of them influence, decide or advice
on purchase decisions.
- Their Socio-Economical level is AB-60%, B-25%, C-15%

TERMS AND CONDITIONS:

Payment with initial order. Credit extended to advertisers
with prompt payment record.

Advertisers are responsible for submitting changes to
their ads, if any, before the closing date. When change is
not received by closing date, most recent ad will be
inserted.

Page number or position on page is not guaranteed.
All advertising is subject to publisher's approval.

Main Office:

Editorial Espacios Dinamicos, SA de CV
Av. Thiers No. 135, Col. Anzures
Mexico, DF 11590, MEXICO

Advertising Sales:

Mexico: Tel. (55) 5250-9008 ext. 101, 102, 103
E-Mail: ventas@espacios.com

U.S.A.: Tel. 1 (954) 295-4222
E-Mail: sales@espacios.com

Other

Countries: Tel.: +(52-55) 5250-9008 ext. 170, 142
E-Mail: intl@espacios.com

**19 years of nationwide circulation and
more than 1,000 satisfied advertisers.**