

INSIGHTS FROM THE FIELD

FOR POLICYMAKING AND BUSINESS IN LATIN AMERICA

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SPONSORSHIP AND ADVERTISING WITH INSIGHTS

Insights' target audience is company C-levels and influential US government policymakers that need to know about strategic issues in the Latin American region. We are continuously working to expand our distribution list through strategic alliances with AMCHAMs, policy centers and universities in the United States and throughout the Latin American region. Updates and tracking on distribution will be made available to sponsors and advertisers on a regular basis.

WHO WILL READ INSIGHTS?

- ▶ C-level and other high-level contacts of Insights' Advisers that are affiliated with the London School of Economic (UK); the National Defense University (Washington, DC); Cornell University (US); The White House Writers Group (Washington, DC); The Institute for Security and Strategic Affairs (ISAE) of the Argentine Council for International Relations; University of Palermo (Argentina); and the University of FASTA (Argentina).
- ▶ More than 5,000 American Chamber of Commerce (Argentina) contacts, including CEOs of the 780 member companies, Institutional managers, Marketing managers, Bi-national Chambers, Sectoral Chambers, national and provincial media, Deans and Directors of the principal universities in Argentina, NGOs, and all the AmChams in the Latin American region.

YEARLY SPONSORSHIP OPTIONS

PLATINUM

US\$500/month

- ▶ Company logo on the front page
- ▶ Two 1/2 page ads
- ▶ One horizontal banner ad
- ▶ One 2,500-word tailored, market research report (one sector/one country)
- ▶ Two reports in the bulletin allotted to executive contributors regarding relevant topics

GOLD

US\$300/month

- ▶ Company logo on the front page
- ▶ One 1/2 page ad
- ▶ One report in the bulletin allotted to an executive contributor regarding a relevant topic

SILVER

US\$150/month

- ▶ Company logo on the front page
- ▶ One report in the bulletin allotted to an executive contributor regarding a relevant topic

ADVERTISING FORMATS AND PRICES

1/2 page
(7.5" x 4.3")

US\$1500

Vertical
Banner
(2.4" x 8.7")

US\$800

Horizontal
Banner
(7.5" x 2.4")

US\$500