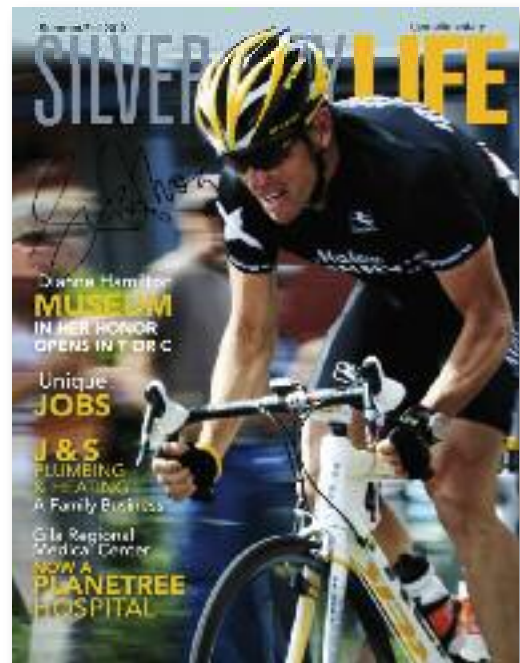


# SILVER CITY LIFE



A publication by Zia Publishing Corp.

- SILVER CITY'S HIGH-QUALITY, FULL COLOR, GLOSSY LIFESTYLE MAGAZINE
- 7,000 COPIES PRINTED
- DISTRIBUTED THROUGHOUT SILVER CITY AS WELL AS SURROUNDING AREAS & LOCATIONS SUCH AS DEMING, LORDSBURG, CATRON COUNTY AND TRUTH OR CONSEQUENCES
- 6 FULL MONTH SHELF LIFE & PASS ALONG READERSHIP
- EASY TO READ SERVICE DIRECTORY



## FEATURES

Birding, *With resident experts Gene Lewis and Dr. Dale Zimmerman*

Faces in Business

Happy Endings, *Happy Endings for dogs and cats*

Local Business & Professional People

Medical

Outdoors with Dutch Salmon

Investment Tips from Edward Jones

Legal Tips from Lopez & Associates

## DEPARTMENTS

Advertisers Index

Out & About, *Snapshots of recent local events*

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# SILVER CITY LIFE

**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.

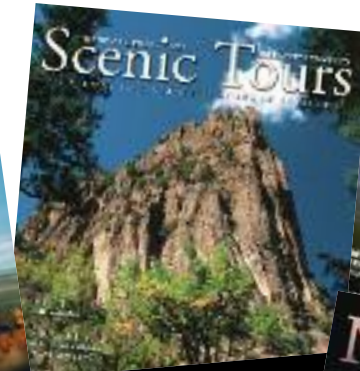
**Estimated readership: 50,000 per issue**



## 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**



# SILVER CITY LIFE

## DISTRIBUTION

**The Magazine is mailed to rural households and available through all of our advertisers.**

### **PRIMARY LOCATIONS**

a.i.r. Coffee Company  
Century 21 Thompson Realty  
Curves  
Eagle Mail Services  
Edward Jones & Assoc.-James Edd Hughs  
H&S Feed  
JW Art Gallery  
Judy's Nails & Stuff  
Legacy Home & Gifts  
Lois Duffy Art  
Lopez, Dietzel & Perkins, PC  
The Marketplace  
RE/Max Silver Advantage  
Silver City Museum  
Silver City Public Library  
Silver Spirit Gallery  
Smith Real Estate  
Thunder Creek Quilt & Fabric Shop  
Two Spirit Gallery  
United Country Mimbres Realty, Inc.

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

### 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

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575.388.4444 x14

### Electronic Proofing

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

### Shipping Instructions

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## Accepted Ad Sizes

### Publication Trim size — 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

Unit Size	Width	Depth
2 Page Bleed	17.25"	11.375"
Full Page Bleed	8.875"	11.375"
Trim Size	8.375"	10.875"
Full Page Non-Bleed (Live Matter)	7.375"	9.75"
Back Cover Bleed:	8.875"	11.375"
2/3 Page	4.75"	9.75"
1/8 Page	3.25"	2.25"
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 [special sections only]	3.5"	4.5"
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 [special sections only]	4.75"	1.75"
1/9 Page [special sections only]	2.25"	.3"

1/2 V	1/6 V	2/3	1/3 V	1/3 SQ	1/6 V	1/4	1/6 SQ
	1/9			1/2 H		1/8	1/3 V
1/6 H	1/9				1/8		

### 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.

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