

A&SA

MEDIA KIT

CORRUGANDO[®]
DIGITAL

ESCUELA DEL
CORRUGADO
ACCCSA

PODCAST
A&SA
LIVE

CONVENCIÓN
& EXPOSICIÓN
INTERNACIONAL
ACCCSA

INTRODUCTION

We connect the corrugated industry from Latin America and the Caribbean by providing updates on the latest trends, news, and offers.

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WE REACH

People in Key Positions within the Corrugated Industry:



We connect through various advertising channels. These platforms provide industry-specific content tailored to the corrugated packaging sector.



We offer customized formats to match your digital strategy objectives:



BRAND AWARENESS



TRAFFIC



ENGAGEMENT



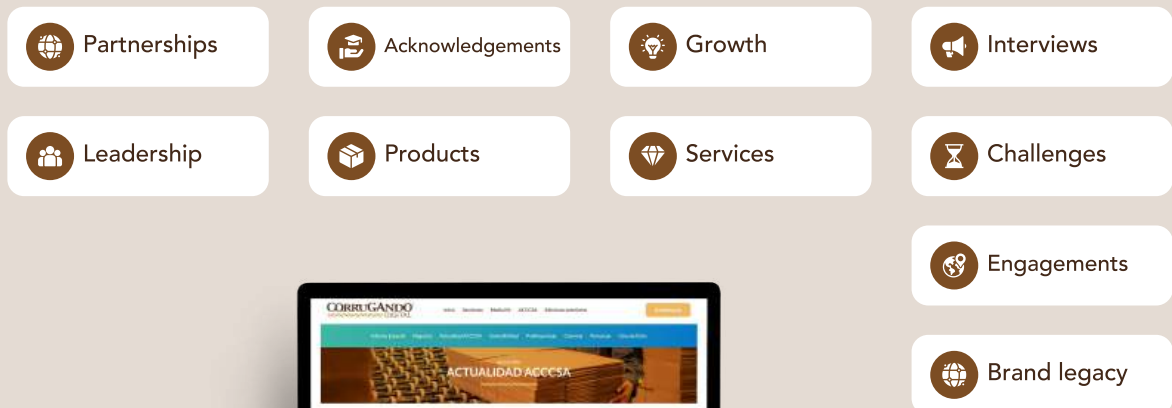
CONVERSIONS

OUR CLIENT SUPPORT

Each advertising/promotional space



Key Brand Elements to Showcase on Our Platforms



WEB MAGAZINE



WEB MAGAZINE

Key Metrics Supporting
Our Reach.



Our reach extends across continents:

+4 K

Readers engage directly
with our editions.

+10

Key formats familiar
to our users.

+11

Countries with an
audience reach through
reading impressions.

+200

Companies engaged with our
services and expertise.

SPONSORED BY



WEB MAGAZINE

Banner Preview

1

HORIZONTAL BANNER

800 x 150

2

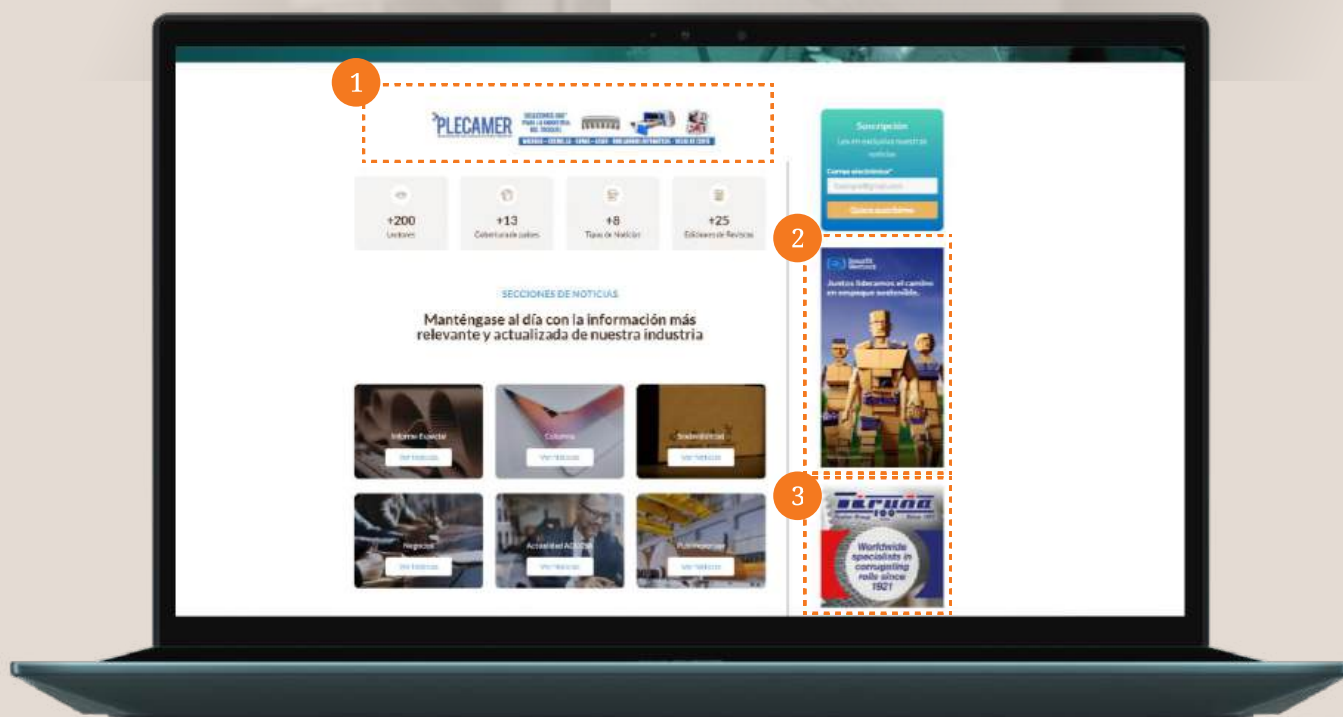
LARGE BANNER

300 x 600

3

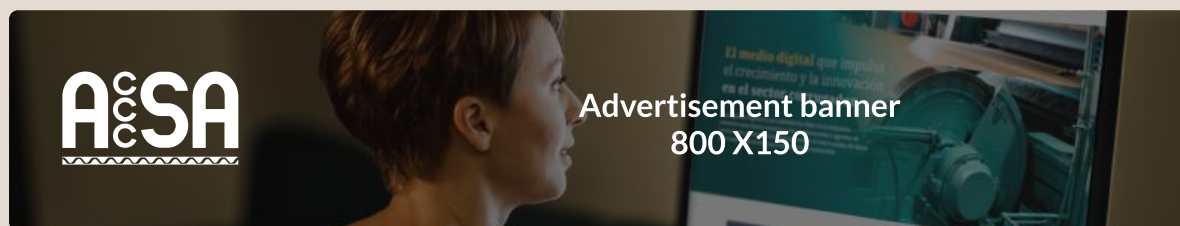
SQUARE BANNER

300 x 300



WEB MAGAZINE

Banner Preview



JPG or GIF FORMAT

WEB MAGAZINE

Pricing Information

*Taxes included

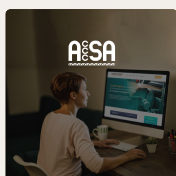


BANNER 300 X 600

✓ **\$800**
1 edition.

✓ 3 EDITIONS
\$750
per edition.

✓ 6 EDITIONS
\$700
per edition.

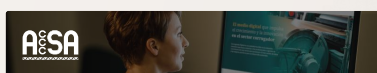


BANNER 300 X 300

✓ **\$500**
1 edition.

✓ 3 EDITIONS
\$450
per edition.

✓ 6 EDITIONS
\$400
per edition.



BANNER 800 X 150

✓ **\$500**
1 edition.

✓ 3 EDITIONS
\$450
per edition.

✓ 6 EDITIONS
\$400
per edition.

DIGITAL MAGAZINE (ISSUU)

The Web Magazine Connecting
the Corrugated Industry Family.



Nuestras 100 ediciones

CORRUGANDO DIGITAL MAGAZINE

(PDF)

Reach and Performance Metrics across Engagement Channels.



CORRUGANDO DIGITAL MAGAZINE

(PDF)



LEFT PAGE | NOTE

RIGHT PAGE | AD

1 Logo in PNG or SVG format (80 x 80 pixels).

2 3 photographs (Do not repeat the ad photo) in PNG or JPG format, 300 DPI, 1:1 aspect ratio.

Focus: Corporate photography matching the note's content or representing the company.

3 **Note Title:** Main idea of the information (It should neither exceed two lines nor include your company name).

4 **Subtitle or Callout:** 140-character text with relevant information to reinforce the note.

5 **Note text:** Maximum of 1,200 characters or 200 words. Share detailed news about your company, product, or service.

6 **Contact Details + QR Code:**

- Booth number.
- Active QR code.
- Website, email, phone number.

7 **Ad in PNG or JPG format** (500 x 740 pixels, 300 DPI).

CORRUGANDO DIGITAL MAGAZINE

Featuring Our Editions Throughout the Year:



REGULAR EDITION

(JAN. - FEB; MAR. - APR.; JUL. - AUG.; SEPT. - OCT.)

USD **\$1,100**

each.



SPECIAL EDITION-CONVENTION

(MAY-JUN)

Print and digital

USD **\$1,300**

For this edition.



SPECIAL EDITION-CATALOG

(NOV-DIC)

Print and digital

USD **\$1,300**

For this edition.

CORRUGANDO DIGITAL MAGAZINE

Ad Package Pricing Overview:

SIMPLE WALL CARDBOARD

USD **\$1,760**

Per edition

*Taxes included

1 edition / 2 months

- ✓ Horizontal banner in one (1) edition of Corrugando Digital Magazine (Size 700 x 90 pixels)
- ✓ Sponsored content in our web magazine in several formats: graphics, GIFs, clips, videos, etc. (1 banner a month)
- ✓ 1 editorial piece + 2 photographs (1 per edition) in the magazine (1,800 to 2,200 characters including spaces in each editorial piece)
- ✓ 4 banners in newsletter format (for 2 months) + 1 featured article
Newsletter frequency: Biweekly
Ad Swap: Optional per edition
Just one note publication with the option to choose the month
- ✓ 2 social media shares (1 per month, in various formats: graphics, GIFs, clips, videos, etc.)

DOBLE WALL CARDBOARD

USD **\$1,650**

Per edition

*Taxes included

3 edition / 6 months

- ✓ Horizontal banner in three (3) editions of Corrugando Digital Magazine (Size 700 x 90 pixels)
- ✓ Sponsored content in our web magazine in several formats: graphics, GIFs, clips, videos, etc. (1 banner a month)
- ✓ 3 editorial notes + 2 photographs (1 per issue) in the magazine (1,800 to 2,200 characters including spaces in each editorial piece)
- ✓ 12 banners in newsletter format (for 6 months) + 1 featured article
Newsletter frequency: Biweekly
Ad Swap: Optional per edition
Just one note publication with the option to choose the month
- ✓ 6 social media shares (1 per month, in various formats: graphics, GIFs, clips, videos, etc.)

TRIPLE WALL CARDBOARD

USD **\$1,540**

Per edition

*Taxes included

6 edition / 12 months

- ✓ Horizontal banner in six (6) editions of Corrugando Digital Magazine (Size 700 x 90 pixels)
- ✓ Sponsored content in our web magazine in several formats: graphics, GIFs, clips, videos, etc. (1 banner a month)
- ✓ 6 editorial notes + 2 photographs (1 per issue) in the magazine (1,800 to 2,200 characters including spaces in each editorial piece)
- ✓ 24 banners in newsletter format (for 12 months) + 1 featured article
Newsletter frequency: Biweekly
Ad Swap: Optional per edition
Just one note publication with the option to choose the month
- ✓ 12 social media shares (1 per month, in various formats: graphics, GIFs, clips, videos, etc.)

CORRUGANDO DIGITAL MAGAZINE

In-Magazine Ad Preview:

PÁGINA COMPLETA

ANUNCIO HORIZONTAL 700X90

CORRUGANDO DIGITAL MAGAZINE

Advertising Rates:

FULL PAGE AD

✓ **\$880**
1 edition.

✓ **3 EDITIONS:**
\$825
each.

✓ **6 EDITIONS:**
\$770
each

*Taxes included



BANNER HORIZONTAL 700X90

✓ **\$550**
1 edition.

✓ **3 EDITIONS:**
\$495
each.

✓ **6 EDITIONS:**
\$440
each.

*Taxes included



CORRUGANDO DIGITAL MAGAZINE

Article Writing Guidelines:



LEFT PAGE | NOTE

RIGHT PAGE | NOTE

1 Article Title: The main idea of the information. It must not exceed two lines and should not include the company name.

2 Subheading or Lead-in: A text of xxx characters with relevant information to reinforce the content of the article.

3 Article Body: Provide detailed information about the news related to your company, product, or service.

4 Photographs: Images illustrating the article.

PRICE

✓ **USD \$800**

1 page (1800 to 2200 characters including spaces).

✓ **USD \$1,100**

2 pages (3600 to 4000 characters including spaces).

SOCIAL MEDIA

A&SA



SOCIAL MEDIA

Publishing Platforms



ADVERTORIAL

\$66

THE CLIENT SUPPLIES
THE DESIGN

\$88

ACCCSA HELPS WITH THE
DESIGN

*Taxes included

- ✓ Includes posting on all 3 social media platforms.
- ✓ The content must be the same across all three platforms.

POST

\$25.50

THE CLIENT SUPPLIES
THE DESIGN

\$88

ACCCSA HELPS WITH THE
DESIGN

*Taxes included

- ✓ Facebook: 800x800 px.
Instagram: 1080x1350 px.
Linkedin: 520x320 px.
- ✓ Captions with a maximum of 300 characters including spaces.
- ✓ High-resolution images (100 dpi or more).
- ✓ Includes posting on all 3 social media platforms.
- ✓ The content must be the same across all three platforms.
- ✓ Material must be submitted at least one week before publication.

VIDEO

\$38.50

*Taxes included

- ✓ Reel format or horizontal video.
- ✓ The video must be no longer than 1 minute.
- ✓ File format: MP4.
- ✓ Includes posting on all 3 social media platforms.
- ✓ The content must be the same across all three platforms.
- ✓ Material must be submitted at least one week before publication.

SOCIAL MEDIA

Main Reach Outlook

+3000

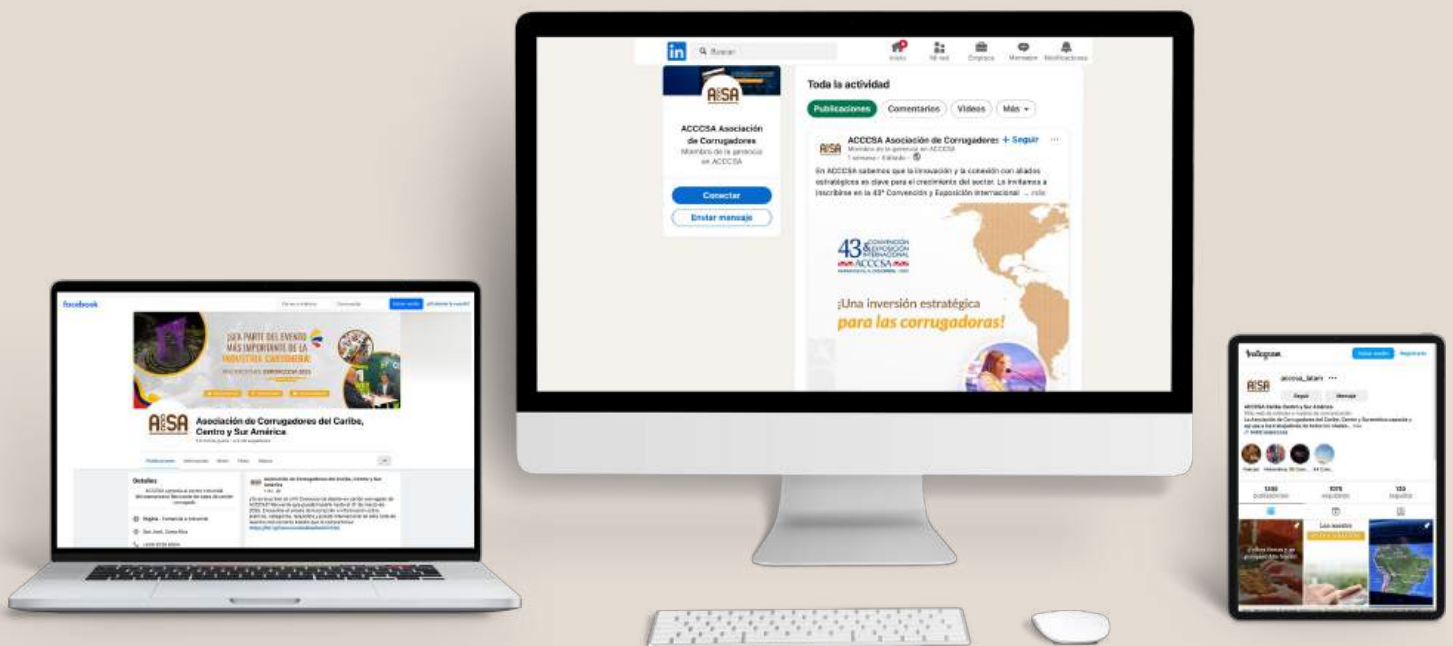
followers in our social media
community.

Community

+900

monthly visits to our
platforms.

Interaction or
engagement



NEWSLETTER

The newsletter's consistency makes it the ideal format for advertising, combining current content with innovation.



NEWSLETTER BANNER

Differentiate Yourself with an Efficient and Cutting-edge Banner.

1 800 x 250 px

2 800 x 150 px

✓ 300 DPI

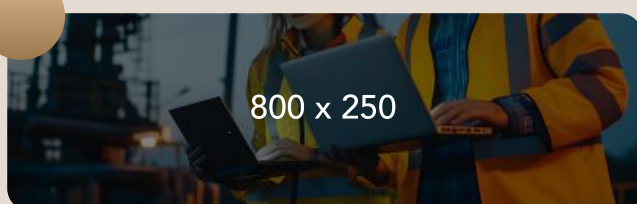
✓ JPG /GIF format



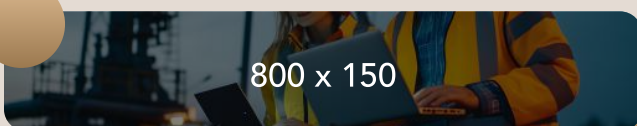
NEWSLETTER

A biweekly format featuring ad placements alongside the latest innovations in the corrugated industry.

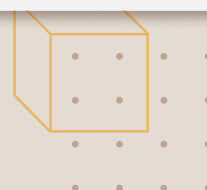
MAIN BANNER



SECONDARY BANNER



- ✓ Taxes included.
- ✓ Prices per edition.
- ✓ Access link included.
- ✓ The material must be submitted at least one week before publication.

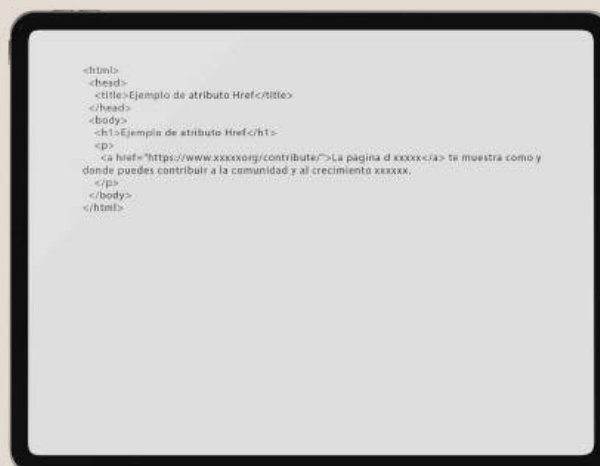


PRICE PER EDITION

BANNER	1 ED.	3 ED.	6 ED.
Main	✓ \$385	✓ \$352 per edition.	✓ \$319 per edition.
Secondary	✓ \$275	✓ \$253 per edition.	✓ \$209 per edition.

FULL NEWSLETTER

Customized Delivery of Text and Images.



- ✓ HTML file size: 106.6 kb.
- ✓ The HTML file must meet the size requirement, including images and text.
- ✓ Submit the HTML file to ACCCSA at least one week before the agreed delivery date.
- ✓ Verify delivery availability in advance.
- ✓ The email goes to ACCCSA's database, which has a hosting capacity of + 2000 readers.

PRICE

✓ **USD \$500**
per newsletter.

PODCAST

The audience enjoys a monthly chapter with a customized audiovisual format and an effective content strategy.



PODCAST

ACCCSA LIVE

The audience enjoys a monthly chapter with a customized audiovisual format of an effective content strategy.



TREND



STRUCTURE



PODCAST

ACCCSA LIVE

OUR PLATFORMS AND THEIR REACH



PODCAST

Benefits and Investment:

- ✓ Mass mailing to a database with over 3,500 contacts.
- ✓ Promotion on social media platforms.
- ✓ Brand visibility during the episode recording (headband and final cover).
- ✓ Inclusion in Corrugando magazine and the ACCCSA newsletter.



PRICES



Podcast Production
(30-minute video)

\$500 per episode.



**Banner Overlay on
the Episode**

\$250 per episode.

PODCAST

Episode Format:

✓ Opening and closing bumper



✓ Host first remarks

Client



✓ Guest introduction

Client logo

Client



✓ Closing bumper

Client logo



PODCAST

Watch and listen to
our latest episodes:



Watch the episodes



Listen to the episodes



ACCCSA

For further inquiries, contact us!
We're just a call, email, or
message away:



+506 8726 - 6904



staff@acccsa.org

Visit our social media channels to stay connected!



Visit our social media!



