

Big Bend

AND TEXAS MOUNTAINS

TRAVEL GUIDE

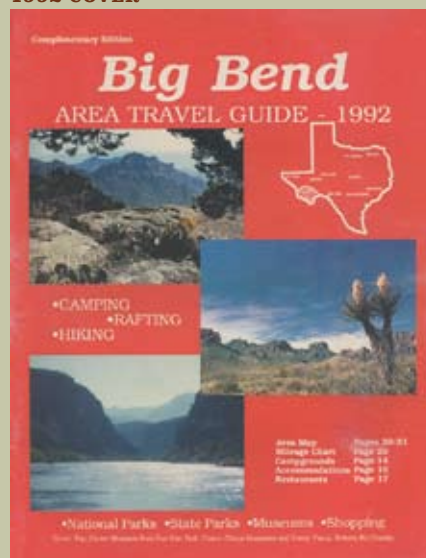
MEDIA KIT 2021

Published since 1984

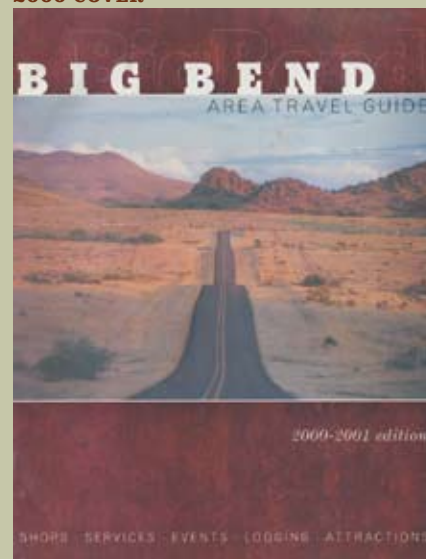
2020 COVER



1992 COVER



2000 COVER



Facts & FIGURES

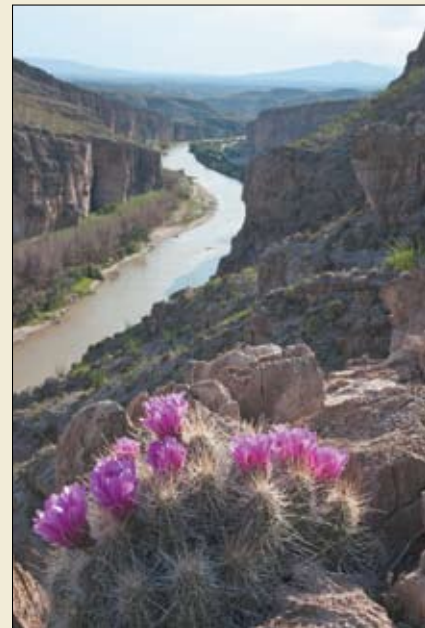


Courtesy of Texas Historic Commission

The 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 Odessa and Monahans; the eclectic Marfa; the border town of Presidio; and everywhere in between. The longevity of the publication — produced since 1984 — 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 90,000+ 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 August/Sept.

PUBLISHER

Ramser Media

Stewart Ramser — 432-538-7034

PRICE

FREE!

ISSUE SIZE & QUALITY

80+ pages

8.375" x 10.875"

Glossy, full-color

DISTRIBUTION

Copies — 90,000+

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. This is just a partial list.

Alpine

Alpine Visitor Center
Antelope Lodge
Front Street Books
Hampton Inn
Holland Hotel
Holiday Inn Express
Maverick Inn
Museum of the Big Bend
Quality Inn
Quarter Circle 7
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 DOWNTOWN ARTS DISTRICT
This district is a burgeoning area of walking tour of historic downtown, the El Paso Museum of Art and historic public art, and the beautifully restored Plaza Theatre. The area also has several locally owned restaurants and bars and a busy spot for street art.



HUGO TANKS STATE HISTORIC SITE
World renowned for rock climbing, Hugo Tanks is known for its many American rock paintings and cave paintings. Permeable limestone and you can also hike, camp and see the grounds. Call before visit: 750-712-4444, option 3.



HISTORIC MISSION TRAIL
The El Paso Mission Trail consists of three of the oldest continually missions in the United States: Valero Mission, San Juan Bautista, and San Francisco de El Paso. The trail is 17 miles long and is a great way to see the history of the region.



FRANKLIN MOUNTAINS STATE PARK
Hike, bike or run the rugged trail. 12 square mile state park that is inside of the city.



WYLLER AERIAL TRAMWAY
The tramway offers a view of 3,000 miles, two canyons and three rivers. The 5,400-foot elevation at the top ridge of the Franklin Mountains.



EL PASO MUSEUM OF ARCHAEOLOGY AT WONDERS
The El Paso Museum of Archaeology presents exhibits with a focus on preservation of archeological and anthropological artifacts through research, education, etc. The museum is located inside the Wonders building and has more than 200 plant species and outdoor exhibit.



NATIONAL BORDER PATROL MUSEUM
Located near the El Paso of Archaeology, the National Border Patrol Museum is the only museum of its kind in the United States. It tells the story of the Border Patrol and the history of the United States. Exhibits include documents, paintings, and artifacts.



FORT LEATON STATE HISTORIC SITE
Fort Leaton is open to the public and offers a variety of programs, tours, and events. The fort is a great place to learn about the history of the region and the military.



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 pass is \$70 for a one-year membership. Learn more at www.texasstateparkpass.com.



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.

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 contrasts, 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 7,825 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.

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 few editions those features included: driving in the Big Bend, photography, dark skies, wildlife and Boquillas.

ADVERTISERS IN THE 2019 GUIDE INCLUDED:

Alpine Artwalk
Alpine Auto Rental
Alpine Cowboys Pro Baseball Team
Big Bend Chamber of Commerce
Big Bend Regional Medical Center
Big Bend Telephone
Brick Vault Brewery & Barbecue
Caverns of Sonora
Chandler Ranch
City of Alpine
City of Del Rio
City of El Paso
City of Fort Stockton
City of Marfa
City of Monahans
City of Ozona
City of Presidio
City of San Angelo
Fort Davis Chamber of Commerce
Fort Davis Drugstore
Gage Hotel
Hampton Inn
Holiday Inn Express
Holland Hotel/The Maverick Inn
Hotel Paisano
King Land & Water
Lajitas Golf Resort & Spa
Lajitas Stables
McDonald Observatory
Mountain View Properties
Museum of the Big Bend
Odessa Convention & Visitors Bureau
Plaine
Planet Marfa
Quarter Circle 7
Sierra La Rana
Spicewood Restaurant
Stable Performance Cars
Stone Village Tourist Camp
Texas Mountain Trail
Texas Pecos Trail
Toyahvale
Van Horn Convention & Visitors Bureau
Visit Big Bend and
Viva Big Bend

Don't miss out on the 2020 Guide!

About Us



Ramser Media

The Big Bend and Texas Mountains Travel Guide is published by Ramser Media. Ramser Media started in 2002 and their projects have included: *Texas Music* magazine (sold in 2017) 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 Viva Big Bend in 2012 – a multi-day music festival in Marfa, Alpine, Fort Davis and Marathon. In addition, he served as the City of Alpine tourism director from 2012 to 2017. He is the current president of Open Sky Media (*Austin Monthly*, *San Antonio Magazine*, *Austin Home* and more). This will be the ninth 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 and on the daily photo blog at: 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

2021/22 BIG BEND & TEXAS MOUNTAINS TRAVEL GUIDE

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 city map (if there is a city map). 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 with the information for your one free directory listing. **Directory Listings:** All display advertisers are entitled to 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

2021 DEADLINES

Reservation	Digital Art Due	Street Date
July 15	July 30	Sept. 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

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.

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 (or more)	\$75

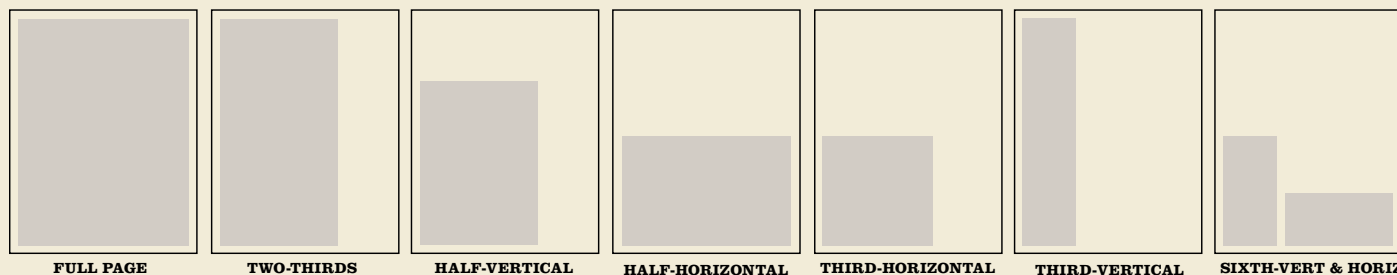
LISTING OPTIONS

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

UPGRADE OPTIONS*	RATE
Number on map (if applicable)	\$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, full-color logo or photo) is \$100 each.

** The logo and/or photo appear next to the text listing.



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

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 E-mail

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