

PAGE 2  
FACTS &  
FIGURES

PAGE 3  
DISTRIBUTION

PAGE 4  
INSIDE  
THE GUIDE

PAGE 5  
ABOUT US

PAGE 6  
ORDER FORM

PAGE 7  
SPECS &  
RATES

# Big Bend AND TEXAS MOUNTAINS

TRAVEL GUIDE

## MEDIA KIT 2015

Published since 1984

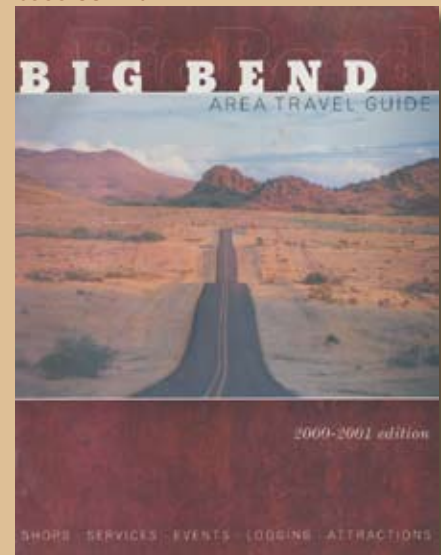
2014 COVER



1992 COVER



2000 COVER



# Facts & FIGURES

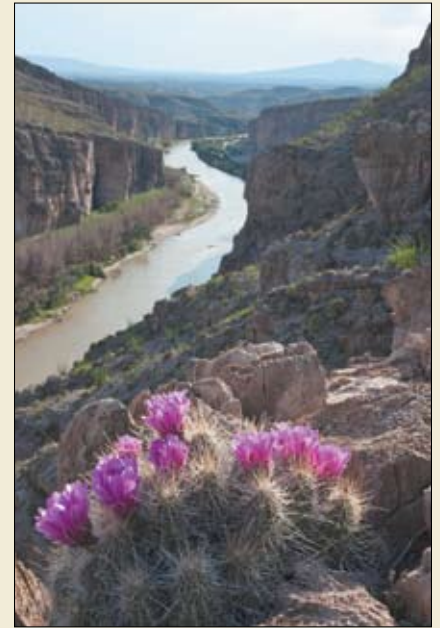


Courtesy of Texas Historic Commission

**T**he Big Bend and Texas Mountains Travel Guide is a regional travel publication covering a wide range of far West Texas including: the remarkable Big Bend National Park; one of state's largest cities (El Paso); the economically booming Midland and Odessa; the eclectic Marfa; the border town of Presidio; and everywhere in between. The longevity of the publication — produced since 1985 — is a testament to its value for the traveler, but also demonstrates the effectiveness of the Guide for advertisers who need to reach these potential customers. With approximately 100,000 copies of this annual publication distributed, the information contained within is read, studied and acted on throughout the year.

## TARGET AUDIENCE

The Big Bend and Texas Mountains Travel Guide is the best resource for anyone traveling in far West Texas. Whether travelers are just passing through on I-10 and need to find a place to spend the night, or a local resident looking to make a weekend trip within the region, or a family that has come from a country on the other side of the globe for an extended stay, the Big Bend and Texas Mountains Travel Guide is one of the most important things they can carry with them.



## SCHEDULE

1 issue a year — released in late June/early July 2015

## PUBLISHER

Ramser Media  
Stewart Ramser — 432-538-7034

## PRICE

FREE!

## ISSUE SIZE & QUALITY

A minimum of 64 pages in length  
8.375" x 10.875"  
Glossy, full-color

## DISTRIBUTION

Copies — approx. 100,000 each year  
Distributed to more than 100 locations statewide (see next page)  
Free version available on the Internet

# Distribution

## THE BIG BEND & TEXAS MOUNTAINS TRAVEL GUIDE

is one of the largest regional publications in Texas and is distributed to more than 100 locations statewide.

### Alpine

Alpine Furniture  
Alpine Visitor Center  
Antelope Lodge  
Best Western  
Exxon  
Front Street Books  
Hampton Inn  
Holland Hotel  
Holiday Inn Express  
Kiowa Gallery  
Maverick Inn  
Museum of the Big Bend  
Railroad Blues  
Sierra La Rana  
Town & Country  
Triangle Service Station

### Amarillo

TXDoT Travel Information Center - Amarillo

### Anthony

TXDoT Travel Information Center - Anthony

### Austin

State Capitol Visitor Center

### Balmorhea

Balmorhea State Park  
Balmorhea Visitor Information Center  
I-10 Fina Station

### Big Bend National Park

Chisos Mountain Lodge  
Rio Grade Village

### Beaumont

Ben J. Rogers Visitor Center

### Denison

TXDoT Travel Information Center - Denison

### El Paso

El Paso Convention & Visitors Bureau  
El Paso Airport  
TXDoT Travel Information Center - Anthony

### Fort Davis

Davis Mountains State Park  
Fort Davis Chamber of Commerce  
Fort Davis State Park  
Indian Lodge Hotel Gift Shop  
McDonald Observatory  
Porters Grocery  
Prude Ranch  
Starr Emporium  
Stone Village Motel

### Fort Stockton

Annie Riggs Memorial Museum  
Fort Stockton Visitor Center  
Tasting Room at the Gray Mule Saloon - Coming soon!

### Fredericksburg

Fredericksburg Visitor Center

### Gainesville

TXDoT Travel Information Center - Gainesville

### Harlingen

TXDoT Travel Information Center - Harlingen

### Lajitas

Barton Warnock Visitor Center  
Lajitas Golf Resort & Spa  
Lajitas Trading Post  
Longhorn Ranch Motel

### Langtry

TXDoT Travel Information Center - Langtry

### Laredo

TXDoT Travel Information Center - Laredo

### Marathon

Brewster County Tourism Information Center (roadside literature display)  
Front Street Books  
Gage Hotel  
Marathon Motel  
Shell Station

### Marfa

Frama/Tumbleweed Laundry  
Marfa Chamber of Commerce  
Marfa Tourism Office at the USO Building  
Padre's  
Planet Marfa  
Squeeze Marfa

### Midland

Midland Convention & Visitors Bureau  
Midland/Odessa Airport

### Odessa

Odessa Convention & Visitors Bureau  
Midland/Odessa Airport

### Orange

TXDoT Travel Information Center - Orange

### Ozona

Ozona Visitor Center

### Presidio

Big Bend Ranch State Park Visitors Center  
Fort Leaton Historical Site Visitors Center  
Presidio City Hall

### San Antonio

San Antonio Visitor Center (Riverwalk)

### Terlingua

Big Bend Motor Inn  
Big Bend Resort & Adventures  
Terlingua Ranch Lobby  
Terlingua Trading Company  
Terlingua Ghosttown Cafe

### Texarkana

TXDoT Travel Information Center - Texarkana

### Toyavale

Balmorhea State Park  
Toyahvale Desert Oasis

### Van Horn

Van Horn Convention & Visitors Bureau

### Waskom

TXDoT Travel Information Center - Waskom

### Wichita Falls

TXDoT Travel Information Center - Wichita Falls

# Inside the GUIDE



**EL PASO**

With the largest urban state parks in the U.S., right in the heart of the city, you don't have to go far to find real adventure.

**SNOWWATCH** the sun rise over a picturesque mountain backdrop, a city beginning with adventure comes to life.

El Paso curves around a wild-wild terrain of mountains and foothills that promise, after a short climb or a cable-car ride on a Swiss-made gondola, a breathtaking panoramic view. Fresh-air excursions alone can give you plenty of reasons to get up and go. Add 115 days of sun to the equation and you can live a Hemingway novel in about a week — unless you'd rather use all that sunshine to relax by a pool.

El Paso's native friendliness, warm sunshine and untamed mountains will make your trip here the absolute opposite of a themed, fabricated experience. It's for real explorers. Discover it for yourself. Real adventure is still alive in El Paso.

**EL PASO DOWNTOWN ARTS DISTRICT**

The district features contemporary art, a walking tour of historic downtown, the El Paso Museum of Art and history public artwork, and the beautifully restored Plaza Theatre. The area also has several locally owned restaurants and bars and a busy art scene.

**HUECO TANKS STATE HISTORIC SITE**

World renowned for rock climbing, Hueco Tanks is also known for its many American rock paintings and petroglyphs. Petroglyphs, pictographs and you can also hike, camp and see the petroglyphs. Call before you visit: 750-712-4939.

**HISTORIC MISSION TRAIL**

The El Paso Mission Trail is one of three of the oldest continually missions in the United States. Visit the Sacramento Mission built in 1691 by the Presidio Chapel of San Francisco in 1799. [www.themissiontrail.com](http://www.themissiontrail.com)

**FRANKLIN MOUNTAINS STATE PARK**

Hike, bike or run the rugged trail 10 square miles across park that is the middle of the city.

**FORT LEATON STATE HISTORIC SITE**

Presidio

Fort Leaton is open early and offers, picnicking areas, view through newly restored and furnished rooms, plus exhibits on the region's history. Over 100 vintage campers are in the grounds. The fort also serves as the western entrance for Big Bend Ranch State Park.

**TEXAS STATE PARK PASS**

The Texas State Park Pass is an annual pass that offers many special benefits to members. As a member, you and your guests enjoy unlimited access to Texas State Parks, State Natural Areas and State Historic Sites without paying the daily entrance fees. The cost is \$70 for a one-year membership. Learn more at [www.texasstateparks.com](http://www.texasstateparks.com).

**OR VISIT WWW.TPWS.STATE.TX**

**TELESCOPIC PARKS**

**TO LEARN MORE ABOUT THE OTHER AREA PARKS AND TRAILS ACROSS THE STATE OF TEXAS.**



**BIG BEND National Park**

Encompassing more than 800,000 acres of mountain cliffs, desert expanses and towering river canyons, Big Bend National Park is the king of Texas' national public areas.

**M**ANY FEATURES SET Big Bend apart from its national park brethren, including the fact that it is the only one to contain an entire mountain range — the Chisos — within its borders. Dedicated in 1944, the park is nestled in the bend of the Rio Grande River along the Texas-Mexico border where outstanding examples of Chihuahuan Desert topography and ecology beckon nature enthusiasts from around the world.

A land of contrast, Big Bend contains geological marvels, historic and prehistoric treasures and an amazing diversity of plant and animal life across its dramatic range of elevations. From its lowest point of 1,850 feet in Rio Grande Village to Emory Peak at 5,625 feet, the park presents impressive changes in climate, with temperatures in the desert routinely 10 to 20 degrees warmer than in the mountains.

Desert opportunities abound. Numerous trails — from short and very well developed to long, rugged and remote — offer exceptional views. Back-country roads are available with private back-country camping sites available for both drive-in and backpacking options with a permit. Historic sites and ruins are numerous. Opportunities for solitude are many.

**Trip Fact**

To hike, kayak, mountain bike, or simply enjoy the natural beauty of the Big Bend, you need to know the things you need and know that they might not be obvious.

## ADVERTISERS IN THE 2014 GUIDE INCLUDE:

- Alpine ArtWalk
  - Alpine Auto Rental
  - Alpine Cowboys Pro Baseball Team
  - Antelope Lodge
  - Big Bend Regional Medical Center
  - Caverns of Sonora
  - Chihuahuan Desert Nature Center
  - Chisos Mountain Lodge
  - City of Alpine
  - City of El Paso
  - City of Fort Stockton
  - City of Marfa
  - City of Ozona
  - City of Presidio
  - Fort Davis Chamber of Commerce
  - Fort Davis Drugstore
  - Fort Davis Outfitters
  - French Company Grocer
  - Friends of Big Bend
  - Gage Hotel
  - Hampton Inn
  - Holiday Inn Express
  - Holland Hotel/The Maverick Inn
  - Hotel Paisano
  - Lajitas Golf Resort & Spa
  - Lajitas Stables
  - Marathon Hotel
  - Marathon 2 Marathon
  - McDonald Observatory
  - Midland Convention & Visitors Bureau
  - Mountain View Properties
  - Museum of the Big Bend
  - Odessa Convention & Visitors Bureau
  - Plaine
  - Planet Marfa
  - Saddle Club
  - Sierra la Rana
  - Squeeze Marfa
  - Stable Performance Cars
  - Stone Village Tourist Camp
  - Tallent Roofing
  - Texas Mountain Trail
  - Texas Parks & Wildlife
  - Tipsy Taxi
  - Toyahvale
  - Van Horn Convention & Visitors Bureau
  - Visit Big Bend and
  - Viva Big Bend
- Don't miss out on the 2015 Guide!*

## INCLUDED INSIDE

The popular Big Bend and Texas Mountains Travel Guide is a treasure trove of information about far West Texas. The region (and thus the Guide which covers it) is vast and diverse. One of the main stars of this Guide is obviously Big Bend National Park, but also featured are other state parks in the region. And, speaking of stars, you can find out more in the Guide about the world renowned McDonald Observatory and dozens of other regional attractions.

- NATIONAL & STATE PARK INFORMATION
- CITY-BY-CITY GUIDES

- |                |                     |
|----------------|---------------------|
| Event listings | Shopping & services |
| Attractions    | Lodging             |
| Dining options | RV & camping        |
| Regional map   | Art & galleries     |

### • FEATURES

Informative features which will interest the far West Texas traveler. In the last couple editions those features included Marfa Lights Festival, Fort Davis 4th of July, Remington art exhibit, Photography in the Big Bend and Boquillas.

# About Us



## Ramser Media

The Big Bend and Texas Mountains Travel Guide is published by Ramser Media. Ramser Media is now in its 14th year, and their projects include: *Texas Music* magazine and *Horns Illustrated* magazine (sold in 2011). In addition the staff at Ramser Media have been involved with many other projects over the years including producing the Lone Star Bash at the Brewery in San Antonio, producing the Downtown Live concert series in Austin, publishing the 35-year anniversary book for Billy Bob's Texas in Fort Worth and a book for the Texas Museum of Fiber Arts and publishing festival programs for Austin City Limits Music Festival

and Lollapalooza (in Chicago).

Stewart Ramser is founder and publisher of Ramser Media. He is responsible for launching the Viva Big Bend music festival in 2012, and in 2013 started the Viva Big Bend food festival in far West Texas. In addition, he currently serves the City of Alpine as the tourism director. This will be the third year that Ramser Media is producing the Guide. Ramser Media publishes the annual guide based on an agreement in place with the Texas Mountain Trail (more information below).

## Texas Mountain Trail

As a non-profit organization, the Texas Mountain Trail region supports and encourages heritage travel to far West Texas. They work with parks, museums and historic sites to help them get ready for the traveler. The best trails, adventures, exhibits and special events in the Big Bend, the Davis Mountains, Guadalupe Mountains and the historic city of El Paso can be found on the Texas Mountain Trail

website, [www.texasmountaintrail.com](http://www.texasmountaintrail.com) and on the daily photo blog at: [www.texasmountaintrail.blogspot.com](http://www.texasmountaintrail.blogspot.com). And they're part of a network of ten Texas Heritage Trails regions, so adventures across the state can be connected.



*Please note although the Big Bend & Texas Mountains Travel Guide is published through a partnership with the Texas Mountain Trail (TMT), the Guide's geographic scope extends beyond the area covered by the TMT.*

# Order FORM

## SPACE RESERVATION CONTACT

Stewart Ramser/Ramser Media  
432-538-7034, [stewart@ramsermedia.com](mailto:stewart@ramsermedia.com)

## BILLING INFORMATION

**Business Name:** \_\_\_\_\_ **Contact Name** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Web Address:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

## TOTAL ADVERTISING COST

**Display Advertising** (\$750 –\$5500) See next page for options.

\$

**Text-only directory listings:** Receive one free listing with purchase of a display ad. Or purchase an individual listing for \$100. Each additional listing is \$75.

\$

**UPGRADE: Logo or Photo (approx. 1"x1") next to text listing:** Add \$100 for one logo or photo. This is an upgrade with the purchase of a text listing, or you may upgrade the free listing received with the display ad.

\$

**UPGRADE: Numbered on the map:** Add \$100 per numbered designation on the map. This is an upgrade with the purchase of a text listing, or you may upgrade the free listing received with the display ad.

\$

**UPGRADE: Mobile tag next to text listing:** Include a mobile tag with your directory listing. Add \$100. This is an upgrade with the purchase of a text listing, or you may upgrade the free listing received with the display ad.

\$

\$

**TOTAL**

## TERMS & CONDITIONS

The order form is a non-cancelable contract. **Display Ads:** Ad design is not included. If you require ad design, please contact us prior to submitting payment. Contact Stewart Ramser at [stewart@ramsermedia.com](mailto:stewart@ramsermedia.com) with the information for your one free directory listing. There are no refunds for booked advertising that does not include artwork or artwork arrangements. **Directory Listings:** All display advertisers are entitled one free directory listing. You do not have to purchase a display ad in order to have a listing in the directory.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Specs and RATES

## 2015 DEADLINES

Reservation	Digital Art Due	Street Date
May 8	May 15	July 1

## DISPLAY ADVERTISING\*

All display ads receive a free text-only directory listing and designation on a community map, as specified in the insertion order.

RATE CARD (ALL RATES ARE NET)	SIZE	COLOR
Back Cover	7.375w x 9.875" *	\$5,500
Inside Front/Back Covers, Pages 1,3,5,7,9,11	7.375w x 9.875" *	\$4,000
Full Page	7.375w x 9.875" *	\$3,100
2/3 Page	4.875w x 9.875"	\$2,750
1/2 Page Horizontal	7.375w x 4.875"	\$2,250
1/2 Page Vertical	4.875w x 7.125"	\$2,250
1/3 Page Horizontal	4.875w x 4.875"	\$1,500
1/3 Page Vertical	2.375w x 9.875"	\$1,500
1/6 Page Horizontal	4.875w x 2.625"	\$750
1/6 Page Vertical	2.375w x 4.875"	\$750

## DIRECTORY ADVERTISING

These are text-only listings in the community directories for Lodging, Food & Drink, Events, RV/Camping, Shopping & Services, Art & Galleries or Outdoor Recreation & Adventure.

OPTIONS	RATE
1st Listing	\$100
2nd Listing	\$75
3rd Listing (or more)	\$50

## LISTING OPTIONS

Enhance your business listing with a number on the community map, photo, logo and/or mobile tagging.

UPGRADE OPTIONS*	RATE
Number on map	\$100 (+ cost of listing)
Mobile tagging**	\$100 (+ cost of listing)
Full-Color Logo or Photo**	\$100 (+ cost of listing)

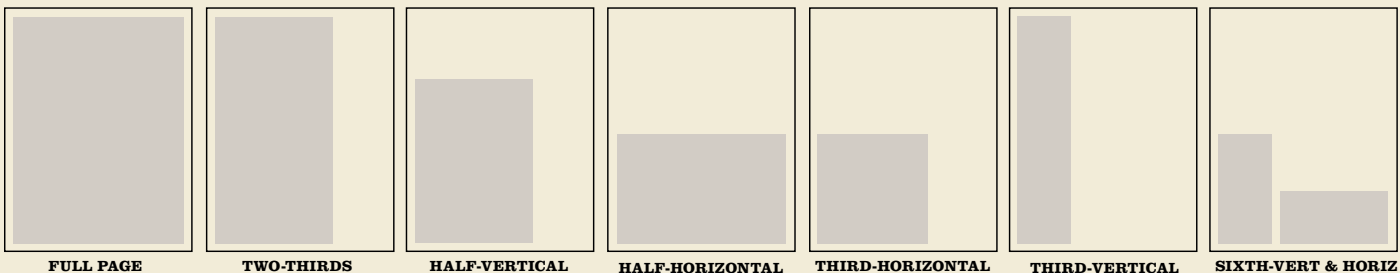
\* Combine the upgrade options: A first listing is \$100 (or included with the purchase of a display ad) and each additional feature (number on map, mobile tagging, full-color logo or photo) is \$100 each.

\*\* The logo, photo and/or mobile tag all appear next to the text listing.

## CO-OP DISCOUNT

6 businesses share a full-page ad at \$500 a piece and get a free text directory listing for each business!

\*Advertising rates DO NOT include ad design. If you need assistance preparing your ad, please contact Stewart Ramser at [stewart@ramsermedia.com](mailto:stewart@ramsermedia.com).



## Printing Details

Magazine is printed from digital files direct to plate and printed via web offset, 150-line screen, usually perfect binding. Trim size is 8.375" x 10.875".

## Payment Details

Payment is due by May 18. In addition to checks and money orders, we also accept VISA, MC, AMEX and Discover.

## Ad Specs & Requirements

300 DPI, CMYK or Grayscale Files  
TIF, PDF or JPG

### FULL PAGE ADS

Trim size of magazine ..... 8.375x10.875"  
Bleed .....add .125" to each side  
Final file (with bleed) .....8.625x11.125"  
Live area (.5" from trim, each side) ..... 7.375x9.875"  
Bleeds (add 5% to prices listed above)

**NOTICE: \$25/hr format correction/ad redesign charges will apply to ads that do not meet the above specs. \$35/hr for ad-build services.**

## Delivery of Ad Materials

### Via US Postal Service

— on CD-rom  
— P.O. Box 50273, Austin, TX 78763

### Via FedEx, Airborne or other air service

— on CD-rom  
— contact Stewart for mailing address

### Via E-mail

— ads@txmusic.com  
— If ad file is larger than 5MB, contact ads@txmusic.com for FTP info

# Become a MEMBER



**M**embers provide critical funds to help us take advantage of unanticipated opportunities — opportunities that will help us serve you better. Opportunities for Texas heritage fans, friends who enjoy adventure in the outdoors, families, everyone with a love for the majesty of our mountains and the charming nature of our unique communities.

## MEMBERSHIP LEVELS AND BENEFITS

### \$25 Senior/Student

Receive our Texas Mountain Trail email newsletter, discount at the Museum of the Big Bend gift shop.

### \$50 Individual/Family

All of the above, *plus* early notice of all Texas Mountain Trail programs and opportunities.

### \$100 Friend

All of the above, *plus*, for a limited time, 20% off coupon to REI outdoor stores and an REI.com discount on 10K Big Bend Ultra Run registration from Friends of Big Bend National Park.

### \$250 Supporter

All of the above, *plus* invitations, newsletters and mailings from the Friends of Big Bend National Park.

### \$500 Champion

All of the above, *plus* a Far West Texas Wildlife Trail Map and named recognition/sponsorship for one of our social media storytelling projects.

### \$1,000 Patron

All of the above, *plus* named recognition/sponsorship for one of our major Texas Mountain Trail public programs or two of our social media storytelling projects.

**Memberships run for 12 months and are renewed on the anniversary date of your gift!**

## SOCIAL MEDIA MARKETING PACKAGES FOR BUSINESSES

These are non-tax-deductible as they are essentially offering a service for purchase. Packages are priced at \$200 and \$500 and we will provide individual consultation to plan a social media package for each business. We have several social media venues to showcase your business; our KLOUT score rivals social media and tourism experts nationwide, as well as prominent Texas CVBs and Chambers of Commerce.

### I want to become a member of Texas Mountain Trail

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City and State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone (area code & number): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

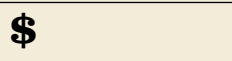
I wish to join as a \_\_\_\_\_ member.

*We keep all Member information confidential.*

**Social Media Packages**  \$200  \$500

*I am enclosing a check for*

Please send this filled-out form and your check to:  
Texas Mountain Trail, P.O. Box 7, Van Horn, TX 79855



## TESTIMONIALS

"The Texas Mountain Trail Region's social media marketing is second to none. Reading the posts — primarily those on Facebook — has given me a better understanding of the region's history, culture, terrain, and attractions. The photos beckon me to come. Because of the the Texas Mountain Trail Region's social media outreach, Far West Texas claims the #1 spot on my "must see" list of places to visit in 2013."

**Sarah Page**

*Sarah T. Page Consulting, LLC*

"I trust whenever I refer cyclists to the resources available from Texas Mountain Trail, they will find real gems and great support to create the best Far West Texas bicycle travel experience"

**Jennifer Milyko**

*Adventure Cycling Association*

"I look forward to taking trips to West Texas because I know that I can talk to the Mountain Trail on Twitter and Facebook to get great tips about where to go and what to do. It's like having the Trail in my pocket or purse; always there and always helpful.

I've never been to Van Horn and some of the other far-flung towns in West Texas, but I've got a short bucket list of them going thanks to the Mountain Trail's fantastic Daily Photo blog and pictures on Facebook. It makes those places come alive for me.

As a travel blogger, I love writing about West Texas because then I get to share my work with the Mountain Trail, who always 'answers the social media phone' when I call. It's fun to see my work mentioned on the Trail's Facebook and Twitter networks — that's why it's called SOCIAL media!

When a friend of mine asked on Twitter whether anyone had good information about Big Bend (he and his family were thinking about a trip there) I was so happy to connect him with the Texas Mountain Trail. I knew they'd take good care of him with solid info, but also that the Trail is superb at carrying on social media conversations while visitors are in the area. Sure enough, he took lots of photos while he was there, referred to the Mountain Trail in many of them and tweeted about his experience. Not too shabby since he has more than 22,000 Twitter followers."

**Sheila Scarborough**

*Travel Blogger:*

*USAToday.com*

*Tourism Currents*