

SILVER CITY GRANT COUNTY COMMUNITY GUIDE

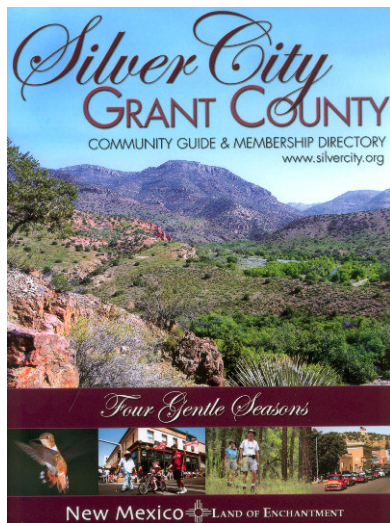
COMMUNITY GUIDE & MEMBERSHIP DIRECTORY

**The Silver City Grant County
Chamber of Commerce
2011 Community Profile and
Membership Directory**

**Silver City Grant County
Community Guide** is the
fulfillment piece for Silver City.

Estimated readership:
50,000 per issue

Deadline for inclusion
is August 15th annually.



Distribution

- **Silver City Grant County Community Guide** is mailed to inquiries throughout the United States from Old West Country/members advertisements such as New Mexico Magazine, New Mexico Vacation Guide, Sunset Magazine, Birding Magazine, Texas Monthly, True West, Where to Retire, New Mexico Traveler, Old West Trails, El Paso Scene, Forever Frontier and 800 number/email inquiries.
- **Silver City Grant County Community Guide** is available at the Silver City Grant County Chamber of Commerce and Visitor's Center and is distributed to Chambers of Commerce and Convention and Visitors Bureaus in the communities throughout New Mexico.
- **Silver City Grant County Community Guide** is available at the Anthony and Lordsburg Visitor Centers at the entrance to New Mexico from Texas and Arizona; Glenrio, Santa Fe, La Bajada, Raton, Chama, Texico, Gallup, and Roswell Hispanic Visitor Centers. **Silver City Grant County Community Guide** is distributed at all major events throughout New Mexico, and at New Mexico Chamber and Tourism Conferences throughout the year. **Silver City Grant County Community Guide** is placed in hotel rooms and RV Parks throughout Grant County.
- **Silver City Grant County Community Guide** can be read online in a full digital edition format at silvercity.org and ziapublishing.com.



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



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Advertising Rates

Display Ad Sales

Dawn Redpath
575.770.4260
taosbiz@toasnet.com

Ad Design

All rates include
ad design
and photography.

Production

Terri Menges
terri@ziapublishing.com

Debra Sutton
debra@ziapublishing.com

Advertisements

	Non-Chamber Member Rates	Chamber Member Discount	Chamber Member Rates
Full Page	\$2700	\$150	\$2550
2/3 Page	2000	125	1875
1/2 Page	1500	100	1400
1/3 Page	1070	75	995
1/6	545	50	495

Covers

Inside Front Cover	3375	175	3200
Inside Back Cover	3375	175	3200
Back Cover	3700	200	3500

PREMIUM COVERS

Requires 50% down. Remaining balance paid in full on equal monthly installments with last payment ending 30 days prior to publication.

TERMS

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

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.

CANCELLATIONS

Cancellations after closing dates are not accepted. Zia Publishing reserves the right to publish a previous ad if a new ad is not received on time. Any cancellations must be received in writing, ten working days prior to closing dates.

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Display Ad Requirements / materials

Printing

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

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 Corp. and will be returned on request only. Publisher assumes no responsibility for artwork uncalled for six months after date of publication.

Design, and Photography

All inclusive

Electronic Submission

email:
materials@ziapublishing.com

Shipping Instructions

UPS/FedEx:

Zia Publishing Corp.
116 McKinney Road
Silver City, NM 88062

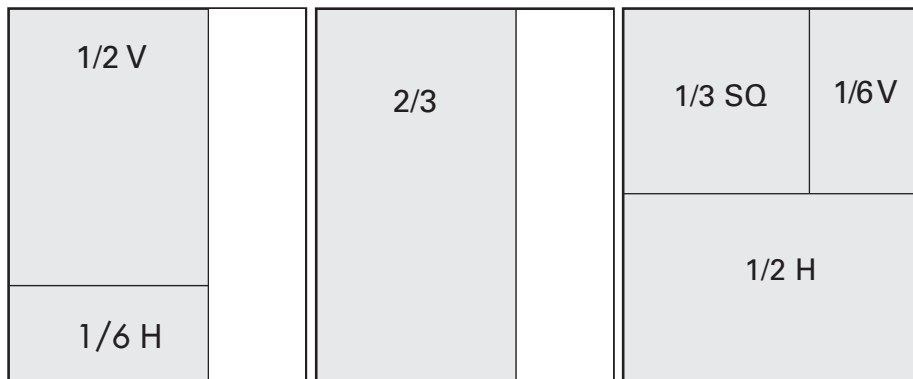
USPS:

Zia Publishing Corp.
PO Box 1248
Silver City, NM 88061

Accepted Ad Sizes

Publication Trim size — 8³/₈" x 10⁷/₈"

Unit Size	Width	Depth
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"
1/2 Page Vertical	4.75"	.7.25"
1/2 Page Horizontal	7.375"	.4.75"
1/3 Page Square	4.75"	.4.75"
1/6 Page Vertical	2.25"	.4.75"
1/6 Page Horizontal	4.75"	.2.25"



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Display Ad Requirements / guidelines and checklist for digital files

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. File name 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 digital files to

materials@ziapublishing.com

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