

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.

Whether visitors are looking for a romantic getaway, a rugged adventure or a family-friendly excursion, they will find unique destinations in the Old West Country of southwest New Mexico. **Old West Trails** magazine is packed with information on the attractions and communities that make this area so appealing.

The Communities of Old West Country

Las Cruces / Old Mesilla / Hatch

Las Cruces is a whole new world at your fingertips: an unhurried atmosphere where you can relax and enjoy yourself.

Silver City

Folks have been living in this part of the Southwest for more than 1,200 years.

Deming / Columbus

With a population of nearly 15,000, Deming, New Mexico is still considered a small town.

Lordsburg

Located in the bootheel of Southwestern New Mexico, Hidalgo County is characterized by year-round sunshine and beautiful desert and mountain scenery visible for over 60 miles.

Socorro / Magdalena

The City of Socorro is a friendly community situated in central New Mexico, whose quality of life has attracted many families to relocate and enticed many local families to stay.

Truth or Consequences / Elephant Butte

Nestled between Las Cruces and Albuquerque on Interstate 25, Truth or Consequences is renowned for its year-round wonderful climate, recreational facilities and mineral waters.

Reserve / Glenwood

The frontier community of Reserve is the largest town in the county and serves as the county seat.

Old West Trails is the fulfillment piece for Old West Country, the 7 county region of southwest New Mexico. Estimated readership: 100,000 per issue

Deadline for inclusion is December 15th annually.

Distribution

- **Old West Trails** is included in and is a supplement to New Mexico Traveler which is placed in over 200 properties representing 17,000+ premier hotel rooms in New Mexico and West Texas. This provides the opportunity to reach 5.9 million affluent, traveling readers annually.*
- **Old West Trails** is mailed to 15,000-20,000 inquiries from 8 states including California, Arizona, New Mexico, Texas, Colorado, Louisiana, Oklahoma and Florida from Old West Country/members advertisements such as New Mexico Magazine/Vacation Guide, Sunset Magazine, National Geographic Traveler, AAA Westways and AAA Journey, and 800 number/email inquiries.
- **Old West Trails** is distributed to Chambers of Commerce and Convention and Visitors Bureaus in the communities of Socorro, Truth or Consequences, Elephant Butte, Las Cruces, Deming, Lordsburg, Silver City, Bayard, Glenwood, Reserve, Quemado and Datil.
- **Old West Trails** is available at the Anthony and Lordsburg Visitor Centers at the entrance to New Mexico from Texas and Arizona.
- **Old West Trails** is available at the New Mexico kiosk at the El Paso Airport.
- **Old West Trails** is included on 4,000 Old West Country CD's which are used as a follow up to inquiries after 30 days.
- **Old West Trails** can be read online at oldwestcountry.com and ziapublishing.com.

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

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

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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



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- *Old West Trails* is included on 4,000 Old West Country CD's which are used as a follow up to inquires after 30 days.
- *Old West Trails* can be read online at oldwestcountry.com and ziapublishing.com.
- 34,000 total copies printed.



Ad Definitions

Advertisement

Display ads in Old West Trails 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 Old West Trails 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 two covers for sale in Old West Trails, inside front and inside back. The covers cannot be shared nor do they fall into the special section format.

Display Advertisements

Full Page	\$4,000
2/3 page	\$3,000
1/2 page	\$2,200
1/3 page	\$1,800

Co-op Advertisements

1/4 page	\$1,500
1/6 page	1,100
1/8 page	\$800
1/12 page	\$400
Resource Directory/Listing	\$200

Covers

Inside Front	5,500
Inside Back	4,500

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. Old West Trails 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.



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

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 • Old West Trails • P.O. Box 1248 • 116 McKinney Road
Silver City, NM 88062 • Phone: 575.388.4444 • Fax: 575.534.3333 • email: terri@ziapublishing.com



Old West

mechanical requirements | materials

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 x19

Electronic Proofing

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

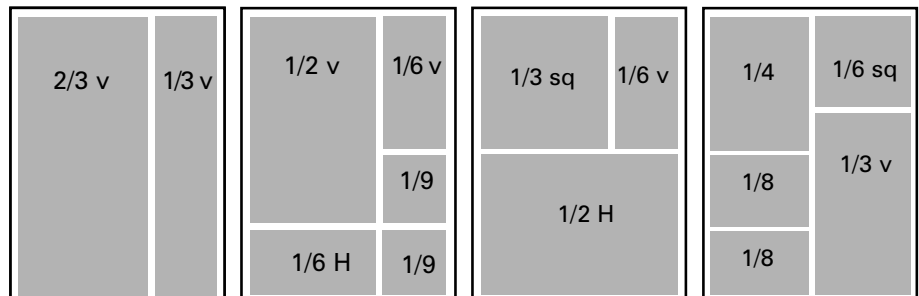
Shipping Instructions

Terri Menges
Managing Director
Zia Publishing Corp.
P.O. Box 1248
116 McKinney Road
Silver City, NM 88062
Phone: 575.388.4444 x19
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



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 _____ Advertorial

Full page 2/3 1/2 1/3 1/4 1/6 1/8 1/12 Resource Directory _____ 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 _____
Publisher (Signature)

by _____
Advertiser's Authorized Representative (Signature)

Date Signed _____

Date Signed _____

