

SILVER CITY LIFE

A PUBLICATION BY ZIA PUBLISHING CORP.

Silver City's high-quality, full color, glossy lifestyle magazine.

a look inside

features

NEW FACES IN BUSINESS Meet new business owners and leaders that compliment the city's economy.

PEOPLE MAKING A DIFFERENCE

From eclectic trades people, small business owners, professors creating their own work while helping students achieve their goals to communicators and social workers... it's the people that make the difference.

SILVER CITY DOCS The Silver City area attracts highly qualified and dedicated physicians and medical professionals.

INVESTMENT TIPS from Edward Jones.

HAPPY ENDINGS Local residents' animals find happy adopted homes.

6,500

copies printed & distributed



distribution

Silver City Life is distributed through advertisers and in primary locations throughout Silver City including business and professional offices and waiting rooms and surrounding areas including Deming, Lordsburg, Catron County and Truth or Consequences.

PRIMARY LOCATIONS

- Blackwell's Antiques
- Dandelion Wish
- Diane's Restaurant
- Holiday Inn Express
- Jalisco Cafe
- Judy's Nails
- Lois Duffy Art
- Lopez, Dietzel & Perkins, P.C.
- Manzano's RV Park
- The Marketplace
- Mimbres Region Arts Council
- The Palace Hotel
- RE/Max Silver Advantage
- Silver City Museum
- Silver City RV Park
- Silver City Public Library
- SYZGY Tile
- Tree Spirit Gallery
- United Country Mimbres Realty, Inc.

Six Month

full shelf life & pass along readership

advertising rates

ad size	price
FULL PAGE	\$995
2/3 PAGE	835
1/2 PAGE	735
1/3 PAGE	525
1/6 PAGE	365
PAGE 1	1,155
UPFRONT	1,095
2 PAGE ADVERTORIAL	1,800
INSIDE FRONT	1,195
INSIDE BACK	1,155
BACK COVER	1,215

A full digital edition can be read and downloaded at ziapublishing.com, issuu.com, silvercity.org and... See us now on facebook!

Don't miss your opportunity to be showcased.
Reserve your space today!

Our Extended Family

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

LA CIENEGA 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



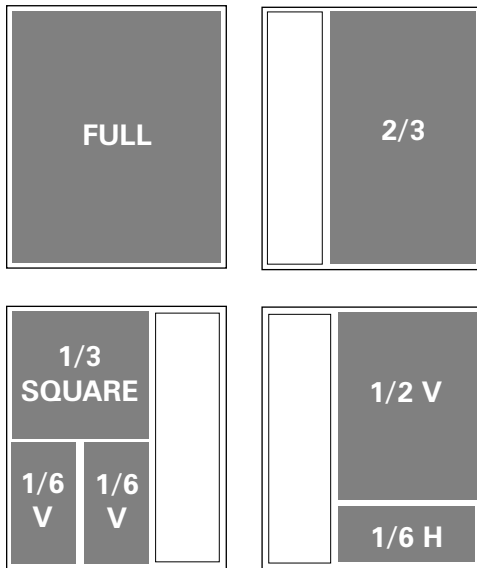
DEMING HORIZONS

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



SILVER CITY LIFE



advertising rates

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FULL PAGE	\$ 995
2/3 PAGE	835
1/2 PAGE	735
1/3 PAGE	525
1/6 PAGE	365
Additional 10% for preferred ad position.	
PAGE 1	\$1,155
UPFRONT	1,095
2 PAGE	1,800
INSIDE FRONT	1,195
INSIDE BACK	1,155
BACK COVER	1,215

contact information:

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accounting

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 arlyn@ziapublishing.com

ad definitions

GUARANTEED POSITION

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. Silver City LIFE 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.

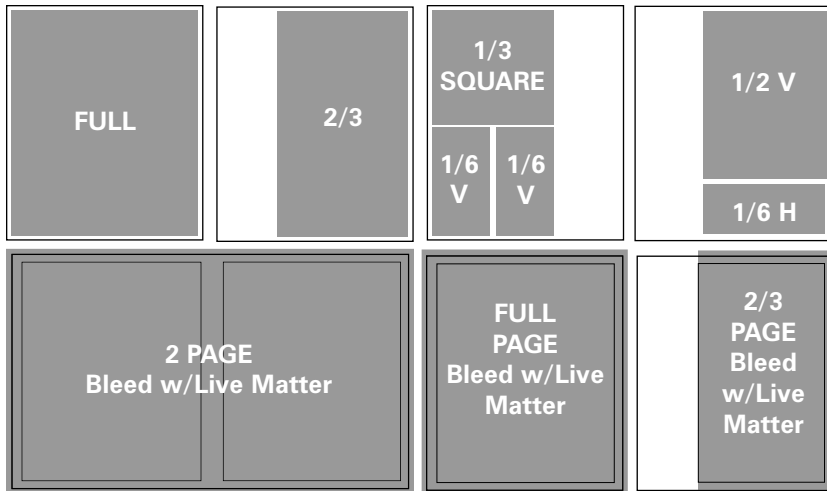
accepted ad sizes

Publication Trim size — 8.375" x 10.875"

unit size

	width	height
2 PAGE BLEED	17.25"	11.375"
2 PAGE TRIM SIZE	16.75"	10.875"
2 PAGE LIVE MATTER [NON-BLEED]	15.75"	9.75"
FULL PAGE BLEED / COVERS	8.875"	11.375"
FULL PAGE TRIM SIZE	8.375"	10.875"
FULL PAGE LIVE MATTER [NON-BLEED]	7.375"	9.75"
2/3 PAGE VERTICAL BLEED	5.50"	11.375"
2/3 PAGE VERTICAL TRIM SIZE	5.25"	10.875"
2/3 PAGE VERTICAL LIVE MATTER	4.75"	9.75"
2/3 PAGE VERTICAL	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"

NOTE: Final trim sizes for ads with bleed require a .25" bleed plus .5" between text (live matter) and trim. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending. PLEASE do not allow text to go into non-live matter space.



contact information:

Questions?
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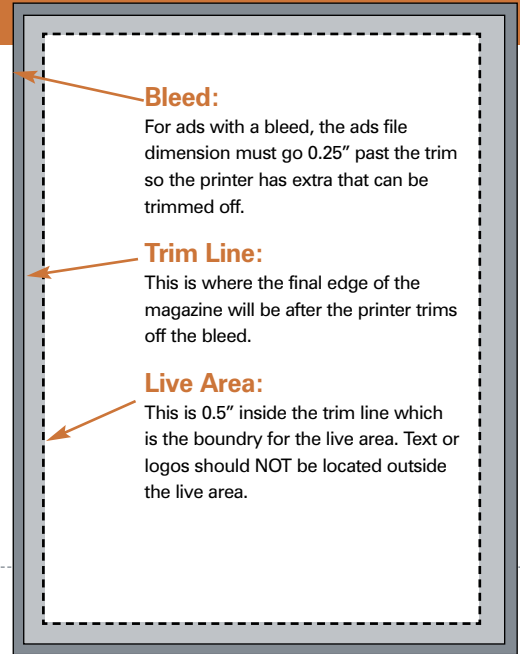
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submit your ad:

Email your ad to:
materials@ziapublishing.com or
contact us for FTP upload information.

Publication Trim size: 8.375" x 10.875"

Full Page Non-Bleed
(Live Matter): 7.375" x 9.75"



Bleed:

For ads with a bleed, the ads file dimension must go 0.25" past the trim so the printer has extra that can be trimmed off.

Trim Line:

This is where the final edge of the magazine will be after the printer trims off the bleed.

Live Area:

This is 0.5" inside the trim line which is the boundary for the live area. Text or logos should NOT be located outside the live area.

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
Ad with bleed has the correct 0.25" bleed.
- ✓ TEXT IS WITHIN TRIM LINE
Ad with bleed should not have any text or logos within 0.5" of the trim line.
- ✓ CROP MARKS
Ad with bleed should be submitted with crop marks to insure proper alignment and placement on the page.