

The Source

The Guide to Southwest New Mexico

A supplement to Silver City Life, Silver City's High-Quality Full Color, Glossy Lifestyle Magazine

- 6,500 COPIES PRINTED
- A GUIDE TO THE SILVER CITY AREA.
10,000 COPIES TO BE DISTRIBUTED ON MIMBRES REGION ARTS COUNCIL RACKS AND SURROUNDING AREAS INCLUDING DEMING, LORDSBURG, CATRON COUNTY, SOCORRO AND TRUTH OR CONSEQUENCES
- 6 FULL MONTH SHELF LIFE & PASS ALONG READERSHIP
- EASY TO READ SERVICE DIRECTORY



FEATURES

Area Attractions
Area Birding & Rockhounding
Arenas Valley
Bayard
Big Ditch Park
Bill Evans Lake
Boston Hill Mining Area
City of Rocks State Park
Cliff & Gila
Continental Divide Trail
Deming
Fort Bayard

Georgetown Historic Site
Geronimo Monument
Gila Cliff Dwellings Natn'l Mon.
Glenwood & Alma
Historic Downtown Silver City
Historic Piños Altos
Hot Springs of the Gila
Hurley
La Capilla
Lake Roberts
Mimbres Valley
Mogollon Ghost Town
Pancho Villa State Park

Rockhound State Park
Santa Rita Overlook
Silver City Museum
The Catwalk Recreation Trail
The Gila River
The Silver City Area
Trail of the Mountain Spirits
National Scenic Byway
Western New Mexico University

DEPARTMENTS

Advertisers Index
At Your Service Directory

SPECIAL SECTIONS

Area Events
Full Page Map of Silver City
Galleries & Shopping
Health & Wellness
Salons & Day Spas
Silver City Dining Guide
Silver City/Surrounding Area Maps
Quick Facts

Don't miss your opportunity to be showcased
in the upcoming issue! Reserve your space today!

Zia Publishing Corp.

116 McKinney Road (deliveries only) P.O. Box 1248 Silver City, New Mexico 88062
575.388.4444 Fax: 575.534.3333 email: info@ziapublishing.com www.ziapublishing.com

SILVER CITY LIFE

our extended family | reaching the right audience

Our readership is *loyal*. 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.

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through all of our advertisers.**

PRIMARY LOCATIONS

Silver City

a.i.r. Coffee Company
Century 21 Thompson Realty
JW Art Gallery
Legacy Home & Gifts
Lois Duffy Art
The Marketplace
Mimbres Region Arts Council Racks
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.
& Many Downtown Galleries and Shops

Catron County

Alma Store & Grill
Frisco Stables
Glenwood Trading Post
Henry's Corner
Little Adobe Restaurant
Rode Inn
The Los Olmos Guest Ranch
Udder Delight
Whitewater Motel

Visitor Centers

New Mexico Visitor Centers
in Anthony, Lordsburg and Santa Fe.
Sandoval County Visitor Center
Deming Visitor Center
Socorro Heritage & Visitor Center

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

Electronic Proofing

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

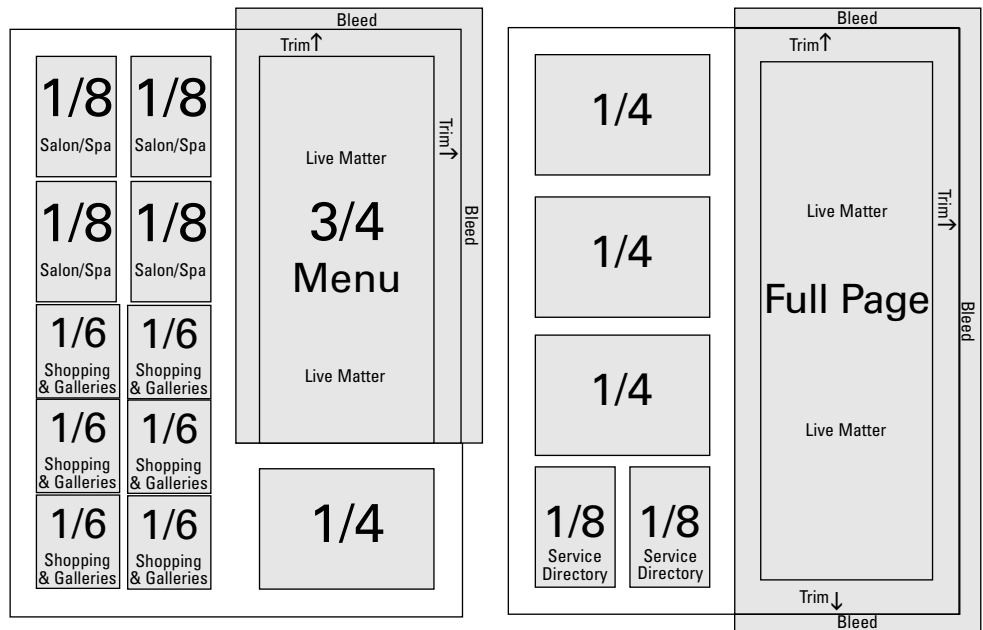
Shipping Instructions

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Accepted Ad Sizes

Publication Trim size — 4^{3/16}" x 10^{7/8}"

Unit Size	width	depth
2 Page Bleed	8.875"	11.375"
Full Page Bleed	4.375"	11.375"
Trim Size	4.187"	10.875"
Full Page Non-Bleed (Live Matter)	3.25"	9.875"
Back Cover Bleed:	4.375"	11.375"
3/4 Page Bleed (Menu)	4.187"	8.187"
3/4 Page Non-Bleed (Live Matter) (Menu)	3.25"	7.68"
1/4 Page	3.25"	2.25"
1/8 Page (Service Directory)	1.643"	2.135"
1/8 Page (Salon & Spa Co-op)	1.5"	2.25"
1/6 Page (Shopping & Galleries Co-op)	1.687"	1.75"



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

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