

COTAL - CONFEDERACION DE ORGANIZACIONES  
TURISTICAS DE AMERICA LATINA

# MEDIA KIT COTAL 2018



**COTAL**

**1957 - 2017**

**60 AÑOS  
HACIENDO TURISMO  
EN AMÉRICA**



Confederación  
de Organizaciones  
Turísticas de América Latina

BE PART OF OUR OFFICIAL  
CHANNELS.

2017

# WHY SHOULD YOU CHOOSE DIGITAL ADVERTISING?

## FACEBOOK

IT IS THE SOCIAL NETWORK WITH  
THE GREATEST REACH IN THE  
WORLD

229 MILLIONS OF USERS ACCESS  
FROM THEIR MOBILE.

## COST – BENEFIT

THERE IS A REAL IMPACT ON  
TOURISM PROFESSIONALS FROM  
ALL LATIN AMERICA THROUGH OUR  
E-MAIL MARKETING CAMPAIGNS

## SEO

IT WILL PROVIDE YOUR COMPANY  
MORE VISIBILITY IN ONLINE  
SEARCH ENGINES

## REPORTING

YOU HAVE THE POSSIBILITY OF  
KNOWING POTENTIAL CLIENTS  
INFORMATION

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# AMERICA IS MORE POWERFUL IF WE GROW TOGETHER...

WE OFFER A SOLID REACH IN THIS REGION, WITH THE SUPPORT OF  
OUR CONFEDERATION AND WITH AN AFFORDABLE INVERSION.  
BETTING ON US IS AN INTELLIGENT DECISION



# EXCLUSIVE CHANNELS

Social Media



Email Marketing  
Blog



# OUR REACH

**01**

22 latin american countries

**02**

social media channels +20.000 people reached

**03**

Email mkt and blog – Latin American tourism professionals associated to COTAL

**\*\*These data will be increasing and you will continue paying the same rates**

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HACIENDO  
EL TURISMO  
EN AMÉRICA



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1957-2017

## SEGUIMOS CRECIENDO

BY NICKITA LAWRENCE; PHOTOS BY LEE COOPER



**MAS CERCA DE MÉXICO**  
One of the most famous and breathtaking locations to visit in Barcelona the most famous building in the entire city and its landmark, La Sagrada Família. Although incomplete, the church is a UNESCO World Heritage Site, and in November 2010 was .



**PRESENTES EN FIT**

ENTREVISTA EXCLUSIVA  
AL PRESIDENTE DE COTAL  
ABRAHAM RODRIGUEZ



One of the most famous and breathtaking locations to visit in Barcelona the most famous building in the entire city and its landmark, La Sagrada Família. Although incomplete, the church is a UNESCO World Heritage Site, and in November 2010 was .



**COTAL EN EL VATICANO**

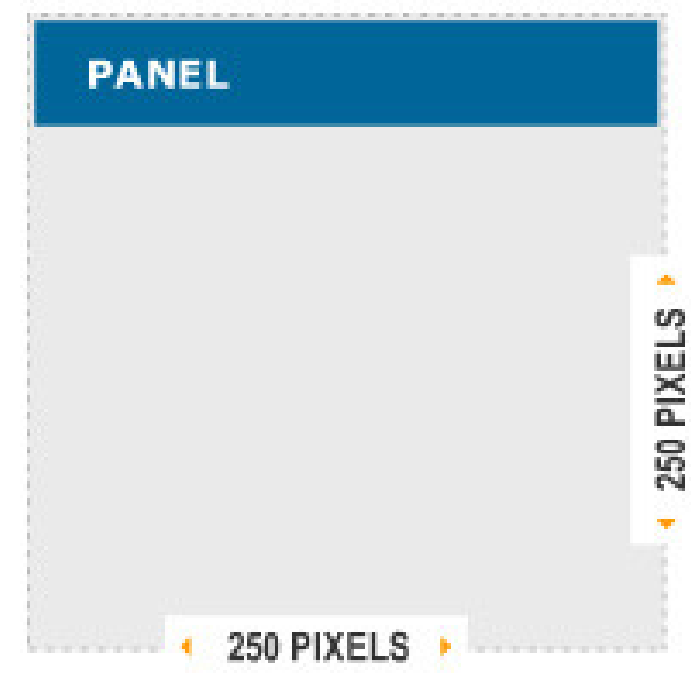
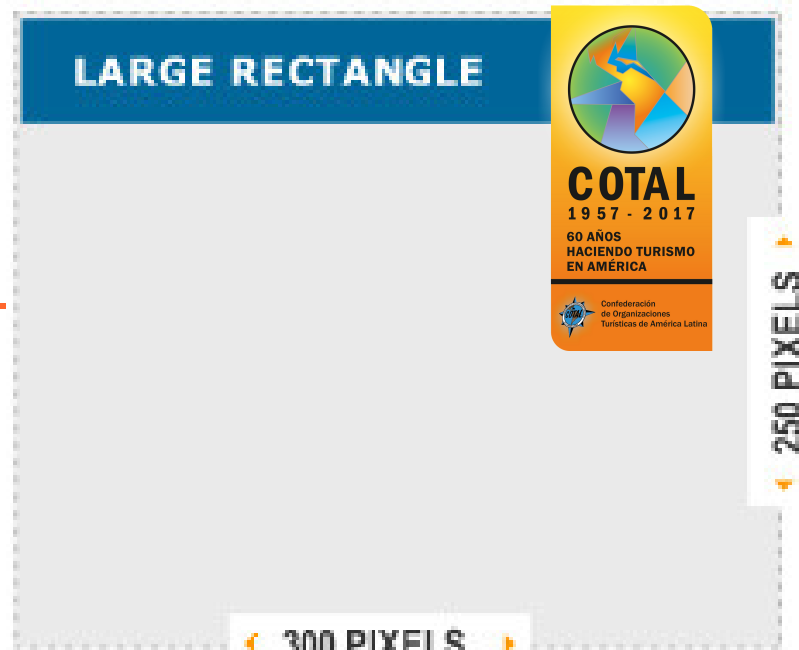


# THAT'S HOW YOUR BRAND CAN BE SHOWED IN OUR COTAL NEWS

Promote your company with us and be one of the most recognized turistic company in Latin America.

## TYPES OF ADVERTISEMENTS

We offer special spaces to advertise your brand in our biweekly newsletter.



# ADVERTISEMENT EXAMPLES



*Contáctanos*

**30%  
PARA  
ASOCIADOS**

**CORIS**  
una marca **april**

Ver bases y condiciones en [www.coris.com.ar](http://www.coris.com.ar)



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**AEROMEXICO**

**HASTA 18 MESES  
SIN INTERESES**

**VUELA A CANCÚN CON NUESTRAS  
INCREÍBLES OFERTAS**



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# RATES



## NEWSLETTER (QUINCENAL)

- Outstanding.....U\$D350
- Advertising Note.....U\$D300
- Central banners.....U\$D250
- Lower banners.....U\$D200
- Footer.....U\$D150

## REDES SOCIALES

- Linkedin (LKD) Post.....U\$D150
- Facebook (FB) Post.....U\$D100
- Tweet with Visual.....U\$D75
- Full Social Media.....U\$250

# SPECIAL OPENING RATES 2018



## AMERICA INTELLIGENT

1 CENTRAL banner + 1 FB POST + 1 LOWER banner

**BEFORE USD550 - NOW USD299**

## AMERICA CONNECTED

- 1 OUTSTANDING banner + 1 LKD POST + 1 FOOTER banner

**BEFORE USD650 - NOW USD399**



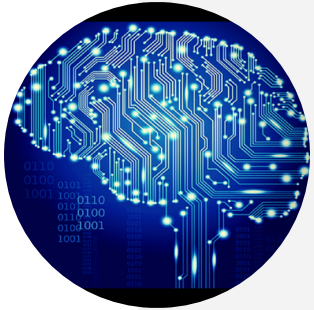
## LATIN AMERICA NEWS

1 ADVERTISING NOTE + FULL REDES + 1 CENTRAL banner

**BEFORE USD800 - NOW USD499**

\*\*\*Exclusive packages rates – minimum contract for three months.

# SMALL ADVERTISERS



- YOUR BRAND COULD BE PRESENT IN OUR OFFICIAL CHANNELS

**BEFORE USD ~~250~~ - NOW USD150**

\*\*\*Exclusive packages rates – minimum contract for three months.

# WHY SHOULD YOU BE PART OF THIS PROJECT?

## MILESTONES OF INTEREST

### SELF- SUSTAINABILITY

- THE INCREASE OF THE NUMBER OF ASSOCIATED PROFESSIONALS TO OUR NEWSLETTER WILL BE TRADUCED IN MORE BENEFITS FOR YOUR BRAND.

### LOW COSTS

WE HAVE LOW COSTS IN RELATION TO OTHER ADVERTISING MEDIA COMPANIES. THIS REPRESENTS A REAL OPPORTUNITY TO ALL OUR ASSOCIATED TOURISM PROFESSIONALS AND FOR THE BRANDS THAT ARE LOOKING FOR PROMOTION.

### AMERICA IS MORE LATINA

YOU HAVE THE POSSIBILITY TO REACH LATIN AMERICA MARKET.

### CO - MARKETING

- IF YOU ASSOCIATE YOUR BRAND TO COTAL, IT WILL GET MORE RECOGNITION AND VISIBILITY WITHIN THE TOURISM PROFESSIONALS OF LATIN AMERICA.

# COMMERCIAL CONTACT

If you want to contract ad services, please  
contact:

Mail: [marketing@promovere.com.ar](mailto:marketing@promovere.com.ar)

Phone: +0054113527-9829



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# THANK YOU



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FOR INQUIRIES, SUGGESTIONS OR REQUESTS CONTACT  
C.POLISE@COTALAMERICA.ORG. / WWW.COTALAMERICA.ORG