



New Mexico TRAVELER

New Mexico's premier annual hardbound in-room guide capturing the true essence of the Land of Enchantment... the land, the art, and the people.

New Mexico Traveler, is the definitive, hardbound guide read by hotel guests throughout the Land of Enchantment and El Paso, Texas.

New Mexico Traveler divides the state into fascinating tours with trip summaries and maps for each. It provides both out-of-state visitors and New Mexico residents with spectacular photo spreads and complete information for dining, shopping, sightseeing, vacations and an extensive list of attractions and events.

New Mexico Traveler's pages are filled with high quality design and vibrant text featuring attractions, ancient cultures and modern pueblos, art and culture, outdoor recreation, accommodations, dining, entertainment and more. The user friendly format is designed to provide the resource for local and out-of-town visitors to easily tour the enchanting state of New Mexico.

A special hardbound edition is placed in premier hotel rooms and professional offices throughout the state of New Mexico and West Texas. The magazine edition is available at Albuquerque Airport, El Paso Airport, Barnes & Noble and select gift shops and book stores statewide. This provides the opportunity to reach 5.9 million affluent, traveling readers annually.*

New Mexico Traveler affords you reasonably priced advertising and delivers your message in the highest quality environment in New Mexico. Savings from local ownership and management are passed directly to you. This provides you the most effective advertising at the lowest cost per thousand, which equates to a maximum return for your dollar investment.

*Based on hotel occupancy, number of guests per room, and length of stay.

Reach 5.9 million readers through the most impressive publication in the Southwest. Join our group of successful advertisers who place their confidence in **New Mexico Traveler**, renewing year after year. Why? Because it works! **New Mexico Traveler** is your most effective advertising placement.

Deadline for inclusion is December 15th annually.

Distribution

- Placed in over 200 properties representing 17,000+ premier hotel rooms in New Mexico and West Texas.
- On select newsstands in New Mexico, Arizona, Colorado and West Texas.
- Sold at Barnes & Noble, Page One, Albuquerque Airport, El Paso Airport and select gift shops and book stores.
- Distributed through advertisers in galleries, hotels, restaurants, specialty shops, Chambers of Commerce, Visitors Centers, trading posts and professional offices.
- Highest priority is given to expansion of distribution to insure up to date coverage of targeted markets.

New Mexico TRAVELER

our extended family | reaching the right audience

Our 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 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

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

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

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

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.

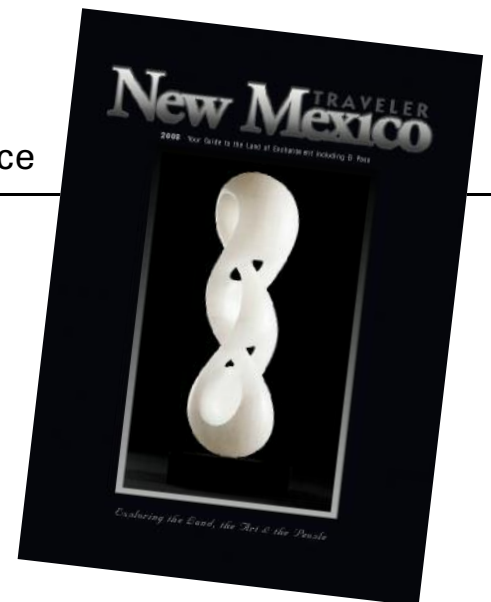
Zia Publishing's headquarters!

Estimated readership: 30,000 per issue

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



Zia Publishing Corp. P.O. Box 1248 • 116 McKinney Road • Silver City, NM 88062
Voice: 575.388.4444 • Fax: 575.534.3333 • info@ziapublishing.com • www.ziapublishing.com

New Mexico TRAVELER

advertising rates | ad definitions

Ad Definitions

Advertisement

Display ads in New Mexico Traveler 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 New Mexico Traveler 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 New Mexico Traveler, back, inside front and inside back. The covers cannot be shared nor do they fall into the special section format.

Advertisements

Full Page	\$6,710
2/3 Page	5,650
1/2 Page	4,355
1/3 Page	3,060
1/6 Page	2,120
Multiple Pages	
Two Pages	\$10,825
Add'l Pages	5,415

Additional 10% for preferred ad position.

Advertorial

Two Pages	\$7,765
Add'l Pages	2,710

Covers

Back Cover	\$10,355
Inside Front	8,240
Inside Back	7,415

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 gross. 15% paid to recognized advertising agencies, provided the account is paid within 30 days of tear sheet invoicing.

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. New Mexico Traveler 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.



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1/6 Page	2,120
Multiple Pages	
Two Pages	\$10,825
Add'l Pages	5,415

Additional 10% for preferred ad position.

Special Sections

Full Page	\$4,710
2/3 page	\$3,450
1/2 page	\$2,600
1/3 page	\$2,120
1/4 page (Co-op sections only)	\$1,765
1/6 page	\$1,295
1/8 page (Co-op sections only)	\$945
1/9 page (Co-op sections only)	\$805

Advertorial

Two Pages	\$7,765
Add'l Pages	2,710

Covers

Back Cover	\$10,355
Inside Front	8,240
Inside Back	7,415

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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

File names 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

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

PDF/X-1a

New Mexico Traveler 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. New Mexico Traveler 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 submitted as a stuffed or zipped file

PDF

- Fonts embedded
- CMYK color
- 300 dpi

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, Managing Director • Zia Publishing Corp. • P.O. Box 1248 • 116 McKinney Rd. Silver City, NM 88062 • Phone: 575.388.4444 • Fax: 575.534.3333 • email: terri@ziapublishing.com



Printing

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

Binding

Case-binding, perfect binding.

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.

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

Electronic Submission

email: terri@ziapublishing.com
ftp: call Terri Menges
575.388.4444

Electronic Proofing

http://www.ziapublishing.com/clients/nmt_09/ads

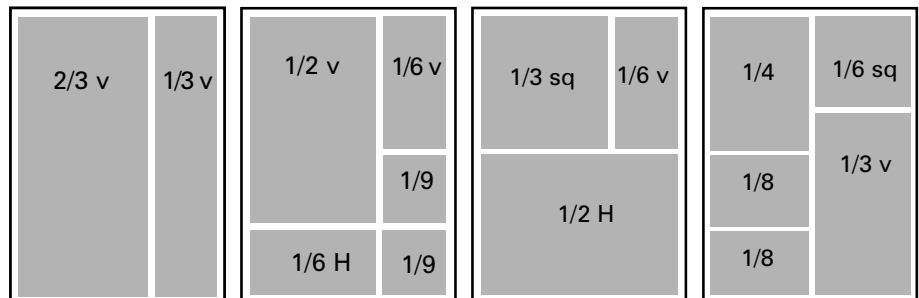
Shipping Instructions

Terri Menges
Managing Director
Zia Publishing Corp.
P.O. Box 1248
116 McKinney Road
Silver City, NM 88062
Phone: 575.388.4444
Fax: 575.534.3333
email: terri@ziapublishing.com

Accepted Ad Sizes

Publication Trim size — 8.375" x 10.875"

Unit Size	width	x	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	8.875"		11.375"
Full Page Trim Size	8.375"		10.875"
Full Page Live Matter (Non-Bleed)	7.375"		9.75"
Back Cover Case Bound (Bleed Size) (Call for specs)	9.5"		12.625"
Back Cover Case Bound (Trim Size)	8.6875"		11.125"
Back Cover Case Bound Live Matter (Non-Bleed)	7.5"		10.0"
Back Cover Perfect Bound (Bleed Size)	8.875"		11.375"
Back Cover Perfect Bound (Trim Size)	8.375"		10.875"
Back Cover Perfect Bound Live Matter (Non-Bleed)	7.375"		9.75"
2/3 Page Vertical	4.75"		9.75"
2/3 Page Old West Trails Anchor Community Ads	4.75"		9.25"
1/2 Page Vertical	4.75"		7.25"
1/2 Page Horizontal	7.375"		4.75"
1/3 Page Vertical	2.25"		9.75"
1/3 Page Square	4.75"		4.75"
1/3 Page Vertical [special sections only]	3.5"		6.625"
1/4 Page Vertical [special sections only]	3.5"		4.5"
1/4 Page Horizontal [special sections only]	4.75"		3.5"
1/6 Page Vertical	2.25"		4.75"
1/6 Page Horizontal	4.75"		2.25"
1/6 Page Square [special sections only]	3.5"		3.125"
1/8 Page 3-column Format [special sections only]	4.75"		1.75"
1/8 Page 2-column Format [special sections only]	3.5"		2.25"
1/9 Page [special sections only]	2.25"		3.0"



Special Sections Only



New Mexico TRAVELER

materials | submission

JOB ORDER

CHANGE ORDER

PHOTO/ART STATUS. All materials must be submitted by closing date or rush charges will be billed at \$125/hour.

New Design Revision Ad Size _____

New art attached.

New art to be emailed from _____

email address _____

Digital Photo(s) (quantity) _____

Prints or Slides (quantity) _____

CD/DVD Enclosed Containing:

COPY STATUS. All materials must be submitted by closing date or rush charges will be billed at \$125/hour.

New copy to come on or before _____

New Client Approved Copy attached.
 Number of pages submitted. _____

COLOR. It is understood that color printouts are not a true reflection of the final color. Specified colors are as follows: Does not apply to special advertising sections.

Background _____

Logo _____

Text _____

Borders _____

Other _____

Date _____ E-mail _____

Daytime Phone _____ Evening Phone _____

Edition _____ Publication _____ Closing Date _____

Client _____

Phone _____ Fax _____

Contact _____ Section _____

DAY, DATE AND TIME PRINTOUT NEEDED _____

INFORMATION AS IT WILL APPEAR.

Business Name _____

Business Address _____

City _____ State _____ Zip _____

Business Phone _____ Fax _____

SKETCH. Indicate items that must appear.

SPECIAL INSTRUCTIONS _____

ZIA PUBLISHING CORPORATION
 dba: New Mexico Traveler

Advertiser's Authorized Representative (Please Print)

by _____ by _____
 Authorized Representative (Signature) Advertiser's Authorized Representative (Signature)

Date Signed _____ Date signed _____



New Mexico

TRAVELER

hotel distribution | 2008

ABIQUIU

The Abiquiu Inn

ACOMA

Sky City Hotel

ALAMOGORDO

Comfort Inn & Suites
Quality Inn

ALBUQUERQUE

Adobe Nido Bed & Breakfast
Albuquerque Marriott
Albuquerque Marriott Pyramid
AmeriSuites Uptown
Baymont Inn & Suites
Bottger Mansion of Old Town B&B
Brittania & W. E. Mauer Estate
Candlewood Suites
Cinnamon Morning B&B
Comfort Inn & Suites North
Country Inn & Suites
DoubleTree Hotel
Hacienda Antigua B&B
Hilton Albuquerque
Holiday Inn Express - Airport
Homewood Suites by Hilton
Hotel Albuquerque at Old Town
Howard Johnson Express Inn
Isleta Casino & Resort
Nativo Lodge
Route 66 Casino Hotel
Sandia Resort & Casino
Sarabande Bed & Breakfast
Sheraton Uptown
Silver Moon Lodge
Wyndham Albuquerque Hotel

ALGODONES

Hacienda Vargas B&B Inn

ARROYO SECO

Adobe & Stars B&B

BELEN

La Mirada Inn

BERNALILLO

La Hacienda Grande B&B

CARLSBAD

Best Western Stevens Inn

CEDAR CREST

Elaine's Bed & Breakfast

CERRILLOS

Hacienda Dona Andrea de Santa Fe
Heart Seed B&B & Country Inn

CHAMA

Chama Trails Inn
Elkhorn Lodge
Little Creel Resort
The Lodge at Chama
The Parlor Car B&B
River Bend Lodge
Spruce Lodge

CHIMAYO

Casa Escondida Bed & Breakfast
Hacienda de Chimayo

CIMARRON

Casa del Gavilan

CLOUDCROFT

Cloudcroft Hotel
The Lodge at Cloudcroft

DEMING

Best Western - Mimbres Valley Inn
Grand Hotel
Holiday Inn - Deming

DULCE

Jicarilla Apache Best Western Inn & Casino

ELEPHANT BUTTE

Elephant Butte Inn

ESPANOLA

Inn at the Delta

FARMINGTON

Best Western Inn & Suites

GALISTEO

Galisteo Inn

GALLUP

Best Western Inn & Suites - Gallup
Best Western Red Rock Inn
Best Western Royal Holiday
Days Inn West
El Rancho Hotel
Holiday Inn - Gallup
Quality Inn & Suites - Gallup

GLENWOOD

Lariat Hotel
Silver Creek Inn (Mogollon)
Whitewater Motel

GRANTS

Best Western Inn & Suites
Cimarron Rose B&B

HOBBS

Lea County Inn

KINGSTON

Black Range Lodge

LA UNION

Casa de Suenos

LAGUNA

Apache Canyon Ranch B&B

LAS CRUCES

Best Western - Mesilla Valley Inn
Best Western - Mission Inn
Happy Trails Ranch B&B
Hotel Encanto de Las Cruces

LAS VEGAS

El Fidel Hotel
Inn on the Santa Fe Trail

LINCOLN

Ellis Store Country Inn
Wortley Hotel B&B

LORDSBURG

Days Inn & Suites
Holiday Inn Express

LOS ALAMOS

Best Western Hilltop House Hotel
Quality Inn & Suites

MAGDALENA

High Country Lodge & Conference Center
Rancho Magdalena B&B
Western Motel

MESCALERO

Inn of the Mountain Gods Resort & Casino

OJO CALIENTE

Ojo Caliente Mineral Springs

POJOAQUE PUEBLO

Buffalo Thunder Resort & Casino
Cities of Gold Casino Hotel

ROCIADA

Pendaries Resort

ROSWELL

Best Western Sally Port Inn & Suites

RUIDOSO

Condotel Corporation
Holiday Inn Express - Ruidoso
The Lodge at Sierra Blanca

SAN ANTONIO

Acosta's Bed & Breakfast
Fite Ranch B&B

SAN JUAN PUEBLO

Ohkay Casino Resort Hotel

SANTA FE

Adobe Home B&B
Camel Rock Suites
Casa de la Cuma
The Don Gaspar Compound Inn
El Rey Inn
Eldorado Hotel
Garrett's Desert Inn
Hilton of Santa Fe
Hotel Plaza Real
Hotel Santa Fe & Hacienda
Hotel St Francis
Inn and Spa at Loretto
Inn of the Governors
Inn of the Turquoise Bear B&B
Inn on the Alameda
La Posada de Santa Fe Resort and Spa
La Tienda Inn & Duran House
The Lodge at Santa Fe

SANTA FE cont.

The Madeleine Hacienda Nicholas
Old Santa Fe Inn
Pueblo Bonito B&B
Santa Fe Courtyard by Marriott
Santa Fe Sage Inn
Sunrise Springs Inn & Retreat
Sunterra Resorts
Ten Thousand Waves
Villas of Santa Fe
The Water Street Inn

SILVER CITY

Bear Creek Motel & Cabins (Pinos Altos)
Casitas de Gila (Gila)
Cienega Spa Salon
Comfort Inn - Silver City
Econo Lodge - Silver City
Gila Hot Springs Ranch (Gila Cliff Dwellings)
Holiday Inn Express
Inn on Broadway
The Palace Hotel
Lake Roberts Cabins (Lake Roberts)
Motel 6 - Silver City
Pueblo on the Mimbres B&B (Mimbres)
Spirit Canyon Lodge (Lake Roberts)

SOCORRO

Comfort Inn & Suites
Days Inn - Socorro
Econo Lodge - Socorro
Holiday Inn Express - Socorro
Motel 6 - Socorro

TAOS

Adobe & Stars B&B Inn
Casa de las Chimeneas B & B
Fechin Inn
Hampton Inn - Taos
Mabel Dodge Luhan House
Old Taos Guesthouse B&B
Quality Inn - Taos
San Geronimo Lodge
Sierra del Sol Condominiums (Taos Ski Valley)
Taos Inn
Touchstone Inn Spa & Gallery

TRUTH OR CONSEQUENCES

Best Western - Hot Springs Inn
Charles Motel & Spa
Comfort Inn & Suites
Sierra Grande Lodge

ZUNI

The Inn at Halona

TEXAS EL PASO

Hawthorn Inn & Suites
Holiday Inn - Sunland Park

- Placed in over 200 properties representing 17,000 premier hotel rooms in New Mexico and West Texas.
- On select newsstands in New Mexico, Arizona, Colorado and West Texas.
- Sold at Barnes & Noble, Page One, Albuquerque Airport, El Paso Airport and select gift shops and book stores.
- Distributed through advertisers in galleries, hotels, restaurants, specialty shops, Chambers of Commerce, Visitors Centers, Trading Posts and professional offices.
- Highest priority is given to expansion of distribution to insure up to date coverage of targeted markets.



New Mexico TRAVELER

advertising contract | terms of contract

A. Insertion orders are binding after closing dates. Cancellations or changes in orders not accepted after closing date. Alterations requiring additional work will be charged at current rates. When no other copy is provided by Advertiser by the closing date, publisher may insert previous advertisement from New Mexico Traveler. Advertisers canceling after this date will be billed for space ordered. Oral contracts are not honored.

B. All agreements are subject to labor disputes, 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 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.

D. Publisher reserves the right to reject any advertisement at any time after receipt of proof of text, copy and/or illustrations, even though a prior similar order may have been approved. 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. Publisher shall have the right to omit any advertisement when the space allotted to advertising has been filled.

E. 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.

F. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

G. Any specification or order for the use or non-use of any particular page or position where the advertisement is to be inserted shall be treated as a request only, and publisher shall not be obligated to comply with said request. In the event said request for position is granted, Advertiser shall pay an additional 10% position charge.

H. Advertising agencies may take 15% of gross billing on rate provided account is paid within 30 days of tear sheet billing date. To qualify, advertising agencies representing a New Mexico Traveler client must submit a written request on agency letterhead which includes a separate and distinct company name, principle contact person and mailing address from the agency's client Advertiser. No commission is allowed on the cost of artwork, conversion charges, reprints or mechanical changes.

I. 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. Advertising privileges will be suspended on accounts over 90 days past due. 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.

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

K. 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.

L. Sales tax (Grant County) is subject to change as required by law.

Date _____ Closing Date _____

Edition/s _____ Publication _____

Advertiser's Legal Name _____

dba (if applicable): _____

Address _____ Company email _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact _____ Contact email _____

Agency (if applicable) _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Contact email _____

New Advertiser Repeat Advertiser Bill Advertiser Bill Agency

SPACE SIZE. _____ Cover _____ Spread _____ Adveritorial

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:

Exclusively NM Reader Card Dining Guide Other _____

Website Index (website address) _____

ADVERTISER'S INDEX BUSINESS CATEGORIES. _____

SECTION _____

ART STATUS. Production Materials Due On or Before _____

Contact _____ Contact email _____

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 _____

Special Instructions / Art Changes _____

RATE: \$ _____ = \$ _____

Sales Tax \$ _____

TOTAL CONTRACT AMOUNT \$ _____

Please make payments payable to Zia Publishing Corp. Remit to corporate offices at P.O. Box 1248, Silver City, NM 88062

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 _____ by _____
Publisher (Signature) Advertiser's Authorized Representative (Signature)

Date Signed _____ Date Signed _____



New Mexico TRAVELER

charge authorization | accounting department

Please complete this form.

Your signature authorizes that the charges specified on this form will be billed to your credit card. Please fax completed form to the

Accounting Department: 575.534.3333

A separate form will be needed for each publication and issue.

CREDIT CARD HOLDER'S NAME: _____

CREDIT CARD HOLDER'S ADDRESS: _____

CREDIT CARD TYPE: VISA MC AX DISC

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____

E-MAIL _____

I AGREE AND ACCEPT ALL CHARGES FOR THE PAYMENTS LISTED BELOW:

Payment In Full

I, _____, authorize Zia Publishing Corp. to use the above referenced credit card account for the following payment:

Payment amount \$ _____

Applicable Sales Tax \$ _____

TOTAL PAYMENT \$ _____

Payment In Installments

I, _____, authorize Zia Publishing Corp. to use the above referenced credit card account for the following future payments:

Balance Due \$ _____

Payable \$ _____ per month for _____ months

Starting _____

CARD HOLDER'S SIGNATURE: _____

DATE AUTHORIZED: _____



New Mexico TRAVELER

application for credit | accounting department

Firm Name _____ Date _____

Address _____ Phone _____ Fax _____

City _____ State _____ Zip _____

Type of Business _____ In Business Since _____

Ownership: Sole Ownership Partnership Corporation

Federal I.D. or Social Security Number _____

Owner/Partners /Corporate Officers

1) Name _____ Home Phone _____

Home Address _____ City _____ State _____ Zip _____

2) Name _____ Home Phone _____

Home Address _____ City _____ State _____ Zip _____

3) Name _____ Home Phone _____

Home Address _____ City _____ State _____ Zip _____

Bank References

Bank _____ Acct. # _____ Checking Savings

Address _____ City _____ State _____ Zip _____

Phone _____

Media or Trade References

1) Name _____ Phone _____ Highest Amount of Credit _____

Address _____ City _____ State _____ Zip _____

2) Name _____ Phone _____ Highest Amount of Credit _____

Address _____ City _____ State _____ Zip _____

3) Name _____ Phone _____ Highest Amount of Credit _____

Address _____ City _____ State _____ Zip _____

Customer acknowledges and warrants that the above information on the Application for Credit is true and may be relied upon by Zia Publishing Corp. If credit is approved, all payments shall be net 15 days from the date of any invoice. If payment is not made when due, interest may be charged and customer agrees to pay interest at the rate of 1.5% per month on the unpaid balances. Customer agrees to pay all reasonable attorney's fees of Zia Publishing Corp. in collection of any sums due Zia Publishing Corp.

THIS DOCUMENT IS TO SERVE AS MY AUTHORIZATION FOR ABOVE LISTED BANK and TRADE REFERENCES TO DISCLOSE AN ACCOUNT RATING ON MY ACCOUNT TO ZIA PUBLISHING CORP. I authorized the release of credit history, which I understand will be strictly confidential.

Name _____ Title _____

Signature _____ Date _____

