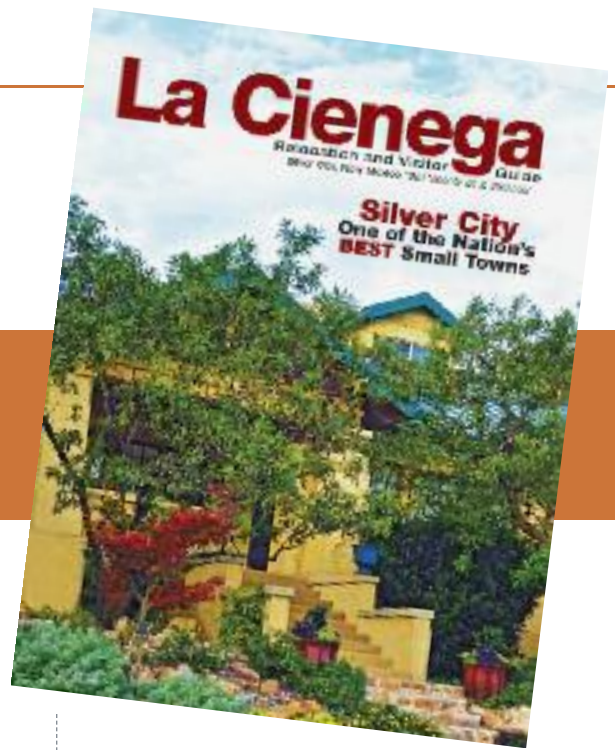


# La Cienega

Silver City Relocation & Visitor Guide



The comprehensive relocation guide.

## distribution

Silver City Relocation Guide is distributed by our advertisers throughout the Silver City area and is available in surrounding areas including Catron, Luna and Hidalgo Counties.

Silver City Relocation Guide is used for recruitment by WNMU, HMS and Gila Regional Medical Center seeking professionals.

Silver City Relocation Guide is mailed by area realtors to people moving to the Grant County area.

A full digital edition can be read and downloaded at [ziapublishing.com](http://ziapublishing.com), [issuu.com](http://issuu.com), [silvercity.org](http://silvercity.org) and... See us now on facebook!

2 Year

full shelf life & pass along readership

## a look inside

A look at one of the country's favorite communities for arts and entertainment, retirement and fresh air with a lack of urban stress!

Estimated  
**100,000**  
Readers  
per issue.

## advertising rates

<b>FULL PAGE</b>	<b>\$2275</b>
<b>2/3 PAGE</b>	<b>2025</b>
<b>1/2 PAGE</b>	<b>1500</b>
<b>1/3 PAGE</b>	<b>975</b>
<b>1/6 PAGE</b>	<b>525</b>
<b>PAGE 1</b>	<b>\$3175</b>
<b>UPFRONT</b>	<b>2375</b>
<b>INSIDE FRONT</b>	<b>3275</b>
<b>INSIDE BACK</b>	<b>3175</b>
<b>BACK COVER</b>	<b>3475</b>

24,000

copies printed & distributed

32 fabulous communities offering homes from the historic to newly constructed plus alternative "energy efficient" choices.

The weather, the people, medical facilities and services, continued education programs, volunteer resources, wilderness areas, arts and music venues and the cost of living all create a strong foundation for a great retirement.

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

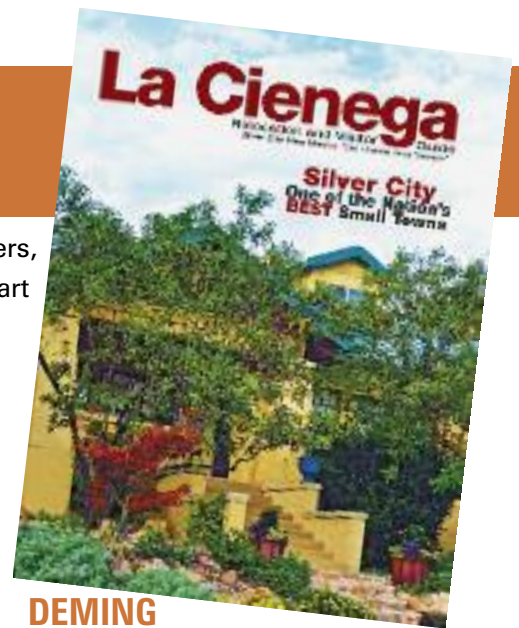
Welcoming visitors and relocators to Silver City. This guide highlights one of the nation's favorite communities for arts and entertainment. Its medical facilities, cost of living, educational programs and fresh air with a lack of urban stress. create a strong foundation for retirement

**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**

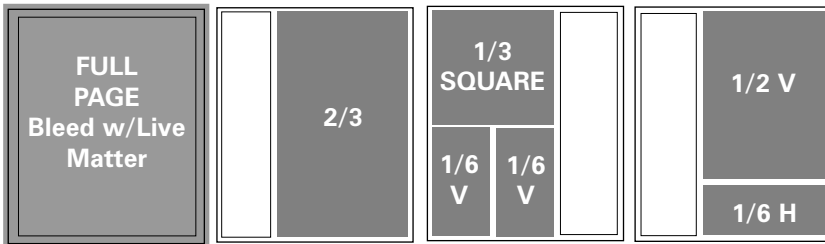


**accepted ad sizes**

Publication Trim size — 8.375" x 10.875"

unit size	width	height
<b>FULL PAGE BLEED / COVERS</b>	8.875"	11.375"
<b>FULL PAGE TRIM SIZE</b>	8.375"	10.875"
<b>FULL PAGE LIVE MATTER [NON-BLEED]</b>	7.375"	9.75"
<b>2/3 PAGE VERTICAL BLEED</b>	5.50"	11.375"
<b>2/3 PAGE VERTICAL TRIM SIZE</b>	5.25"	10.875"
<b>2/3 PAGE VERTICAL LIVE MATTER</b>	4.75"	9.75"
<b>2/3 PAGE VERTICAL</b>	4.75"	9.75"
<b>1/2 PAGE VERTICAL</b>	4.75"	7.25"
<b>1/2 PAGE HORIZONTAL [SPECIAL SECTION ONLY]</b>	7.375"	4.75"
<b>1/3 PAGE SQUARE</b>	4.75"	4.75"
<b>1/6 PAGE VERTICAL</b>	2.25"	4.75"
<b>1/6 PAGE HORIZONTAL</b>	4.75"	2.25"
<b>1/6 PAGE CO-OP [SEE SPECS BELOW]</b>	1.675"	1.75"

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.

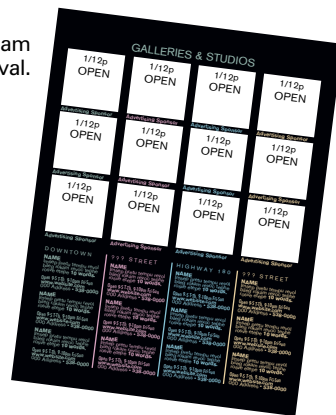


**1/6 page co-op section**

We need the following materials and our design team will put it together and send you a proof for approval.

**300 dpi photo** 1.6875" wide x 1.75" deep  
**10-word description** to fit on 2 lines 1.6875" long

**3 line address which includes:**  
hours  
website address  
business address • phone number



**contact information:**

Questions?  
Debra Sutton x14  
debra@ziapublishing.com  
materials@ziapublishing.com

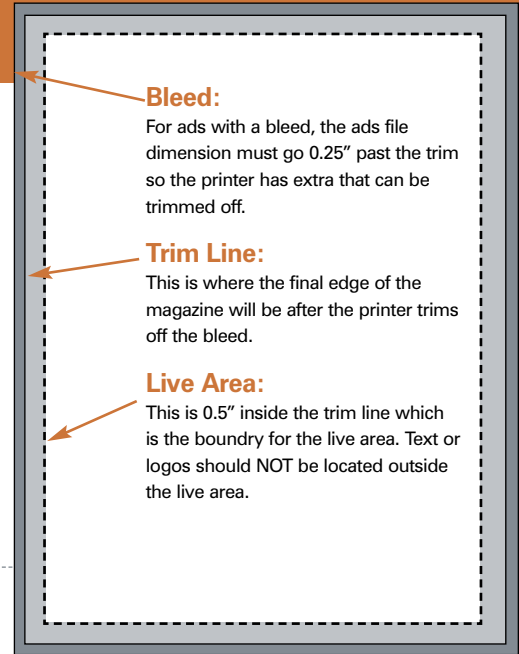
Yessica Nograro-Borquez x17  
yessica@ziapublishing.com  
materials@ziapublishing.com

**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.

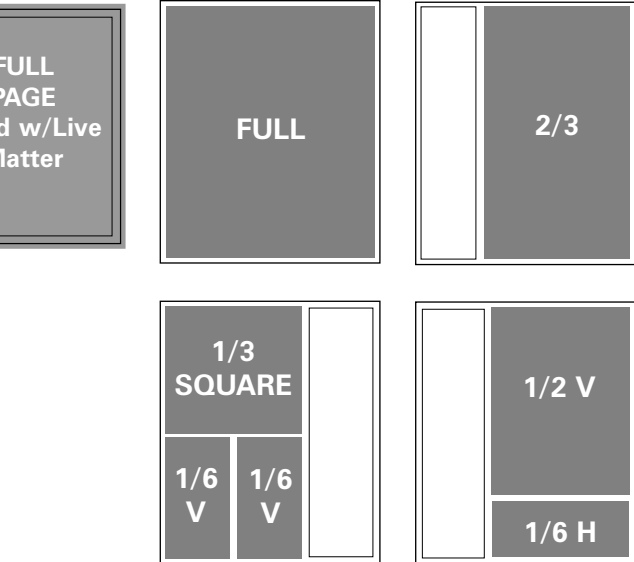
**ADS WITH A BLEED**

- ✓ **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.



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Silver City Relocation & Visitor Guide



## advertising rates

ad size	price
FULL PAGE	\$2275
2/3 PAGE	2025
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1/3 PAGE	975
1/6 PAGE	525
PAGE 1	\$3175
UPFRONT	2375
INSIDE FRONT	3275
INSIDE BACK	3175
BACK COVER	3475

### contact information:

#### production

Debra Sutton x14  
debra@ziapublishing.com  
materials@ziapublishing.com

Yessica Nograro-Borquez x17  
yessica@ziapublishing.com  
materials@ziapublishing.com

Terri Menges x19  
terri@ziapublishing.com  
materials@ziapublishing.com

#### accounting

Arlyn Cooley x10  
arlyn@ziapublishing.com

## ad definitions

### PREMIUM COVERS

Requires 50% down. Remaining balance paid in full on equal monthly installments with last payment ending 30 days prior to publication.

### 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. 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.