

CARRETERAS

PAN-AMERICANAS

OVER 60 YEARS OF
MARKET KNOWLEDGE
AND EXPERIENCE



MEDIA KIT 2024

DIGITAL | WEBSITE | eNEWSLETTERS










02	Circulation by Country
03	Editorial Program 2024
04	Digital Advertising Rates
05	Website Sponsored Content P.1
06	Website Sponsored Content P.2
07	Website Marketing
08	eNewsletter
09	Technical Information
10	Contacts

CIRCULATION BY COUNTRY*

Carreteras Pan-Americanas is a Spanish language dedicated road construction and infrastructure maintenance publication serving Latin America providing advertisers exposure in digital versions.



EDITORIAL PROGRAM

ALL ISSUES	Q1	Q2	Q3	Q4
News	•	•	•	•
Technology	•	•	•	•
Diary	•	•	•	•
Business Features	•	•	•	•
Interviews / Round Table	•	•	•	•
Key Project Report	•	•	•	•
Equipment File / New Models	•	•	•	•
Site Reports	•	•	•	•
Road Safety Technology	•	•	•	•
IN THIS EDITION	Special Technical Asphalt Plants; Special Telehandlers	Special Road Tunneling; Special Asphalt Recycling	Compaction and maintenance of road surfaces; Special Technical Concrete Plants	Special Technical Cranes; Special Technical Pumps and Concrete Trucks
	Q1	Q2	Q3	Q4
Country Report	COLOMBIA AND MEXICO	BRAZIL AND PERU	CHILE AND ARGENTINA	CENTRAL AMERICA
Asphalt Paving			•	
Asphalt Production	•	•		•
Bridges and Structures	•	•		•
Technologies in Pavers			•	
Concrete Production		•		•
Autonomous and teleoperated equipment for roads		•		
Technologies in Excavators	•	•	•	•
Technologies in Remote Control		•		
Materials Production	•		•	
Road Recycling	•		•	
Compaction and Surface Maintenance			•	•
Road Technologies: Free Flow, lighting, safety, artificial intelligence				•
Tunnel Construction	•		•	
Tunnel Fortification and Support	•			
Technologies in Skid Steer Loaders				•
Workzone Safety and Lighting		•	•	
SPECIAL ISSUES	 Nashville, Tennessee USA 25-27 March 2024  Sao Paulo, Brazil 23-26 April 2024	 Sao Paulo, Brazil 23-26 April 2024  Santiago, Chile 15-17 Oct, 2024  Sao Paulo, Brazil 22-24 Oct, 2024	 Santiago, Chile 15-17 Oct, 2024  Sao Paulo, Brazil 22-24 Oct, 2024	 Las Vegas, NV, USA 2025  Pre-Show Issue 2025

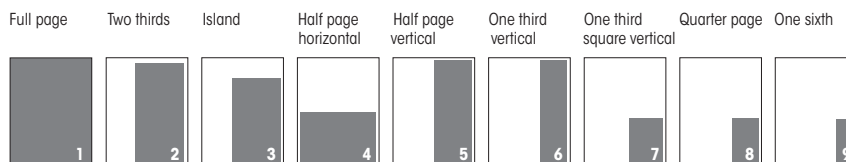
2024 MEDIA KIT

DIGITAL | WEBSITE | eNEWSLETTERS

2023
RATES WILL BE
HONORED FOR
ALL 2024 ORDERS
RECEIVED BEFORE
DECEMBER 31,
2023

DIGITAL RATES: (US\$)

All advertisement material is due on the 1st, prior to publication month. For advertisement dimensions, please view the separate technical information sheet.



DIGITAL RATES: (Rates in US\$)

	1x	2x	4x
Full page	\$2,354	\$2,299	\$2,184
Two thirds	\$2,027	\$1,978	\$1,885
Island	\$1,803	\$1,760	\$1,688
Half page hrz/vert	\$1,700	\$1,661	\$1,591
One third sq/vert.	\$1,531	\$1,500	\$1,440
Quarter page	\$1,379	\$1,352	\$1,298
One sixth	\$1,310	\$1,289	\$1,261

SPONSORED PROJECT REPORT: Supplement published within Carreteras Pan-Americanas; Advertiser provided with a print ready PDF.

	1x
8-page self-covered report, includes a Full-page advertisement	\$9,000
6-page self-covered report, includes a Full-page advertisement	\$4,995
4-page self-covered report, includes a Full-page advertisement	\$3,495

OTHER SIZES (NET): (Net rates not subject to any discounts)

Professional Card, Black & White	(3.375" X 2")	\$317
Professional Card, Color	(3.375" X 2")	\$242
Dealer Listing, Black & White	(1/3 page)	\$750

WANT TO TARGET PARTICULAR COUNTRIES ONLY?

Bound 2-sided inserts on cover-weight paper stock now available by country. Rate \$1 per copy, including print and paper.

OTHER CHARGES:

Guaranteed Positions +10%

DIGITAL ISSUES

All magazines are published digitally on www.Carreteras-PA.com and ads are linked to individual company websites giving subscribers immediate access to the advertiser's homepage via our user-friendly and searchable flip-book application.

Total digital issue pageview: 62,040



*Publisher's own data.

Special services

Translation:

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request. Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at: Ads@Route1Americas.com

Design & production:

Production of ad material, typesetting, layout or retouching may be quoted upon request.

Inserts & reprints: Want to reach a specific segment of our audience? Ask us about our special services. Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

Terms of payment:

All billings are due and payable 30 days from the date of the invoice, and both the advertiser and its agency are jointly liable for the payment of the invoice.

Publisher will treat all position stipulations on insertion orders as requests only and cannot be guaranteed.

The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

Agency commission:

15% commission is given to recognized advertising agencies only. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 45 days past due.

Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing four weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.

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WEBSITE SPONSORED CONTENT

THREE ways to put your DIGITAL CONTENT in front of our fully qualified Latin American audience



1 Focus Feature

The 'Focus Feature' allows you to place up to 1000 words of content plus two images above the fold on the Carreteras-pa.com homepage. PLUS, two banner ads to run for a period of one month.

Outstanding value at just US\$2,145

2 Premium Feature

Limited to just one per month, this allows you to place up to 1500 words of content plus an extra-large image (plus two others) above the fold on the Carreteras-pa.com homepage. PLUS, two banner ads to run for a period of one month.

Top billing for just US\$3,025

3 eNewsletter Boost

Why not increase your Focus or Premium feature exposure by sending a link of your feature to our dedicated opt-in eNewsletter audience for an additional **US\$1,090**

WEBSITE SPONSORED CONTENT

Sponsored content is an effective way to reach your online audience and grow your business

In a highly competitive industry, Media platforms can provide the tools needed to increase brand awareness with your customers and assist in generating new leads by engaging with industry professionals.

Carreteras-pa.com is a fully-functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.

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DIGITAL | WEBSITE | eNEWSLETTERS

DIGITAL SPONSORED CONTENT

Rates: (US\$)

1 Focus Feature. Cost Per Month - US\$2,145

Included in the focus feature package...

- Featured image to appear on the homepage. *Followed by the title and a few lines of text.*
- 1000 words or less. *We suggest the article includes a photo for every 500 words of text.*
- Two Banner Ads. ROS Leaderboard Banner and Side Button Banner
- Video or download sheet embedded within the article.
- Readers will have the option to send Carreteras PA questions or comments (via an eMail link) which will then be forwarded to you.

2 Premium Feature. Cost Per Month - US\$3,025

Included in the premium feature package...

- Featured image to appear on the homepage. *Followed by the title and a few lines of text.*
- 1500 words or less. *We suggest the article includes a photo for every 500 words of text.*
- Two Banner Ads. ROS Leaderboard Banner and Side Button Banner
- Video or download sheet embedded within the article.
- Readers will have the option to send Carreteras PA questions or comments (via an eMail link) which will then be forwarded to you.

3 eNewsletter Boost. Cost Per Month - US\$1,090

Enhance your Focus or Premium feature by sharing it with thousands of business professionals via our bi-weekly eNewsletter(s). Reserve your space and include a link of your feature with an image on a Carreteras PA eNewsletter.

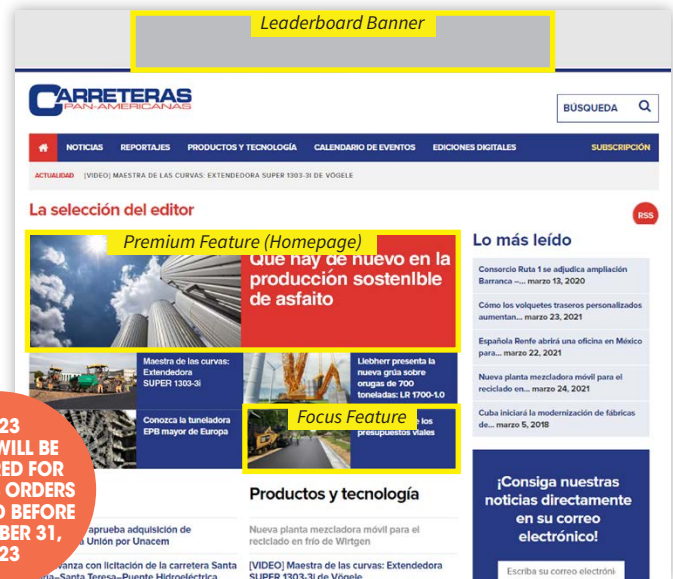
Specifications:

- Leaderboard Banner. 728x90 (Desktop Size) 320x100 (Responsive Size)
- Side Button Banner. 300x250 (Desktop Size) 200x200 (Responsive Size)
- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the IAB guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to Ads@Route1Americas.com

Terms:

- All sponsored content will appear on the homepage for one month before transferring to the appropriate product category of the website
- Digital programs must be paid prior to campaign start date

2023 RATES WILL BE HONORED FOR ALL 2024 ORDERS RECEIVED BEFORE DECEMBER 31, 2023



2024 MEDIA KIT

DIGITAL | WEBSITE | eNEWSLETTERS

WEBSITE MARKETING

Bringing you the very latest in website functionality with the most up-to-date content available to the Latin American road infrastructure business.

Carreteras-PA.com is a fully-functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.

Net rate US\$ (per month)

All sizes are width x height in pixels

Position	Desktop size	Responsive size	1x	6x	12x
A	728 x 90	320 x 100	\$1,540	\$1,430	\$1,210
B	728 x 90	320 x 100	\$1,210	\$1,100	\$880
C	728 x 210	320 x 210	\$1,540	\$1,430	\$1,210
D	300 x 250	200 x 200	\$1,150	\$1,067	\$880
E	300 x 600	200 x 400	\$1,540	\$1,430	\$1,210
F*	300 x 250	200 x 200	\$715	\$655	\$550
Feature*	728 x 90	320 x 100	\$715	\$655	\$550

* All banners except F (Home Page) and Features are run of site on all editorial pages. (Maximum 3 companies per position)

File Type:

- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to Ads@Route1Americas.com

Terms:

- Digital programs must be paid prior to campaign start date

Digital Issues
pageviews
62,040

Pageviews
161,296

Total
Pageviews
223,336

WEBSITE PAGEVIEW REPORT

Analytics report for Carreteras Pan-Americanas.
From October 1st, 2021 to September 30th, 2022

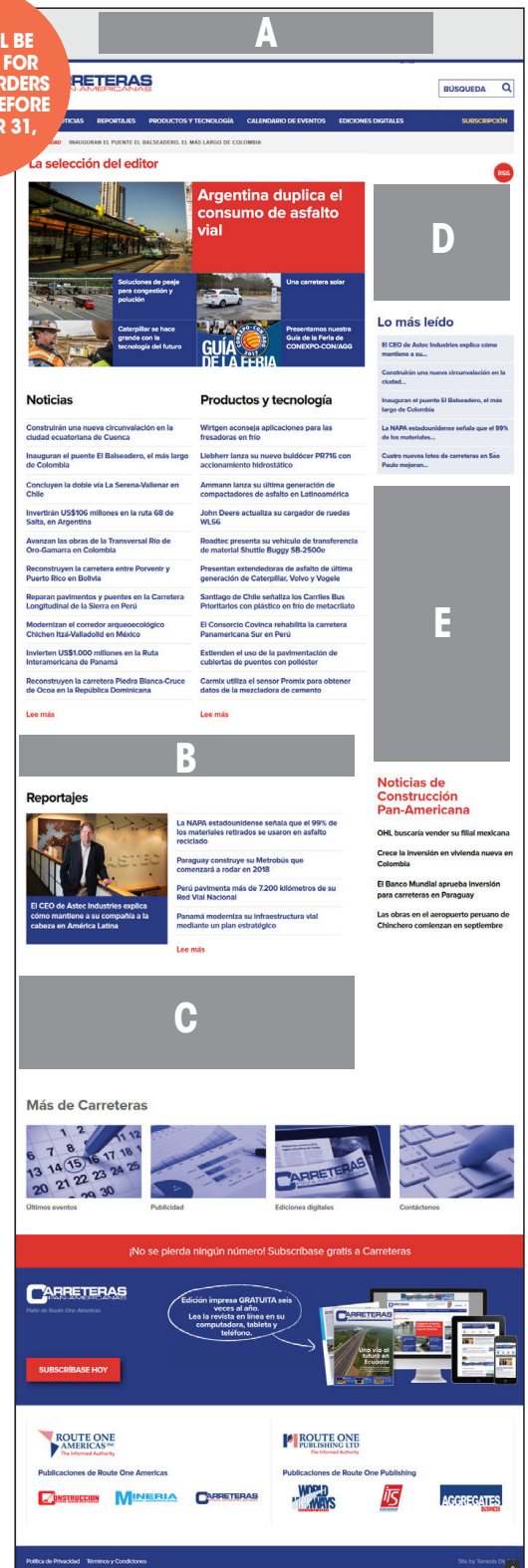
121,139

Total
Sessions

99,606

Total
Users

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2024 MEDIA KIT

DIGITAL | WEBSITE | eNEWSLETTERS

eNEWSLETTER

eMail marketing with many different price breaks and marketing opportunities.

The new eNewsletter has been designed to allow the content to be visible on all devices in an easy-to-read format.

- Content specially chosen for the Latin American roads infrastructure business
- Direct to over 8,085* business professionals
- Direct link to the website of your choice
- Bi-weekly eNewsletter with various levels of sponsorship
- All eNewsletters are published in Spanish

All sizes are width x height in pixels

eNEWSLETTER BANNERS

Position	Size	Net rate US\$
A Horizontal	728 x 90	\$385
B Vertical skyscraper	160 x 600	\$550
C Button	160 x 150	\$363
D Button	160 x 150	\$363

EXCLUSIVE SPONSORSHIP

Position	Size	Net rate US\$
A Horizontal	728 x 90	
B Vertical skyscraper	160 x 600	\$1,243

Sponsors will be given exclusive rights to position **A** and **B**

EXCLUSIVE SPONSORSHIP & ADVERTORIAL

Position	Size	Net rate US\$
A Horizontal	728 x 90	
B Vertical skyscraper	160 x 600	\$1,975

Sponsors will be given exclusive rights to position **A** and **B** and advertorial content which will be labelled as such.

Articles will also be hosted indefinitely on **Carreteras-PA.com**

File Type:

- Static GIF/JPEG 72 dpi web optimized
- All files to be sent to **Ads@Route1Americas.com**

Terms:

- Digital programs must be paid prior to campaign start date

* Publishers own data

Carreteras
The leading Latin American magazine for road infrastructure
31st December 2016

Compartir en:
Facebook Twitter Google+ LinkedIn

Noticias Suscripción Reportajes Ediciones Digitales

Caterpillar se hace grande con la tecnología del futuro
MAYO 2, 2017
Caterpillar destaca que el uso de hardware y software innovadores de análisis de datos puede incrementar la productividad de la construcción, la minería y las centrales hasta en un 40%.
El gigante de equipos estadounidenses dice que está liderando la industria mediante la introducción de los mejores productos y tecnología, a la vez que ofrece una cartera completa de soluciones.
A través de Cat Connect Services, Caterpillar mejora la conectividad del sitio de trabajo mediante la introducción de nuevas capacidades de Product Link para conectar una amplia gama de activos: Cat Tractor, Product Link Basic, Product Link Pro y Product Link Truck. agregan a las herramientas de vanguardia de Product Link, las cuales, según Cat, pueden conectar todos los activos, desde el más pequeño más grande de movimiento de tierra hasta el generador más pequeño. Todo ello a través de un solo sistema: VisionLink.

Perú pavimentará más de 7.200 kilómetros de su Red Vial Nacional
Perú mejora la calidad de sus carreteras. El Gobierno habrá invertido US\$7.470 millones, entre agosto del 2011 y julio del 2016, en pavimentar más de 7.200 kilómetros de la Red Vial Nacional...

TITULARES DESTACADOS...

Reconstruyen la carretera entre Porvenir y Puerto Rico en Bolivia
La empresa china Harzone Industry Corporation realizará la reconstrucción de la carretera entre las poblaciones amazónicas de Porvenir y Puerto Rico...

Reparan pavimentos y puentes en la Carretera Longitudinal de la Sierra en Perú
El Tramo 2 de la Carretera Longitudinal de la Sierra presenta un avance del 57%.

Modernizan el corredor arqueológico Chichén Itzá-Valladolid en México
El corredor arqueológico Chichén Itzá-Valladolid-Cobá-Tulum opera al 100% después de modernizar y ampliar el tramo Chichén Itzá-Valladolid...

Invierten US\$1.000 millones en la Ruta Interamericana de Panamá
El tramo de la ruta interamericana que va desde Santiago, Veraguas, hasta David, Chiriquí, en Panamá, se está rehabilitando y ensanchando.

Reconstruyen la carretera Piedra Blanca-Cruce de Ocoa en la República Dominicana
El proyecto de reconstrucción y recuperación de la carretera Piedra Blanca-Cruce de Ocoa, que tiene una extensión de 83 kilómetros...

Upcom
Intr

eNewsletter Distribution 8,085*

A
B
C
D

TECHNICAL INFORMATION

We are here to help. If you require any technical assistance for supplying artwork for any of our publications, please don't hesitate to contact us at Ads@Route1Americas.com.

Advertisement Specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%

Please visit: www.pass4press.com for exact specifications and detailed

information on how to create compliant PDF files.

Supplying Files

Send Files via email to:

Ads@Route1Americas.com.

We make every effort to accurately publish advertisements, however if a proof is not supplied or you are unable to adhere to the PDF specifications we cannot accept responsibility for any errors or omissions that may result.

OPTION	DESCRIPTION	FILE FORMAT	AD DIMENSIONS INCHES (width x depth)	AD DIMENSIONS CM (width x depth)
ADVERTISEMENT SPECIFICATIONS				
1	Double page spread (DPS)	V1.3, PDF/X-1a:2001	Double page spread (DPS) adverts should be supplied as two separate full page PDFs	
2	Half page spread: Please supply a half page spread as 2 separate half pages.	V1.3, PDF/X-1a:2001	Bleed: 17 x 5.75 Trim: 16.75 x 5.5 Type Area: 15.94 x 4.69	Bleed: 43.145 x 14.57 Trim: 42.545 x 13.97 Type Area: 40.545 x 11.97
3	Full page	V1.3, PDF/X-1a:2001	Bleed: 8.5 x 11 Trim: 8.25 x 10.75 Type Area: 7.7 x 10.5	Bleed: 21.59 x 27.94 Trim: 20.955 x 27.305 Type Area: 19.685 x 26.67
4	Two thirds (Vertical)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 9.75	Trim: 11.938 x 24.765
5	Island	V1.3, PDF/X-1a:2001	Trim: 4.7 x 6.75	Trim: 11.938 x 17.145
6	Half page (Horizontal)	V1.3, PDF/X-1a:2001	Trim: 7.15 x 4.75	Trim: 18.161 x 12.065
7	Half page (Vertical)	V1.3, PDF/X-1a:2001	Trim: 3.5 x 9.75	Trim: 8.89 x 24.765
8	One third (Vertical)	V1.3, PDF/X-1a:2001	Trim: 2.25 x 9.75	Trim: 5.715 x 24.765
9	One third (Square)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 4.75	Trim: 11.938 x 12.065
10	Quarter page	V1.3, PDF/X-1a:2001	Trim: 3.48 x 4.75	Trim: 8.8392 x 12.065
11	One sixth	V1.3, PDF/X-1a:2001	Trim: 2.25 x 4.75	Trim: 5.715 x 12.065
WEB BANNERS			DESKTOP SIZE (width x depth)	RESPONSIVE SIZE (width x depth)
A		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
B		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
C		Jpg / PNG / GIF / HTML 5	728 x 210 pixels	320 x 210 pixels
D		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels
E		Jpg / PNG / GIF / HTML 5	300 x 600 pixels	200 x 400 pixels
F		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels
Feature		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
eNEWSLETTER BANNERS				*Our recommended file types are Gif Animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines. File size must not exceed a maximum file size of 200kb
A	Horizontal	Jpg / PNG / GIF / HTML 5	728 x 90 pixels	
B	Vertical skyscraper	Jpg / PNG / GIF / HTML 5	160 x 600 pixels	
C	Button	Jpg / PNG / GIF / HTML 5	160 x 150 pixels	
D	Button	Jpg / PNG / GIF / HTML 5	160 x 150 pixels	

2024 MEDIA KIT

DIGITAL | WEBSITE | eNEWSLETTERS

CONTACT

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IN ASSOCIATION WITH

