

**Ad Definitions**

**Advertisement**

Display ads in *Deming Horizons* that are not part of special sections.

**Special Section**

A special section is a formatted section that has a similar theme.

**Advertorial**

An advertorial in *Deming Horizons* is for the use of one advertiser only. It is not part of any other advertising section. Text and photo must be supplied by the advertiser.

**Covers**

There are three covers for sale in *Deming Horizons*; back, inside front and inside back. The covers cannot be shared nor do they fall into the special section format.

**Guaranteed position**

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

**Agency commissions**

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

**Terms**

Monthly payments available upon credit approval for annual contracts with final payment due with ad materials, unless advertising is placed through accredited advertising agency.

**Cancellations**

Cancellations after closing dates are not accepted. *Deming Horizons* 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.

**Printing**

Four color process to SWOP Standards. Printing by Webb lithography on 70 lb. coated paper from 150 line direct to plate process.

**Design Rates**

Full Page	\$750.00
2/3 Page	650.00
1/2 Page	575.00
1/3 Page	325.00
1/6 Page	260.00
Revisions (1 hr. min.)	\$85.00/hr.
Photography (1/2 day min.)	\$800/day

**Advertising rates | all rates are net**

**Advertisements**

	DEMING HORIZONS
Full Page	\$1000
2/3 Page	825
1/2 Page	675
1/3 Page	475
1/6 Page	325
1/8 Page	200
1/12 Page (Restaurant Co-op Display Ad)	150
1/12 Page (Galleries & Shopping Co-op)	100
1/16 Page	100

*Additional 10% for preferred ad position.*

**Covers/Page 1**

Page 1	\$1,100
Inside Front	1,300
Inside Back	1,200
Back Cover	1,400

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

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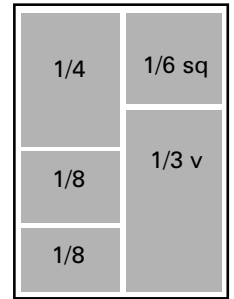
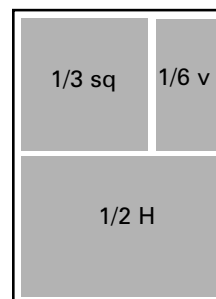
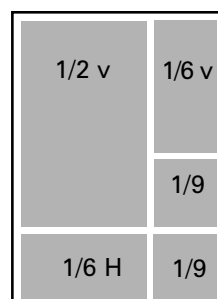
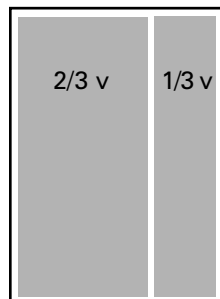
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Special Sections Only

**Electronic Submission**

email: [leanne@ziapublishing.com](mailto:leanne@ziapublishing.com)

**Electronic Proofing**

<http://www.ziapublishing.com/clients/demingrg/ads>

**Shipping Instructions**

Terri Menges • Zia Publishing Corp. • 116 McKinney Road, P.O. Box 1248, Silver City, NM 88062  
Phone: 575.388.4444 • Fax: 575.534.3333 • email: [terri@ziapublishing.com](mailto:terri@ziapublishing.com)



## mechanical requirements | materials

Publication Trim size — 8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "			
UNIT SIZE	WIDTH	DEPTH	
Full Page Bleed . . . . .	8.875"	11.375"	x
Trim Size . . . . .	8.375"	10.875"	x
Full Page Non-Bleed(Live Matter) . . . . .	7.375"	9.75"	x
Back Cover: . . . . .	8.875"	11.375"	x
2/3 Page . . . . .	4.75"	9.875"	x
1/2 Page Vertical . . . . .	4.75"	7.25"	x
1/2 Page Horizontal . . . . .	7.375"	4.75"	x
1/3 Page Vertical . . . . .	2.25"	9.875"	x
1/3 Page Square . . . . .	4.75"	4.75"	x
1/6 Page Vertical . . . . .	2.25"	4.75"	x
1/6 Page Horizontal . . . . .	4.75"	2.25"	x
1/8 Page . . . . .	3.25"	2.25"	x

### Checklist

- Make sure that dimensions for ad are correct.
- Full page bleeds require .25" added to each side of the trim size (8.375" x 10.875"). Full page bleed size is 8.875" x 11.375. Depending on placement in the book, we will crop .25" from one side for left or right hand placement.
- Make sure that the ad centers in the live matter area (7.375 x 9.75) for full page bleeds. Do not place text or images outside the live matter area. We require a .5" margin in on each side of the trim.
- All the fonts used in the ad have been collected and are included in your fonts folder.
- All images in the ad are linked and are in your collected images folder.
- All images in the ad are saved at 300 dpi, are cropped and placed in the ad at 100% their size.
- Embed all fonts in your .pdf.
- Make sure that fonts are not forced into special effects such as bold, italic, shadow, or outline.
- Use only Quark preferences. Do not use any hidden file preferences.

### Font usage tip

Do not apply keyboard commands for bold, italicized, etc. text. Use actual bold or italic fonts. Keyboard commands will make your text look bold or italicized on screen but it will revert to the (normal weight) font during file output and the effect will not print.

### File naming

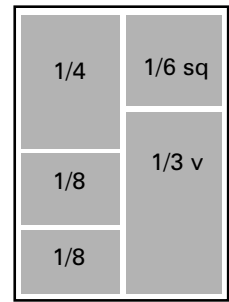
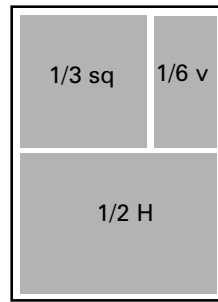
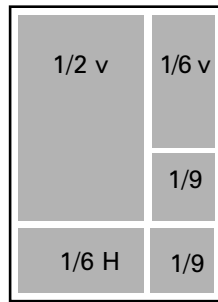
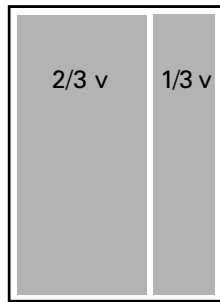
Filenames must be all lower case – letters and numerals only. Filename must not exceed 18 characters in length. There should be no spaces in the file name. Underscore to separate words is allowed, dash (hyphen) is not allowed. Example, "product\_image1" (with underscore) is acceptable, "product-image1" (with hyphen) is not acceptable. **To recap:** There should be no spaces, periods, slashes, dollar signs, hyphens, commas, asterisks or capital letters in the name, and the name must be 18 characters or less. Numerals (0, 1, 2, ...9) are allowed.

### Acceptable media

- CD; DVD; or FTP (Please contact us to set up ftp access. Your files can be sent to us within minutes. A contract proof must follow the next business day).

### Supported file formats

Deming Horizons is not responsible for correcting bad scans, copy fitting, errors in type, etc., only for the accurate output of the electronic file submitted. Deming Horizons cannot be responsible for digitally submitted ads that do not meet these requirements.



Special Sections Only

### PDF/X-1a

Deming Horizons requests that advertising material be submitted as PDF/X-1a files. PDF/X-1a is a subset of the Adobe Portable Document Format. It restricts the content and structure of PDF files so they can be reliably used in print production environments. Detailed information about PDF/X-1a can be found at "http://www.pdf-x.com" or "http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf"

### PDF/X-1a specifies that:

- All fonts and images must be embedded in the file.
- All page elements must be CMYK
- MediaBox and TrimBox dimensions must be defined
- The PDF file must be identified as trapped or untrapped
- The intended printing condition must be defined

Adobe Acrobat Distiller 6.0 and later can be configured to produce PDF/X-1a files. Prepare PDF/X-1a files with a resolution of 2400dpi. Raster elements (Photoshop TIFF, EPS, etc.) should be prepared at 300dpi. Colors must be defined as CMYK. Distiller will not trap page elements when producing PDF/X-1a (or any other) files. If required, trapping must be performed in using an application or plug-in to trap either the input PostScript file or the output PDF/X-1a file. Deming Horizons will not trap files submitted as untrapped, and will bear no responsibility if reproduction problems result from untrapped files.

### Other file formats accepted

- TIF**
- CMYK color
  - 300 dpi
  - Must be a submitted as a stuffed or zipped file

### PDF

- Fonts embedded
- CMYK color
- 300 dpi

### Bleed Ads

Keep live matter 0.5" from gutter and trim edges.

### Return of Materials

Artwork and photos will become the property of Zia Publishing and will be returned on request only. Publisher assumes no responsibility for artwork uncalled for six months after date of publication.

### Proofs

We cannot accept a digital ad without a printout. A digital proof with a halftone dot (Polaroid or Kodak approval are examples) provides the greatest accuracy for matching color on press. Other digital proofs are acceptable as a representation of the ad itself, but are not considered accurate for matching the color on press. **THE FINAL APPEARANCE OF YOUR AD WILL BE AFFECTED BY THE ACCURACY OF YOUR PROOF.** Publisher is not responsible for color reproduction quality without a digital color proof provided for guidance.

### Additional Charges

- Any alterations to supplied disks will incur a \$85.00 per hour production charge.
- Any necessary separations will incur production charges for labor and materials.

### Submit files to:

Terri Menges  
Zia Publishing Corp.  
116 McKinney Road  
P.O. Box 1248  
Silver City, NM 88062  
Fax: 505-956-1595  
Phone: 505-956-1596 x19  
email: terri@ziapublishing.com



# INSERTION ORDER

## TERMS OF CONTRACT

A. Cancellations or changes in orders not accepted after closing date.

B. All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.

C. All advertisements are accepted and published by publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text, art, photographs, and illustrations are subject to the publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission.

D. Orders and schedules are accepted for the advertising of a specific product or line of products only, and these orders and schedules may not be diverted to other products or to subsidiary companies without the consent of the publisher.

E. Should default be made in payment of any installments when due, or if advertiser should breach any of the terms of this agreement, or if advertiser should sell, assign or transfer his interest in said business, the whole sum shall become due immediately. Any balance that might be due from advertiser in the form of barter shall likewise become immediately due and payable to publisher in cash, together with interest thereon at the rate of 18% per annum from the date of execution of this contract. All sums due the publisher are payable in lawful money of the United States.

F. The publisher's liability for any error will not exceed the cost of the space occupied by the error.

G. If either party is required to file suit to enforce the terms of this contract, the prevailing party shall be entitled to reasonable attorneys' fees, court costs and reasonable actual costs, to be determined by a court of competent jurisdiction. Actual costs shall be such additional expenses reasonably necessary for the preparation and conduct of any litigation, including accountants' fees, investigators' charges, long distance telephone call charges, travel and lodging.

H. Sales tax is subject to change as required by law.

Date \_\_\_\_\_ Closing Date \_\_\_\_\_

Edition/s \_\_\_\_\_

Publication \_\_\_\_\_

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Contact \_\_\_\_\_

New Advertiser  Repeat Advertiser  Bill Advertiser  Bill Agency

**SPACE SIZE.**  Cover  Spread  Advertrial

Full page  2/3  1/2  1/3  1/4  1/6  Other \_\_\_\_\_

**EDITORIAL BONUSES.** Space contracted for herein entitles Advertiser to free editorial as follows:

Website Index (website address) \_\_\_\_\_

Other \_\_\_\_\_

**BUSINESS CATEGORY.**

\_\_\_\_\_

Section \_\_\_\_\_

**ART STATUS.**  Camera Ready Ad To Come From \_\_\_\_\_

Repeat Ad That Appeared \_\_\_\_\_

As Is  Art Changes Attached  Art Changes To Come From \_\_\_\_\_

New Materials For Zia To Design To Come From \_\_\_\_\_

Production Materials Due On or Before \_\_\_\_\_

Special Instructions/Art Changes \_\_\_\_\_

**RATE:** \$ \_\_\_\_\_ = \$ \_\_\_\_\_

(7.125%) Sales Tax \$ \_\_\_\_\_

**TOTAL CONTRACT AMOUNT \$ \_\_\_\_\_**

**TERMS:** Down payment, included with this contract \$ \_\_\_\_\_

Balance payable \$ \_\_\_\_\_ per \_\_\_\_\_

for \_\_\_\_\_

**PRODUCTION:** Additional charge for production \$ \_\_\_\_\_ Payable \_\_\_\_\_

Applicable sales tax, if required by law, will be added to your invoice. In event of failure to pay all sums due herein when due, interest shall be payable at the rate of 1.5% per month from due date, including any interest awarded by a court of competent jurisdiction.

ZIA PUBLISHING CORPORATION

\_\_\_\_\_  
**Advertiser's Authorized Representative (Please Print)**

by \_\_\_\_\_  
 Publisher (Signature)

by \_\_\_\_\_  
**Advertiser's Authorized Representative (Signature)**

Date Signed \_\_\_\_\_ **Date signed** \_\_\_\_\_



# OUR EXTENDED FAMILY

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

Readership is loyal and decidedly upscale. 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, hard-cover visitors' guide is read by hotel guests throughout 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: 4.0 million per issue

## Old West Trails

Old West Country keeps the spirit of the 1800's southwestern New Mexico alive! It features the state's largest recreational lakes, mountains, and bird sanctuaries that offer a quality of life that was only in the dreams of early settlers.

Estimated readership: 100,000 per issue

## Gallup LIFE

This stylish lifestyle magazine highlights area residents, homes, entertainment and business interests of this historical northwestern New Mexico community.

Estimated readership: 30,000 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

## Silver City LIFE

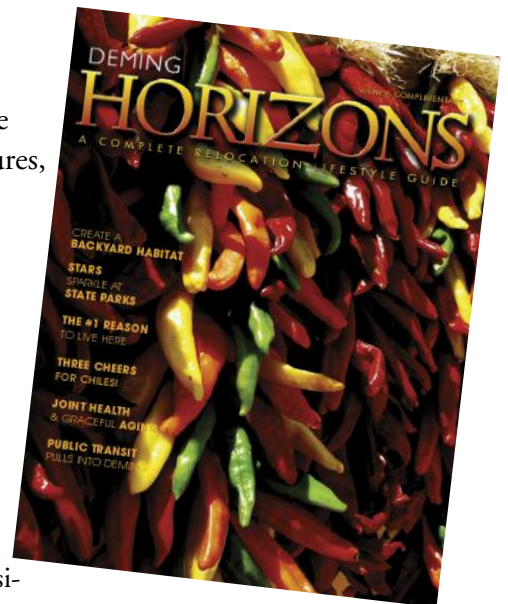
Silver City, in southwest New Mexico, is one of America's best. Listed in Norman Crampton's *The 100 Best Small Towns In America* and Norman Ford lists it in the *Top 1% of Healthiest Places to Live and Retire in the US*. It highlights area residents, homes, entertainment and business interests. Zia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

Estimated readership: 30,000 per issue

## Encantada

The only residential/tourist cross-over publication in the Santa Fe/Taos market directed to our influential and involved residents with no less than net household assets of a half million dollars plus!

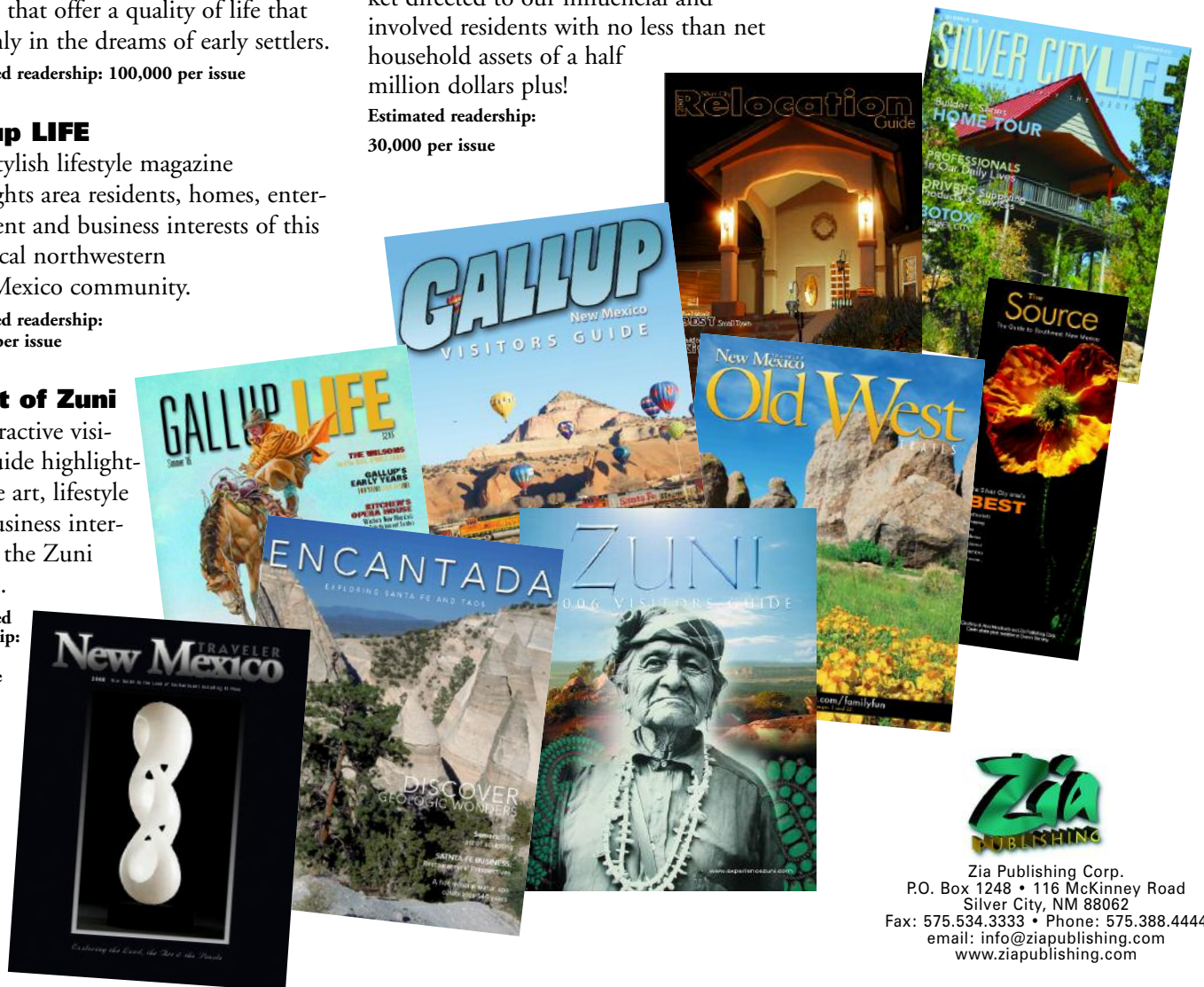
Estimated readership: 30,000 per issue



## Deming Horizons

A fabulous new 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



Zia Publishing Corp.  
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 email: info@ziapublishing.com  
 www.ziapublishing.com