



New Mexico TRAVELER

New Mexico's premier annual 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 guide read by hotel guests throughout the Land of Enchantment, El Paso, Texas and Pagosa Springs, Colorado.

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.

New Mexico Traveler is placed in premier hotel room throughout the state of New Mexico, West Texas and Southwest Colorado. 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.

Distribution

- ***New Mexico Traveler*** is placed in over 16,000+ premier hotel rooms in New Mexico, West Texas and Southwest Colorado. This provides the opportunity to reach 5.9 million affluent, traveling readers annually.
- ***New Mexico Traveler*** is distributed through advertisers in galleries, hotels, restaurants, specialty shops, professional offices, Chambers of Commerce, Visitors Centers and trading posts.
- ***New Mexico Traveler*** can be read online at travelernm.com and ziapublishing.com

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

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 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

Captivating the travel, history, shopping, fine art, cuisine and adventures of Northern New Mexico. This definitive guide is placed at concierge desks in the region.

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.

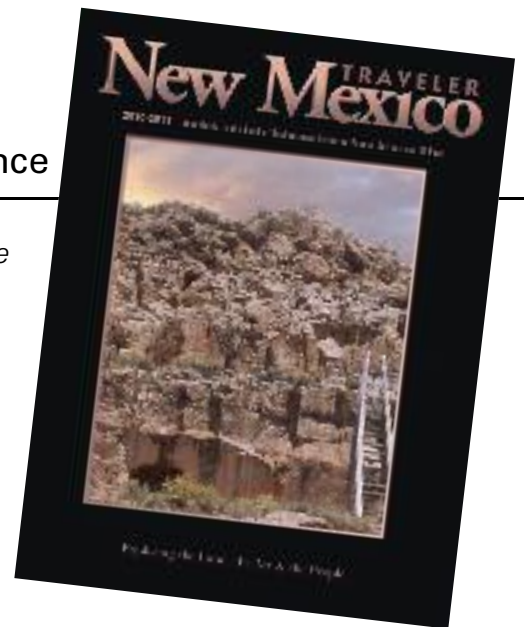
Zia Publishing's headquarters!

Estimated readership: 30,000 per issue

Scenic Tours

A walk through history highlighting the multi-cultural communities, four gentle seasons, warm hospitality, wilderness areas and ancient cultures of the Silver City area.

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



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

- EPS • TIF • PDF (Macintosh®)

Other file formats accepted

TIF

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

PDF

High Quality PDF Compression Settings:

- Color & Greyscale Images
Compression: Low Resolution: Downsample to 300 dpi
- Monochrome Images (bitmap files)
Compression: CCITT Group 4
Resolution: Keep Resolution
- Compress Text & Line Art
- ASCII Format
- Color: Composite CMYK
- Embed All Fonts

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

Debra Sutton • Zia Publishing Corp. • P.O. Box 1248 • 116 McKinney Rd. (deliveries only)
Silver City, NM 88062 • Ph: 575.388.4444 • Fx: 575.534.3333 • email: debra@ziapublishing.com

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.

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: debra@ziapublishing.com
ftp: call Debra Sutton
575.388.4444 x14

Electronic Proofing

http://www.ziapublishing.com/clients/nmt_10/ads

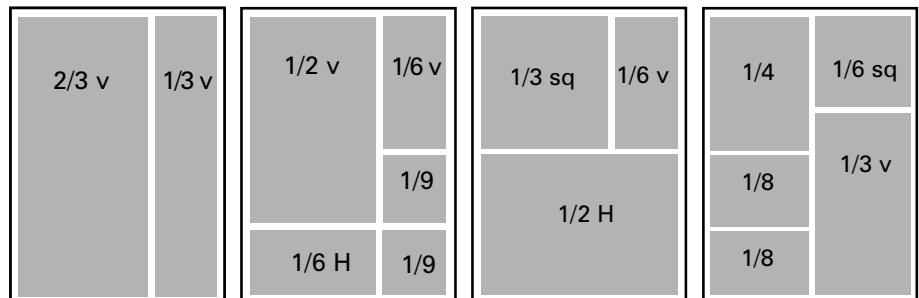
Shipping Instructions

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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"
1/4 Page Vertical [co-op ads only]	3.5"		4.5"
1/4 Page Horizontal [co-op ads 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 [co-op ads only]	3.5"		3.125"
1/8 Page 3-column Format [co-op ads only]	4.75"		1.75"
1/8 Page 2-column Format [co-op ads only]	3.5"		2.25"
1/9 Page [co-op ads only]	2.25"		3.0"



Special Sections Only

New Mexico TRAVELER

hotel distribution

ABIQUIU

The Abiquiu Inn
Ghost Ranch

ACOMA

Sky City Hotel

ALAMOGORDO

Comfort Inn & Suites
Quality Inn

ALBUQUERQUE

Adobe Nido Bed & Breakfast
AmeriSuites Uptown
Brittania & W. E. Mauger Estate
Devonshire Adobe Inn
Hacienda Antigua B&B
Holiday Inn Express Hotel & Suites
Hotel Albuquerque at Old Town
Nativo Lodge
Route 66 Casino Hotel
Sandia Resort & Casino
Sarabande Bed & Breakfast

ALGODONES

Hacienda Vargas B&B Inn

ARROYO SECO

Adobe & Stars B&B

ARTESIA

Hotel Artesia

BELEN

La Mirada Inn

BERNALILLO

La Hacienda Grande B&B

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
Comfort Inn & Suites - Deming
Grand Hotel
Hampton Inn - Deming
Holiday Inn - Deming
La Quinta Inn & Suites - Deming

DULCE

Jicarilla Apache BW Inn & Casino

ELEPHANT BUTTE

Elephant Butte Inn & Spa

ESPANOLA

Inn at the Delta
Santa Claran Hotel & Casino

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

Crab Apple Cabins
Double T Homestead B & B
Lariat Hotel
Los Olmos Guest Ranch
Silver Creek Inn (Mogollon)
Whitewater Motel

GRANTS

Best Western Inn & Suites

HOBBS

Lea County Inn

KINGSTON

Black Range Lodge

LA UNION

Casa de Suenos

LAS CRUCES

Best Western Mesilla Valley Inn.
Hotel Encanto de Las Cruces
Ramada Palms Hotel & Conference Ctr.

LAS VEGAS

B. Western Montezuma Inn & Suites
Days Inn - Las Vegas
El Camino Motel & Restaurant
El Fidel Hotel
Inn on the Santa Fe Trail
Plaza Hotel

LINCOLN

Ellis Store Country Inn
Wortley Hotel B&B

LOS ALAMOS

Quality Inn & Suites

LORDSBURG

Days Inn & Suites
Hampton Inn - Lordsburg
Holiday Inn Express

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

RATON

Comfort Inn - Raton
Holiday Inn Express - Raton
Microtel Inn & Suites

ROCIADA

Pendaries Village Mountain Resort

ROSWELL

Best Western Sally Port Inn & Suites

RUIDOSO

Holiday Inn Express - Ruidoso
The Lodge at Sierra Blanca

SAN JUAN PUEBLO

Ohkay Casino Resort Hotel

SANTA FE

Camel Rock Suites
Cities of Gold Casino/Hotel
El Rey Inn
Eldorado Hotel
Encantado an Auberge Resort
Ghost Ranch Conference Center
Hilton of Santa Fe
Hotel St Francis
Inn and Spa at Loretto
Inn of the Govensors
Inn on the Alameda
The Lodge at Santa Fe

SILVER CITY

Bear Creek Motel & Cabins
(Pinos Altos)
Casitas de Gila (Gila)
Cienega Salon & Spa
Comfort Inn - Silver City
Copper Manor
Econo Lodge - Silver City

SILVER CITY continued

Gila Hot Springs Ranch (Gila Cliff
Dwellings)
Georgetown Cabins
Gila House B & B
Holiday Inn Express
Inn on Broadway
The Drifter
The Palace Hotel
Lake Roberts Cabins (Lake Roberts)
Rodeway Inn
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

Best Western - Kachina Lodge
Casa de las Chimeneas B & B
Comfort Inn & Suites - Taos
Edelweiss Lodge & Spa (Taos Ski Valley)
El Monte Sagrado Living Resort & Spa
Hampton Inn - Taos
Historic Taos Inn
La Fonda de Taos
La Posada de Taos
Mabel Dodge Luhan House
Old Taos Guesthouse B&B
Quality Inn - Taos
Sagebrush Inn
San Geronimo Lodge
Sierra del Sol Condominiums
(Taos Ski Valley)
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

El Paso International Airport
Hawthorn Inn & Suites
Holiday Inn - Sunland Park

COLORADO PAGOSA SPRINGS

The Springs Resort