

Be A Part of the Seventh Edition of
"Forever Frontier"

The 2011 Visitors' Guide
to Southwest New Mexico
& Southeast Arizona

"Forever Frontier" is considered by many as the best tourism publication for rural communities in Southern and Western New Mexico and Southern and Eastern Arizona.

Closing Date ~ March 2011

Pages in this Visitors Guide highlight small towns in some of the Southwest's last frontiers . . . to inform and educate travelers, encouraging them to "get off the interstate" and visit. Communities are highlighted with their history and attractions, custom area maps fill numerous pages, and regional articles of interest are also included.

No other local guide provides more valuable traveler information than "Forever Frontier." And no other guide is distributed as widely.

"Forever Frontier" is an independently-produced annual tourism magazine which is a publication of the monthly paper *THE GLENWOOD GAZETTE* (now in its eleventh year). Publisher has over 30 years of experience in graphic production and publishing.

"Forever Frontier" 2011 (the *seventh* annual edition) will be 92 pages in magazine format, featuring a majority of four-color process pages with some black-and-white pages. (Final number of pages may be amended before we go to press.)

50,000 copies of The Guide will be distributed FREE within FIVE states (New Mexico, Arizona, Texas, Southern Colorado and Southern Utah) — far beyond each community's usual area of promotion. This year, it is planned to include parts of Oklahoma, as well.

WHERE DO THEY GO ? Visitor Guides are distributed FREE (all year) to a variety of locations frequented by travelers . . . Chambers of Commerce and Visitor Centers, state and national parks, country stores and trading posts, lodging and dining establishments, RV parks, shops, banks, sporting goods, coffeehouses, guides and outfitters, museums, and more . . .

SOME COMMUNITIES TO WHICH GUIDES ARE DELIVERED . . .

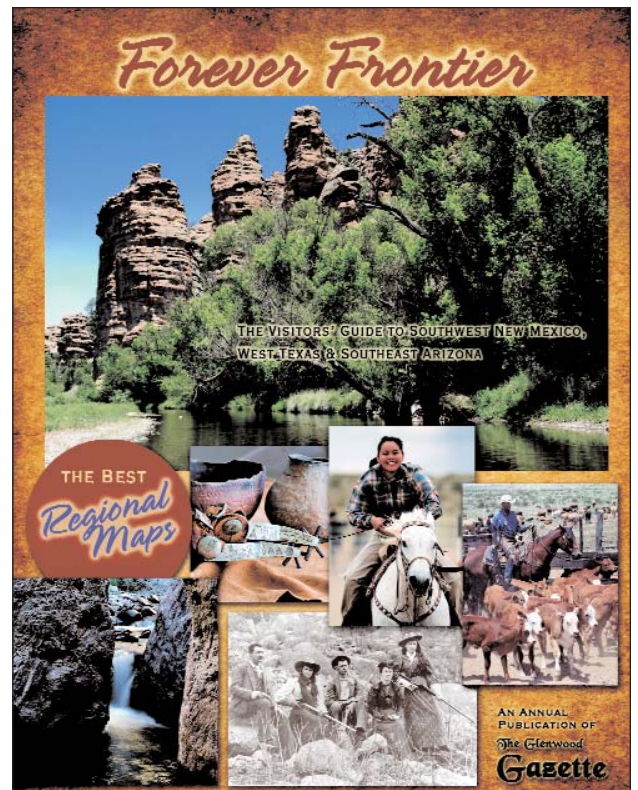
NEW MEXICO: Silver City, Las Cruces, Socorro, Alamogordo, Ruidoso, Cloudcroft, Tularosa, Capitan, Deming, Lordsburg, Glenwood, Mogollon, Reserve, Quemado, Pie Town, Datil, Magdalena, Truth or Consequences, Hillsboro, Kingston, Luna, Gallup, Grants, Albuquerque, Santa Fe, Taos, Las Vegas, Farmington, Aztec, Chama ~

ARIZONA: Alpine, Nutrioso, Springerville-Eagar, Pinetop-Lakeside, Show Low, Snowflake, Holbrook, Winslow, Flagstaff, Jerome, Payson, Prescott, Bowie, Willcox, Benson, Tucson, Patagonia, Sonoita, Vail, Tombstone, Bisbee, Sierra Vista, Duncan, Clifton-Morenci, Globe, Safford ~

TEXAS: El Paso, Anthony, Marfa, Fort Davis, Alpine, Marathon, Van Horn, Terlingua, Balmorhea, Toyahvale, Sanderson, Langtry, Seminole Canyon, Del Rio, Brackettville, Junction, Sonora, Ozona, Fort Stockton, San Antonio, Austin, Kerrville, Fredericksburg, Houston, Galveston ~

SOUTHERN COLORADO & UTAH: Pagosa Springs, Durango, Mancos, Cortez, Dolores, Telluride, Ridgway, Montrose, Black Canyon of the Gunnison, Ouray, Silverton, national parks and visitor centers ~

OKLAHOMA: communities to be announced later . . .



**Advertisers are Invited
to Reserve Space Now!**

Supporting "Forever Frontier" with your ad . . .

- features your own business,
- supports a page for your community, and
- makes other pages in the Guide possible, including . . . community attractions and photographs, history and culture (old and new), visitor services listings, recreational information, a regional calendar of events, and more.

"Forever Frontier"

is an independently-produced annual tourism magazine which is funded *only by advertising* to cover production, printing and delivery costs.

**Promote your community and business
beyond your usual area —
be part of the new "Forever Frontier."**

Gale Moore, Publisher

P. O. Box 4077 Silver City, NM 88062
(575) 388.4806 Cell: (575) 590.2692

E-Mail ~ gale@cybermesa.com

To receive ad rates and sizes (including details and submission information), or a copy of the current Guide, please contact me. (available by e-mail or USPS mail)



Forever Frontier is considered by many as **the best** tourism publication for rural communities and regions in Southwestern New Mexico & Southeastern Arizona. Pages highlight small towns, their history and current attractions, as well as regional articles of interest — to inform and educate travelers and encourage them to “get off the interstate” and visit. Custom area maps fill numerous pages.

No other local guide includes as much information as does *Forever Frontier*. And no other free guide is distributed as widely.

Counties & Communities to be included in this year's Visitors' Guide, to date . . .

CATRON COUNTY, NM ~ Reserve, Glenwood, Pleasanton, Alma, Mogollon, Luna, Aragon, Apache Creek, Cruzville, Quemado, Pie Town, Datil

GRANT COUNTY, NM ~ Silver City area, Pinos Altos, Tyrone, Hurley, Bayard/Fort Bayard, Santa Clara, The Mimbres, Cliff, Gila, Buckhorn, Mule Creek, the Burro Mountains, Gila Hot Springs, Gila Cliff Dwellings

HIDALGO COUNTY, NM ~ Lordsburg

LUNA COUNTY, NM ~ Columbus, Deming

DONA ANA COUNTY, NM ~ Las Cruces, Mesilla

SOCORRO COUNTY, NM ~ Socorro, The VLA, Magdalena

SIERRA COUNTY, NM ~ Truth or Consequences, Kingston & Hillsboro (The Black Range)



GREENLEE, GRAHAM, COCHISE, APACHE, NAVAJO & SANTA CRUZ COUNTIES, ARIZONA:

Alpine, Bisbee, Clifton, Coronado Trail, Dagoon, Duncan, Nutrioso, Patagonia, Portal, Pinetop-Lakeside, Safford, Benson, Springerville-Eagar, Willcox, and others . . .

Other Communities that wish to be included should be within the regions of Southwestern and Southern New Mexico, and Eastern and Southern Arizona. Adjacent cities such as Las Cruces, El Paso and Tucson may be included as long as space remains available.

The extent of coverage on each community is dependent on that community's participation, by individual businesses or organizations.



For a community to be featured, advertising from individual merchants or organizations creates space for that town's page. Example ~ four business-card-size ads take one-third of page space — the other 2/3 of that page is devoted to that community's history and images by the Publisher, who needs only a local contact to provide historic text and images.

To Participate in "Forever Frontier"

- Review ad sizes and rates.
- Respond to Publisher and indicate preferred ad size — and whether black-and-white (web-press page) or four-color (gloss sheetfed press) ad space.
- Remit 50% deposit or full payment for ad space to be reserved. (Balance will be billed after publication)
- Your ad copy and image or logo can be submitted now.

Advertisers may submit a camera-ready ad, or submit text and desired artwork. Ad(s) will be created at no additional cost.

NOTE: Advertisers submitting four-color ads as PDF files (by e-mail) are requested to first set their image to CMYK color (not RGB) before creating the PDF.

Proofs will be e-mailed for approval to each advertiser via PDF file. (PDFs can be viewed with Adobe Acrobat Reader; free software available through www.adobe.com.)

Closing Date (submission of ads) ~ March 2011

until advertising to cover printing expenses has been met

Distribution begins immediately after publication and continue for a year within five states!

Advertising Terms ~ Net

50% deposit or full payment must accompany space reservations. Balance will be billed after publication.

Advertising Rates appear on separate sheet.





Forever Frontier

The 2011 Visitors Guide To Southwestern New Mexico and Southeastern Arizona



The 2011 Visitors' Guide

WILL BE PUBLISHED SPRING 2011

This SEVENTH Annual Visitors Guide will be **92 pages** with a press run of **50,000 copies** in magazine format.

Final number of pages may be amended before we go to press.

Finished size is 8.25" x 10.5," featuring a four-color gloss cover, and 88 interior gloss pages.

OUTSIDE COVER ~ full color on glossy cover stock

EIGHTY-EIGHT interior pages (Color & black-and-white)

As a business owner or organization, you will be approached by other publications to advertise. *Always ask* — How many copies are really being printed, to what places, and how far from your usual area are they being distributed — and are enough copies being printed to last more than one delivery?

“FOREVER FRONTIER” the annual Visitors' Guide is distributed FREE to numerous locations throughout New Mexico, Arizona, Colorado, Utah and Texas, reaching travelers, visitors, and local residents. (Distribution of the Guides ACROSS STATE BORDERS has been very helpful for travelers, most of whom drive through our regions.)

After initial distribution, follow-up deliveries are made throughout the year. I deliver all Guides personally, and mail copies to travel writers, tourism organizations and individuals throughout the year, as well.

Your participation as an advertiser makes this Visitor Guide possible, covering costs of printing & distribution.

This is an opportunity to have your community and place of business appear in a quality publication reaching thousands of travelers while supporting tourism in small towns and rural areas.

Thank you to our advertisers and contributors (talented photographers and local historians) for making this Guide such a popular annual publication! Please review ad rates and call or e-mail at your earliest convenience to reserve space.

Gale Moore, Publisher

P. O. Box 4077 Silver City, NM 88062
(575) 388.4806 Cell: (575) 590.2692
E-Mail ~ gale@cybermesa.com

Advertising Rates

92 Pages, magazine format Page Size ~ 8.25" x 10.5"

Press Run: **50,000 copies**

Closing Date : **March 2011** Distribution for an entire year

	Black & White	Four-Color
Full page with bleed 8.25" x 10.5"	\$ 1800	\$ 3000
Half page (horizontal or vertical) 7.25" x 4.75" or 3.5" x 9.75"	\$ 1200	\$ 1800
Other sizes:		
3.5" x 1.5"	240	330
3.5" x 2"	330	480
3.5" x 2.5	410	600
3.5" x 3"	500	650
3.5" x 3.5"	600	715
3.5" x 4	640	850
Quarter page		
3.5" x 4.75"	680	900
3.5" x 5.5	730	975
3.5" x 6"	825	1000
2.25" x 1.5	180	
2.25" x 2	240	
2.25" x 2.5	300	
2.25" x 3	360	
2.25" x 3.5	420	
2.25" x 4	480	
2.25" x 4.5	550	
2.25" x 5	600	



Prime Cover Placements

Four-color process, GLOSSY sheetfed stock, all full-page bleeds . . .

Back cover	\$ 3800
Inside Front OR Back Cover	\$ 3400
Half Page, Inside Frt or Bk Cover	\$ 2000

www.foreverfrontier.com

