



# 2026 RATON VISITORS GUIDE 2026-2027 EXPLORE RATON ADVERTISING BUNDLE

## Advertising Information

The Raton Visitors Guide is the main resource for more than 15,000 visitors to the Raton Visitor Information Center (VIC) and distribution across New Mexico, Colorado, Texas, Oklahoma and Arizona as well as hotels and businesses throughout the Raton Area. With the purchase of a full page or half page visitor guide ad, businesses will have website ads run on ExploreRaton.com year round and social media promotions will run quarterly from May 2026 - May 2027.

- Visitor guide ad design is available for \$50 per ad.
- Nonprofit organizations are subject to a 25% discount.
- Limited Premium Inside Cover and Back Cover Spots are an additional \$150 fee (availability and sizes are first come first serve).
- Visitor Guide ads must be submitted via email in PDF, JPEG, or PNG file formats with 300 dpi resolution and a 1/8" bleed.

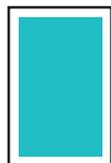
**All ads must be paid in full before March 15, 2026**

**Ad designs must be submitted and approved with above specifications by March 15, 2026**

VG Ad Size	Dimensions	(w/ bleed)	Ad Rate	Explore Raton Bonus
Full Page	5.375" x 8.5"	5.625" x 8.75"	\$1250	Website: <i>Featured on select subpages*</i> Social Media: <i>Featured in social media stories quarterly.</i>
Half Page	5.375" x 4.25"	5.625" x 4.5"	\$625	Website: <i>Featured on select subpages*</i> Social Media: <i>Featured in social media stories quarterly.</i>
Banner	5.375" x 2.125"	5.625" x 2.375"	\$315	Social Media: <i>Featured in social media stories quarterly.</i>

*\*Website subpage advertisement depends on business category chosen on submission form.  
All ads will be designed using the Explore Raton brand and will link to the URL provided on the form*

### Visitors Guide Size Examples





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## Advertisement Submission Form

### Business/Organization Information

Business/Org. Name: \_\_\_\_\_ Date: \_\_\_\_\_

Nonprofit: Yes  No

Full Name: \_\_\_\_\_  
*Last First MI*

Address: \_\_\_\_\_  
*Street Address Unit/#*

\_\_\_\_\_ *City State Zip Code*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Ad Information

Ad Size: Full Page  Half Page  Banner

Do you need us to design your visitors guide ad? Yes  No

\*A \$50 fee is required for designing your ad.

Premium Spot Fee (Front or Back Inside Covers, or Back Cover)\*: Yes  No

\*First come, first serve. Limited premium spots are an additional \$150 fee.

Payment: Cash  Check  Credit Card

Total Ad Amount: \_\_\_\_\_ Date Paid: \_\_\_\_\_

### Explore Raton Social Media & Website (Fill out only if purchasing Full or Half Page Ad)

Business/Org. Category (Select One): Things To Do/Activity/Attraction  Hotel  Restaurant  Other

One sentence description of business/org: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website or Social Media Link/Handle: \_\_\_\_\_

**To purchase ads, contact Soriah at (575) 383-4557 or [soriah@centerci.org](mailto:soriah@centerci.org).**

**Credit card payments can be done in person or over the phone  
and are subject to a processing fee.**

**Make checks out to NENMEF or Northeastern NM Educational Foundation**

**Mail in form and payment to PO Box 1712, Raton, NM 87740  
or drop off at 130 Park Ave., Raton, NM 87740**