



ADVERTISING MEDIA KIT 2018

NEW MEXICO *True* ADVENTURE GUIDE

Travelers looking for vacation inspiration will find page after page of rich information and awe-inducing photography in the **2018 New Mexico True Adventure Guide**. This annual publication is produced and distributed by the state's ultimate travel experts—the **Tourism Department** and **New Mexico Magazine**. One million readers use the Guide in print and digital formats for trip planning and as a trusted companion to authentic travel experiences. The **True Adventure Guide** is the best tool for reaching travelers year-round!





New
for 2018!

DISTRIBUTION:

Reach more than 1,000,000 of your prime prospects through 500,000 printed copies and thousands of digital downloads. The Guide will be available on newsstands at more than 600 nationwide Barnes & Noble stores for three months. (Additional retail newsstands may be added.) Guides with a winter cover will be distributed in the fall and winter. A three-season, temperate-weather cover is distributed the remainder of the year.

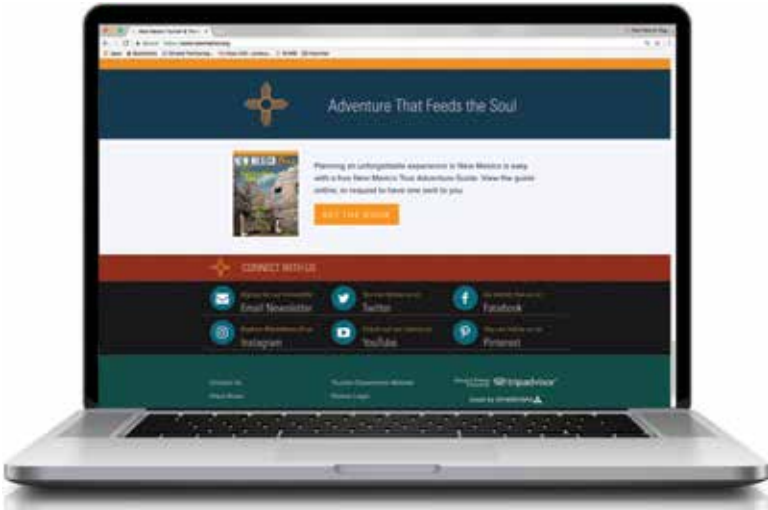
- Requests Welcome: About 36,000 copies are sent to travelers who call or click to order the free Guide to plan a trip.
- The 2018 *True Adventure Guide* will be distributed to more than 150 hotels and resorts across the state year-round, with copies provided for more than 20,000 guests.
- Hundreds of thousands of Guides are distributed at New Mexico Visitor Information Centers, Convention and Visitors Bureaus, and Chambers of Commerce, as well as a variety of events and trade shows.
- The Guide is offered for free as an App for iPad and iPhone users. The Guide is also published in digital format for use on Android and Kindle through GooglePlay and direct downloads from our websites.

MARKETING:

Direct Mail Campaign:
60,000 Guides delivered directly to select households in NMTD-targeted fly markets.

NMTD and New Mexico Magazine Newsletters:
E-Newsletters will include links, ads, and/or offers for ordering or downloading the Guide throughout peak travel planning seasons.

Website Messaging and Orders:
Prominent placement on home-page and interior pages of Newmexico.org to order or download the Guide for free year-round. Links though nmmagazine.com to order and download.



ADVERTISING DEADLINES:**SPACE RESERVATION: NOVEMBER 1, 2017****MATERIALS DUE: DECEMBER 1, 2017****DELIVERY OF GUIDE: FEBRUARY 2018****ADVERTISING RATES:**

Covers	General Rates
Back Cover	\$15,395
Inside Front Cover	\$14,840
Inside Back Cover	\$13,950

Four Color ROB

2 Page Spread	\$24,000
Full Page	\$13,210
2/3 Page	\$10,370
1/2 Page Horizontal	\$8,295
1/2 Page Vertical Island	\$8,295
1/3 Page	\$5,895
1/6 Page	\$3,035

**For a guaranteed ad position, add 10%.
Preferred positioning is subject to availability.**

Custom publishing opportunities are available. Please contact your sales rep for additional information.

The *New Mexico True Adventure Guide* reserves the right, but is not under any obligation, to:

- Review or request changes to any advertisement scheduled for insertion.
- Accept, retract, or reject any advertisement submitted for placement at our sole discretion, whether on the basis of content, advertising format, targeting criteria, or for any other reason.
- Review any advertisement to determine the appropriateness of the advertisement for the *New Mexico True Adventure Guide* audience.

SPECIFICATIONS:

Size	Width	Height	Trim Size
Full Page	8.25	10.75	8 x 10.50
FP No Bleed	7.00	9.50	n/a
Spread	16.25	10.75	16 x 10.5
2/3 Page V.	4.60	9.50	n/a
1/2 Page H.	7.00	4.67	n/a
1/2 Page V.	4.60	7.02	n/a
1/3 Page H.	4.60	4.67	n/a
1/3 Page V.	2.21	9.50	n/a
1/6 Page V.	2.21	4.67	n/a
1/6 Page H.	4.60	2.21	n/a

ACCEPTED FILE FORMATS:**PDF/X-1A Files:**

- All fonts and images must be embedded.
- All elements must be converted to CMYK.
- Artwork must be built at 300 dpi.
- PDF files must be generated using Creative Suite. The file may be converted to a TIFF if necessary to ensure proper output.
- PDFs must be built and cropped to the size of ad.

Photoshop Creative Suite TIFF Files:

- All layers must be flattened.
- Color must be converted to CMYK.
- Artwork must be built at 300 dpi.

Illustrator Creative Suite Files:

- We accept Illustrator EPS files for logos only.
All fonts must be converted to outlines.

UNACCEPTABLE FILE FORMATS:

We only accept the file formats listed above. Unacceptable formats include but are not limited to: QuarkXpress, Publisher, MS Word. If you require design service we charge a \$75 per hour design fee.

CONTACT

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