ARQA LATAM+AMERICA

ARQA

Strengthen your brand alongside industry leaders

STRATEGY, CONTENT AND VISIBILITY FOR ARCHITECTURE
AND CONSTRUCTION ACROSS LATIN AMERICA AND THE UNITED STATES.

COMMERCIAL PROPOSAL

Brands transforming architecture and construction already work with us

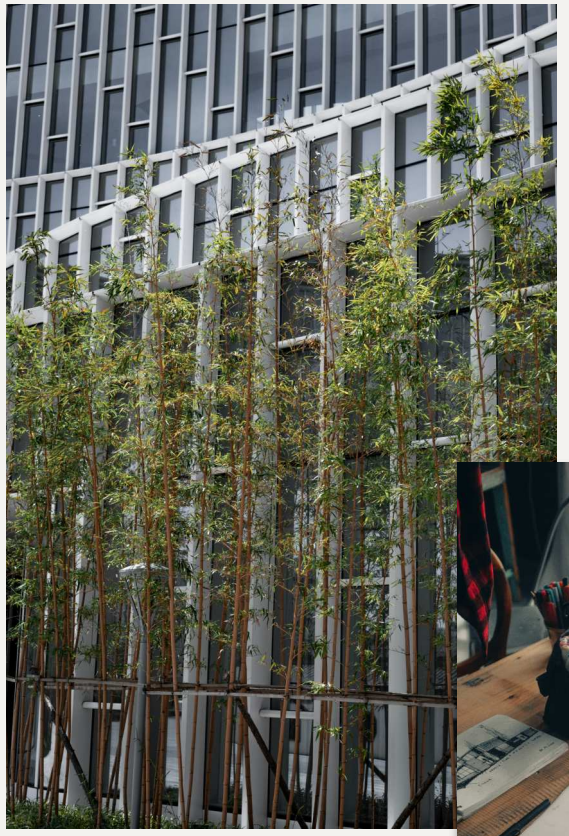
Since 1996, we have helped leading companies develop communication and content strategies that deliver real impact across Latin America.

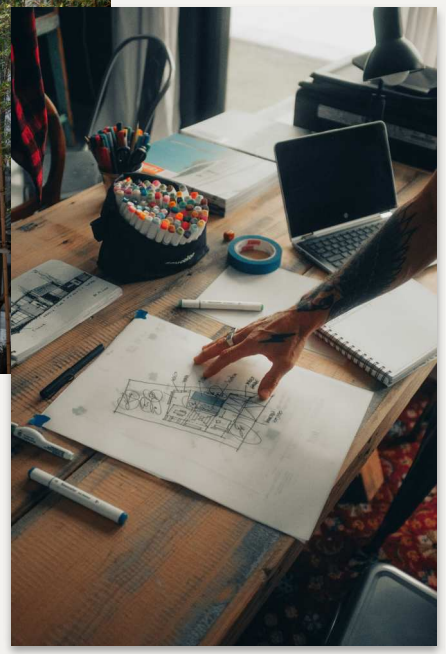
ARQA LATAM+AMERICA connects Latin America and the United States.

Architecture
Studios & Designers

Design
Interiors & Objects

Construction
Developers & Projects





Content

Communication

Professional connections

30 years building a community

ARQA

A tailored strategy to support your business goals

Two complementary pillars for visibility and sales across Latin America and the United States.

COMMUNICATION & BRANDING

ARQA LATAM+AMERICA

Position your brand, products and projects through editorial features, web articles and effective campaigns across multiple channels.

VISIBILITY & POSITIONING

ACTIVATION & SALES

ARQA BONUS

Connect with professionals who specify and purchase construction materials through digital benefits

and trackable sales opportunities.

CONVERSION & OPPORTUNITIES

An integrated strategy: from brand positioning to closing sales at the point of purchase.

Experience, connections and a strategic view of the Americas

We work with leading architecture and construction brands across Latin America, combining creativity, industry expertise and an extensive network of professional contacts.

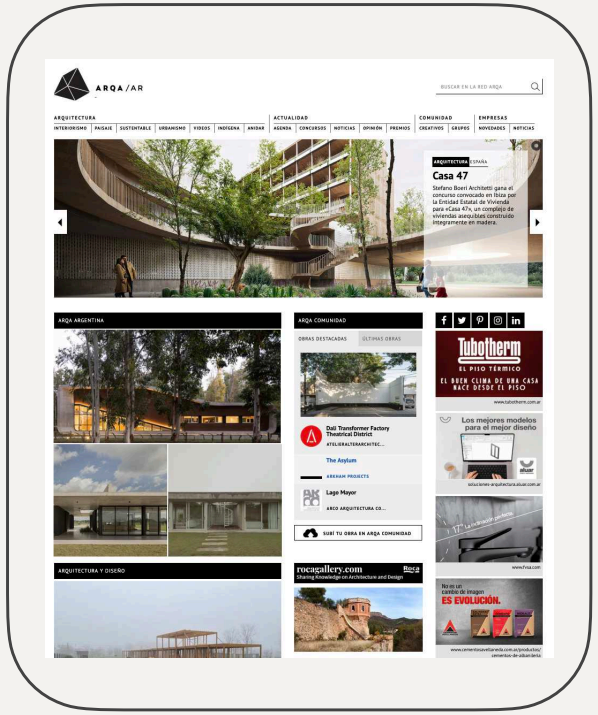
LATAM expertise supporting expansion to the United States

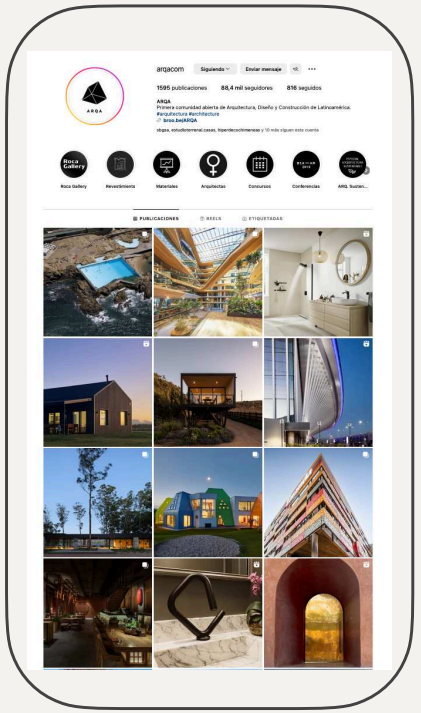
AUTHORITY

30 years as a leading media outlet in Latin America.

PERFORMANCE

Sales activations with commercial tracking.





+180K

website page views / month

+2.5M

Pinterest impressions / month

+410K

total professional community

CHANNELS: Newsletter **+20K** • Instagram **+93K** • Facebook **+178K** • LinkedIn **+40K**

The Americas
One integrated network

Expand your company's reach, strengthen your brand positioning and create new business opportunities beyond your local market.

LATIN AMERICA + UNITED STATES

Regional network with expansion to the United States

Argentina	**Bolivia**	**Chile**
Colombia	**Costa Rica**	**Ecuador**
El Salvador	**Mexico**	**Paraguay**
Peru	**Uruguay**	**Dominican Rep.**

United States **Honduras** **Nicaragua**

One community. Multiple markets. One integrated network.

Tailored communication and sponsorship solutions

PRESENCE

ESSENTIAL PLAN

- **1 web feature/article per month**
- **1 post + 1 story on IG / FB**
- Standard content indexing
- Rotating website banners
- Metrics report every six months

POSITIONING

BUSINESS PLAN

- **2 web features per month**
- Featured newsletter placement
- **3 posts + stories** + Pinterest
- Featured banners + Dofollow links
- Quarterly conversion report

LEADERSHIP

FULL BONUS

RECOMMENDED

PREMIUM PLAN

- Priority publications + Events
- 360° campaign + LinkedIn B2B
- Website takeover + SEO audit
- Detailed monthly report + ROI
- **ARQA BONUS integration included**

Choose your reach - Monthly investment by geographic coverage

PRICES IN USD

REACH / PLAN	ESSENTIAL	BUSINESS	PREMIUM
LOCAL (1 country)	USD 300	USD 600	USD 800
REGIONAL (up to 5 countries)	USD 600	USD 800	USD 1,200
LATAM + USA	USD 800	USD 1,200	USD 1,800

The same rates apply to Latin America and the United States.

ARQA

SALES ACTIVATION

ARQA Bonus
From visibility to actual sales

A direct sales activation channel with transaction tracking, distribution network oversight and precise conversion measurement.

Multichannel Connection
Brands, architects, builders and distributors in one connected process.

Targeted Benefits
Corporate voucher validated at purchase before construction begins.

CPA MODEL (Cost per Acquisition) Included in Premium LATAM + USA. Optional for Essential and Business.

The same ARQA BONUS rates apply in Latin America and the United States.

ARQA

From quote to sale: a four-stage process

Digital validation of every transaction ensures traceability and transparency.

1

QUOTATION

The professional requests a quote from an authorized distributor or approved retailer.

INITIAL STEP

2

VALIDATION

They upload the quote to the ARQA platform and request their corporate benefit.

VERIFICATION

3

DIGITAL VOUCHER

The configured voucher is generated. The professional and distributor receive an automatic copy.

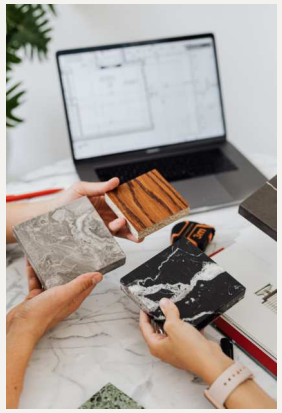
CODE ISSUANCE

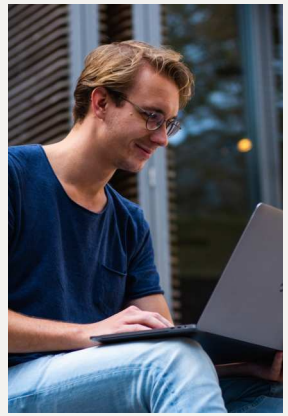
4

CLOSING & REPORTING

The distributor applies the benefit. The company tracks conversions in real time.

ATTRIBUTABLE SALE





From the initial quote to the completed sale, with clear metrics

ARQA

Investment based on your sales results

Category-based commissions apply only to validated, attributable net sales.

TIER A

0.8%

STRUCTURAL & CORE MATERIALS

Steel, cement, bricks, roofing and related products

TIER B

1.5%

BUILDING SYSTEMS & FINISHES

Doors & windows, HVAC, pipes, sanitary fixtures

TIER C

3.0%

EQUIPMENT & DESIGN

Furniture, lighting and appliances

Market Intelligence: Identify professionals requesting quotes by project and country.

Distribution Oversight: Track benefits and pricing across your distributor network.

ARQA

We invite you to arrange a brief online meeting

We would be pleased to learn about your goals, answer your questions and explore ways to strengthen your brand across Latin America and the United States.

SCHEDULE A MEETING →

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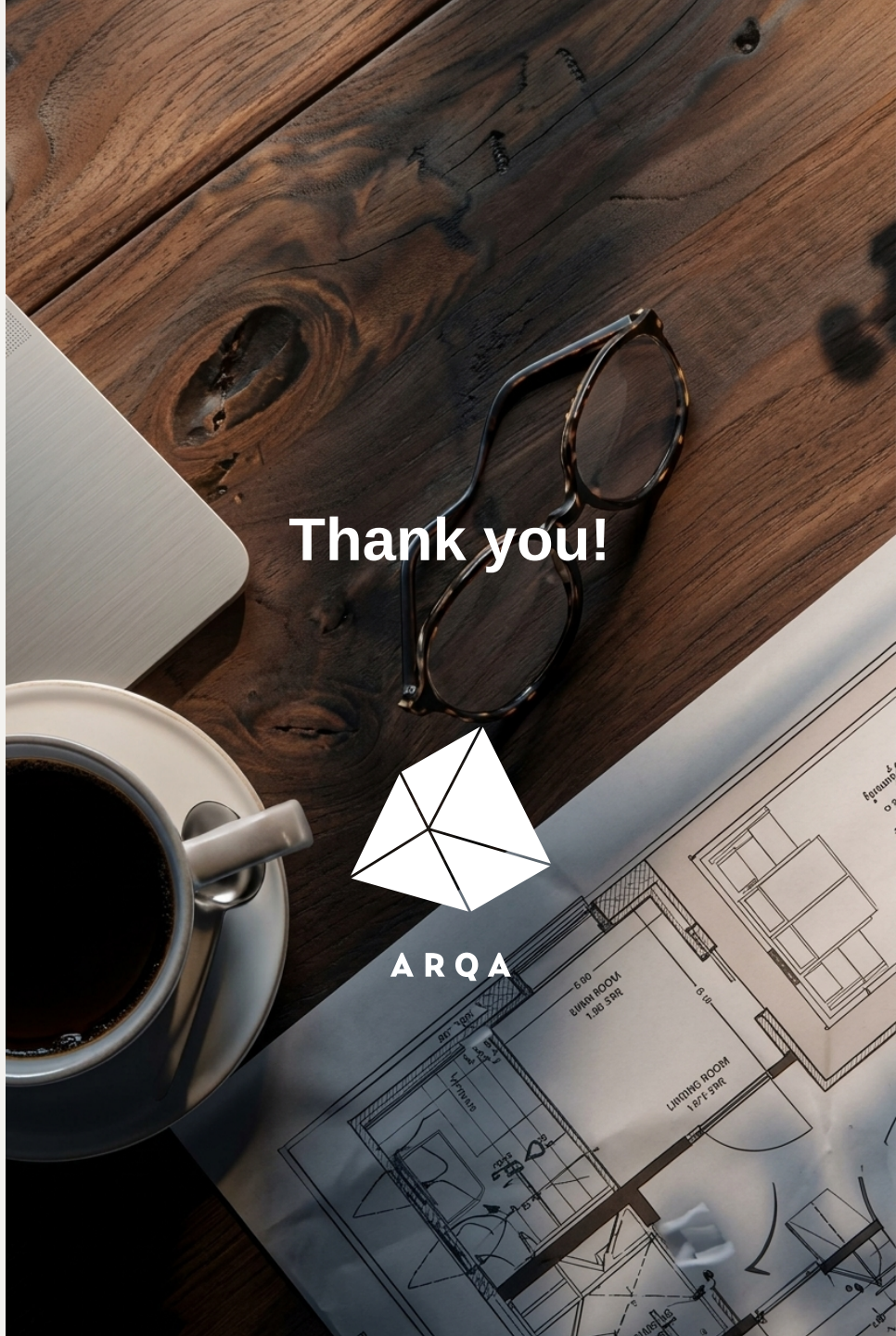
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