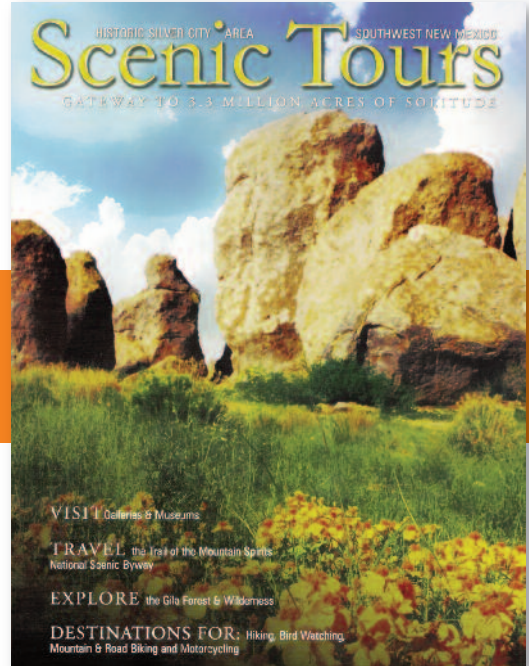


HISTORIC SILVER CITY AREA Scenic Tours

GATEWAY TO 3.3 MILLION ACRES OF SOLITUDE
A PUBLICATION BY ZIA PUBLISHING CORP.



Captivating the history of Grant County in Southwest New Mexico.

This guide provides **guided tours** highlighting historic and popular attractions.

Mailed to inquiries throughout the united states in packets from the Silver City Grant County Chamber of Commerce. Distributed through advertisers, New Mexico elcome centers, RV parks and throughout Silver City and surrounding areas including Deming, Lordsburg, Catron County, Socorro and Truth or Consequences.

A full digital edition can be read and downloaded at ziapublishing.com, issuu.com, silvercity.org and silvercitytourism.com.

Detailed **maps** of Silver City and surrounding areas.

2 Year
full shelf life & pass along readership

advertisng rates

ad size	price
FULL PAGE	\$2275
1/3 PAGE	975
1/6 PAGE	525
PAGE 1	3,175
UPFRONT	2,375
INSIDE FRONT	3,275
INSIDE BACK	3,175
BACK COVER	3,475

a look inside

TOURS

- Historic Silver City Scenic Tour
- Pinos Altos Scenic Tour
- Trail of the Mountain Spirits Scenic Tour
- Mining Scenic Tour
- Gila High Country Scenic Tour
- City of Rocks and South of Silver City Scenic Tour

ATTRACTIONS

- Gila National Forest and Wilderness Area
- Historic Sites, National Monuments, State Parks
- Museums, Forts & Ghost Towns.

ACTIVITIES

- Rockhounding, Birding, Hiking, Cycling.

MAPS

- Grant County Area Tours
- Silver City Walking Tour
- Silver City Driving Tour
- Historic Silver City Tour
- Pinos Altos
- Mining
- Birding, Hiking, Biking

24,000
copies printed & distributed

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All of our publications are designed to reach the right audience.

Readership is loyal. They enjoy above average income levels, are home owners, purchase new cars, make major clothing expenditures, invest in fine jewelry, art and home accessories. Our readers enjoy outdoor sports, travel and country club living as well.

NEW MEXICO TRAVELER

This definitive visitors' guide is read by hotel guests through-out New Mexico. It is an exclusive, in-room reference found in New Mexico's top resorts and vacation rentals. Guests find spectacular photo spreads and complete information for dining, shopping, sightseeing and vacations.

Estimated readership:
5.9 million per issue

SCENIC TOURS

Captivating the history of Grant County in Southern New Mexico, this definitive guide provides guided tours highlighting historic and popular attractions.

Estimated readership:
100,000 per issue

SILVER CITY LIFE

Silver City, in southwest New Mexico, is one of America's best. Listed in Norman Crampton's *The 100 Best Small Towns In America* and Norman Ford lists it in the *Top 1% of Healthiest Places to Live and Retire in the US*. It highlights area residents, homes, entertainment and business interests. Zia Publishing's headquarters!

Estimated readership:
30,000 per issue

THE SOURCE

A complete guide to Southwest New Mexico featuring area attractions, restaurants, museums, shopping, galleries, events, salons, health and wellness and more.

Estimated readership:
50,000 per issue

SILVER CITY RELOCATION AND VISITOR GUIDE

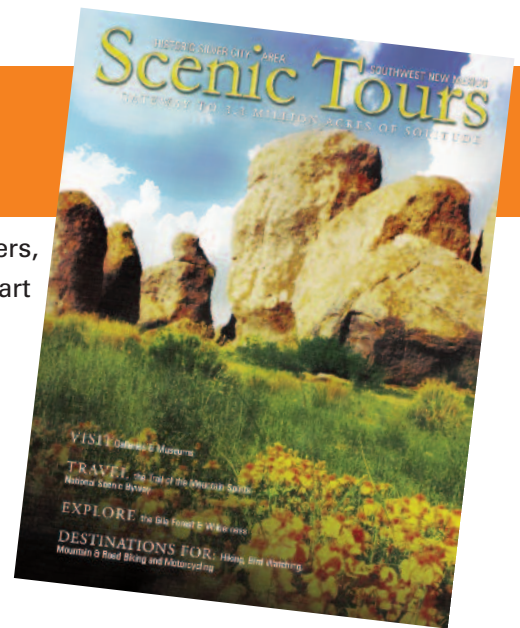
Welcoming visitors and relocators to Silver City. This guide highlights one of the nations favorite communities for arts and entertainment. Its medical facilities, cost of living, educational programs and fresh air with a lack of urban stress. create a strong foundation for retirement

Estimated readership:
60,000 per issue

SPIRIT OF ZUNI

An attractive visitors guide highlighting the art, lifestyle and business interests of the Zuni people.

Estimated readership:
50,000 per issue



DEMING HORIZONS

A fabulous publication highlighting the quality of life that is enjoyed by Deming residents. A complete guide to area shopping, dining, schools and business interests.

Estimated readership: 30,000 per issue

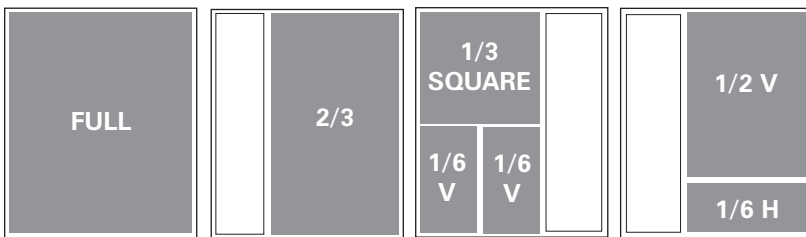


accepted ad sizes

non-bleed ads no trimming	width	height
FULL PAGE	7.375	9.75
2/3 PAGE	4.75	9.75
1/2 PAGE VERTICAL	4.75	7.25
1/3 PAGE SQUARE	4.75	4.75
1/6 PAGE VERTICAL	2.25	4.75
1/6 PAGE HORIZONTAL	4.75	2.25

ads with bleed size after trimming	width	height
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FULL PAGE	8.375	10.875
BACK COVER	8.375	10.875

Sizes listed for ads with bleed are the final trim size for the ads. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending.



ad definitions

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For guaranteed position, add 10% to rate. Guarantees apply to half or full page advertisements only and are available on a first come first serve basis.

TERMS

Monthly payments available upon credit approval with full payment due at press time. We accept all major Credit Cards.

AGENCY COMMISSIONS

All rates are quoted NET. Agency commissions must be added to published rates

CANCELLATIONS

Cancellations after closing dates are not accepted. Zia Publishing reserves the right to publish a previous ad if new ad is not received on time. Any cancellations must be received in writing, ten working days prior to closing date.

contact information:

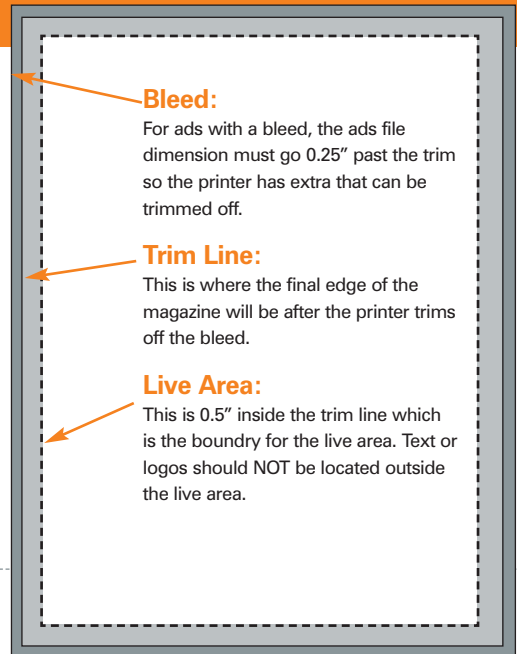
Questions?
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Publication Trim size: 8.375" x 10.875"

Full Page Non-Bleed
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ad design specifications

All RGB or spot colors should be converted to CMYK.

PDF, EPS, TIFF, and JPEG files are accepted.

Ads must be submitted at 300dpi

SUBMITTING YOUR AD CHECKLIST:

- ✓ **SPELLCHECK**
Check your ad for misspelling or typographical errors.
- ✓ **HIGH RESOLUTION GRAPHICS**
Unless you are using high resolution graphics or photos from a professional stock site or designer: Do not use photos or artwork downloaded from the internet. Due to their low 72 dpi resolution they will not print correctly.

ADS WITH A BLEED

- ✓ **CORRECT BLEED**
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Ad with bleed should not have any text or logos within 0.5" of the trim line.
- ✓ **CROP MARKS**
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