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# DIGITAL CHANNELS

INA NEWS/MONTHLY INA/SOCIAL MEDIA/ WEBINARS

## READERS' PROFILE

- Directors • Managers • Coordinators • Engineers • Department heads
- Procurement • Sales • Maintenance • Quality Control • Human Resources • Logistics
- Marketing • Entrepreneurs • SME Owners • Industry Suppliers • Compliance • Legal
- and more...

TOTAL CONTACTS	OPEN RATE	CLICK-THROUGH RATE
20,135	47,56%	3,09%



INA NEWS  
\$8,800



INA NEWS  
\$7,150



INA NEWS  
\$5,500

A WEEKLY BANNER THROUGHOUT THE MONTH HIRED.

# INA PACK

- An informative note with a paragraph to highlight as the second note from INA News.
- The contractor must provide content, image and link.
- A biweekly post on our social media, for a month.
- **Arts provided by client.**

**\$ 5,600.00 + IVA**

# SOCIAL MEDIA

Post on our social media (Facebook, LinkedIn and X)

- The banner/video must be provided by the contractor. As well as the landing page/website + contact information
- A maximum of two images will be published in JPEG or a video of maximum 2 minutes
- Send copy suggestions, hashtags and tags

**THREE MONTHLY PUBLICATIONS \$5,600 + IVA**

**25% Off  
in digital media  
for members INA/  
Associates**

# BREAKFAST - CONFERENCE

Sponsoring these events offers the opportunity to interact with potential clients, network with other industry professionals, and even identify strategic collaborations.

- Organization and logistics in Mexico City
- Breakfast service and audio equipment for 25 people.
- Digital campaign:
  - Banner design.
  - Emailing campaign to the exclusive base of INA associates
  - Organic campaign on our social media (Facebook, LinkedIn and X)
- In the attendee registry, the option is established to authorize or not to share their personal data to contact them after the event.

Our database is made up of decision makers and influencers in purchasing processes.

- 80% of the participants have a managerial profile within the company.

**HYBRID EVENT \$55,000 MXN**  
**EXCLUSIVELY IN-PERSON EVENT \$49,600 MXN**  
**ONLINE EVENT \$22,000 MXN**  
**PRICES WITH VAT AND SERVICE INCLUDED\***

## Terms and Conditions

- Advance payment: 50% upon confirmation of the event, and 50% 10 business days before the event
- For cancellations or changes to the reservation 30 days in advance
- After this date, 50% of the estimated inputs will be charged.
- Price subject to change
- \*16% VAT and 15% service

**SHARE KEY MESSAGES ABOUT YOUR BRAND,  
PRODUCTS OR SERVICES WITH A RELEVANT AUDIENCE**