

The Source

The Guide to Southwest New Mexico

The complete guide to area attractions, events, restaurants, museums, shopping, galleries, health & wellness and more!



a look inside

FEATURES

- Area Attractions
- Area Birding & Rockhounding
- Arenas Valley
- Bayard
- Big Ditch Park
- Bill Evans Lake
- Boston Hill Mining Area
- City of Rocks State Park
- Cliff & Gila
- Continental Divide Trail
- Deming
- Fort Bayard
- Geronimo Monument
- Gila Cliff Dwellings Natr'l Mon.
- Glenwood & Alma
- Hatch
- Historic Downtown Silver City
- Historic Piños Altos
- Hot Springs of the Gila
- Hurley
- La Capilla
- Lake Roberts
- Lordsburg
- Mimbres Valley
- Mogollon Ghost Town
- Palomas, Mexico

11,500

copies printed & distributed

- Pancho Villa State Park
- Rockhound State Park
- Santa Rita Overlook
- Silver City Museum
- The Catwalk Recreation Trail
- The Gila River
- The Silver City Area
- Trail of the Mountain Spirits
- National Scenic Byway
- Western New Mexico University

SPECIAL SECTIONS

- Area Events
- Full Page Map of Silver City
- Galleries & Shopping
- Medical
- Health & Wellness
- Silver City Map
- Surrounding Area Maps

distribution

Silver City Life is distributed through advertisers and throughout Silver City and surrounding areas & locations including Deming, Lordsburg, Catron County and Truth or Consequences.

PRIMARY LOCATIONS

- Blackwell's Antiques
- Dandelion Wish
- Diane's Restaurant
- Gila Hike & Bike
- 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
- SYZYGY Tile
- Tree Spirit Gallery
- United Country Mimbres Realty, Inc.

Six Month

full shelf life & pass along readership

In addition to Advertisers and Primary Locations they are placed in area Professional Office waiting rooms.

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

advertising rates

ad size	price
FULL PAGE	\$845
3/4 PAGE	635
1/2 PAGE	435
1/3 PAGE	325
1/4 PAGE	245
CO-OPS	145
PAGE 1	1,150
UPFRONT	945
INSIDE FRONT	1,450
INSIDE BACK	1,345
BACK COVER	1,495

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

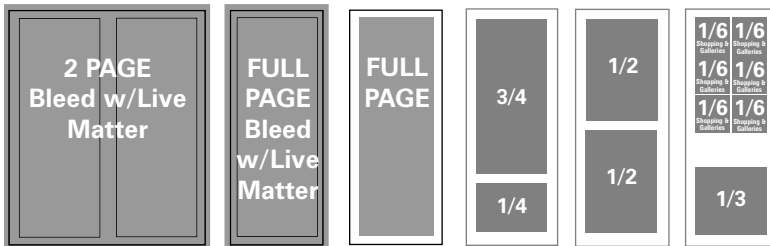


accepted ad sizes

Publication Trim size — 4" x 10.875"

unit size	width	height
2 PAGE BLEED	8.5"	11.375"
2 PAGE TRIM SIZE	8"	10.875"
2 PAGE LIVE MATTER [NON-BLEED]	7.25"	9.75"
FULL PAGE BLEED / COVERS	4.25"	11.375"
FULL PAGE TRIM SIZE	4.125"	10.875"
FULL PAGE LIVE MATTER [NON-BLEED]	3.1875"	9.75"
3/4 PAGE VERTICAL	3.25"	7.25"
1/2 PAGE VERTICAL	3.25"	4.75"
1/3 PAGE CO-OP* [HEALTH & WELLNESS]	3.25"	3.125"
1/4 PAGE HORIZONTAL	3.25"	2.25"

NOTE: Final trim sizes for ads with bleed require a .25" bleed plus .4375" 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.

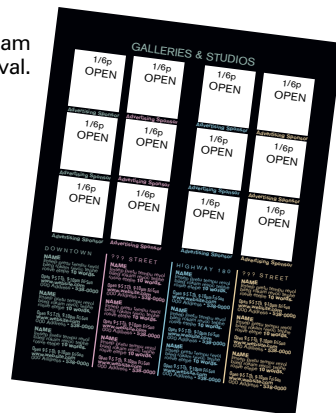


1/6 page co-op section

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

300 dpi photo 1.5" wide x 1.75" deep
15-word description to fit on 3 lines 1.6875" long

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



contact information:

Questions?
Debra Sutton x14
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materials@ziapublishing.com

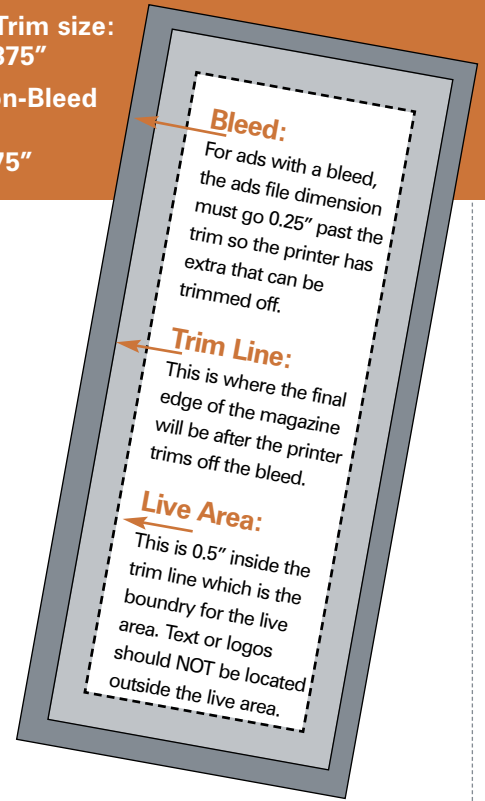
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submit your ad:

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

Publication Trim size:
4.125" x 10.875"

Full Page Non-Bleed
(Live Matter):
3.187" x 9.875"



ad design specifications

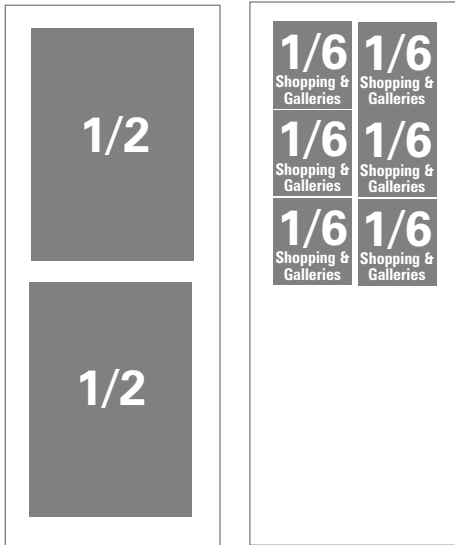
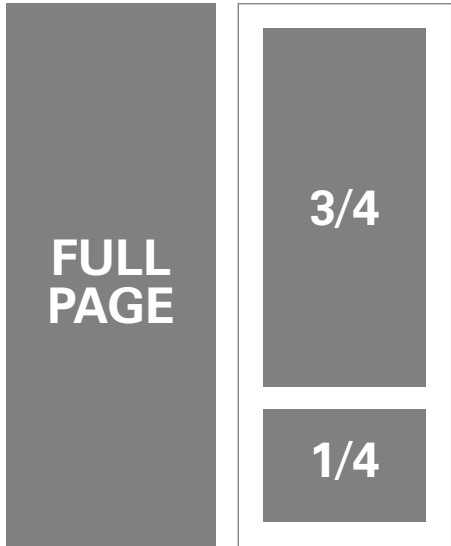
All RGB or spot colors should be converted to CMYK.
PDF, EPS, TIFF, and JPEG files are accepted.
Ads must be submitted at 300dpi

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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1/2 PAGE	435
1/3 PAGE	325
1/4 PAGE	245
1/5 PAGE CO-OP	175
1/6 PAGE CO-OP	145
Additional 10% for preferred ad position.	
PAGE 1	1,150
UPFRONT	945
FRONT COVER	1,595
INSIDE FRONT	1,450
INSIDE BACK	1,345
BACK COVER	1,495

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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. 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.