

# Big Bend

## AND TEXAS MOUNTAINS

TRAVEL GUIDE

**MEDIA KIT '23-'24**

Published since 1984

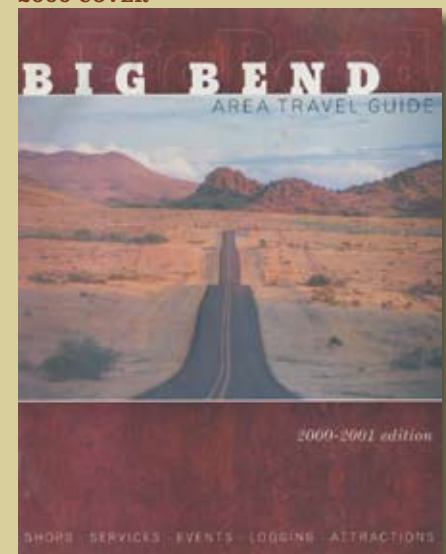
**2023 COVER**



**1992 COVER**



**2000 COVER**



# Facts & FIGURES

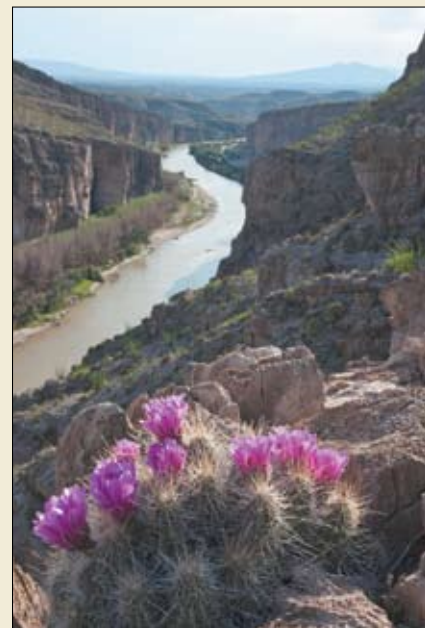


Courtesy of Texas Historic Commission

**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 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 85,000+ 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 Sept./Oct.

## 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 — 85,000+

Distributed to more than 150 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 170 locations statewide. This is just a partial list.

### Alpine

Alpine Visitor Center  
Antelope Lodge  
Cedar Coffee  
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  
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 Grande 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  
King Land & Water  
McDonald Observatory  
Porters Grocery  
Prude Ranch  
Stone Village Motel

### Fort Stockton

Annie Riggs Memorial Museum  
Fort Stockton Visitor Center  
Tasting Room at the Gray Mule Saloon

### 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)  
Eve's Garden  
Gage Hotel  
Marathon Motel  
Visit Big Bend visitor kiosk

### Marfa

Frama/Tumbleweed Laundry  
Hotel Paisano  
Marfa Tourism Office at the USO Building  
Planet 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

Visit Big Bend visitor kiosk  
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 still-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 151 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 sunny friendliness, warm sunshine and untamed mountains will make your trip here the absolute opposite of a throned, fabricated experience. It's for real explorers. Discover it for yourself. Real adventure is still alive in El Paso.

### EL PASO DOWNTOWN ARTS DISTRICT

This district is a contemporary art walking tour of historic downtown, the El Paso Museum of Art and History 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.

### HUGHES TANKS STATE HISTORIC SITE

World renowned for rock climbing, Hughes Tanks is known for its many American rock paintings and cave paintings. Perched high on a hill, and you can also hike, camp and see the grounds. Call before visit: 750-712-4935.

### HISTORIC MISSION TRAIL

The El Paso Mission Trail is one of three of the oldest continually missions in the United States. Visit Sacramentos Mission, San Juan de los Rios, and San Juan de los Caballeros. In 1780, www.themissiontrail.com

### FRANKLIN MOUNTAINS STATE PARK

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

### WYLER AERIAL TRAMWAY

The tramway offers a view of 5,000 miles, mountains and river to the 5,400-foot elevation at the top ridge of the Guadalupe Mountains.

### EL PASO MUSEUM OF ARCHITECTURE AT WILDERNESS

The El Paso Museum of Architecture provides visitors with a glimpse of preservation of architecture and architectural efforts through research, education, etc. The museum is located inside the historic 200 plant varieties and outdoor exhibit.

### NATIONAL BORDER PATRIOT MUSEUM

Located near the El Paso of Architecture, the National Border Museum is the only museum of its kind in the United States. Exhibits include the history of the border, the display of documents, paintings, and artifacts and vehicles.

### TERRELL STATE HISTORIC SITE

Terrell is the oldest site in the Southwest. Mountain Indians, Spaniards and Mexicans engaged in a series of wars that resulted in the ruins of the site.

Provide (412) 518-4444 (412) 518-4444 (412) 518-4444 (412) 518-4444

### FORT LEONARD STATE HISTORIC SITE

Fort Leonard is the only site in the state that is still open and offers a glimpse of the past. The site is a well-preserved and furnished museum, plus exhibits on the region's history from 18th-century pioneers to the present. The fort is open to the public as the western entrance to Big Bend National Park.

Four miles east of Presidio on F.M. 170 (412) 229-3623

### 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 and membership. Learn more at [www.texasstateparkpass.com](http://www.texasstateparkpass.com)

OR VISIT [WWW.TXSTATEPARKS.COM](http://WWW.TXSTATEPARKS.COM) 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.

**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 7,525 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**

It's back to the future, with a twist. In the heart of the desert, you can find a glimpse of the past. They call it the Big Bend. It's a place where the past is still alive. It's a place where the future is still to be seen.

## 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 MOST RECENT GUIDE INCLUDED:

Alpine Artwalk  
Alpine Auto Rental  
Alpine Cowboys Pro Baseball Team  
Big Bend Regional Medical Center  
Big Bend Telephone  
Brick Vault Brewery & Barbecue  
Caverns of Sonora  
Chateau Wright  
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  
Fort Davis Chamber of Commerce  
Fort Davis Drugstore  
Fort Davis Inn  
Gage Hotel  
Hampton Inn  
Holiday Inn Express  
Holland Hotel/The Maverick Inn  
Hotel Limpia  
Hotel Paisano  
King Land & Water  
Lajitas Golf Resort & Spa  
McDonald Observatory  
Mountain View Properties  
Museum of the Big Bend  
Odessa Convention & Visitors Bureau  
Out West Feed & Supply  
Plaine  
Quarter Circle 7  
Rio Bravo Ranch  
Sierra La Rana  
Stable Performance Cars  
Stone Village Tourist Camp  
Texas Mountain Trail  
Toyahvale  
Transpecos Bank  
Van Horn Convention & Visitors Bureau  
Visit Big Bend and  
Viva Big Bend

Don't miss out on the 2023-'24 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, Terlingua and Marathon. In addition, he served as the City of Alpine tourism director from 2012 to 2017. He also served as president of Open Sky Media (*Austin Monthly*, *San Antonio Magazine*, *Austin Home* and more). This will be the 11th 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

## 2023/24 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** (\$850 –\$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 \$150. Each additional listing is \$100.

\$

**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](mailto: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

## 2023 DEADLINES

Reservation	Digital Art Due	Street Date
August 15	August 31	mid-October

## 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" *	\$3,200
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"	\$1,650
1/3 Page Vertical	2.375w x 9.875"	\$1,650
1/6 Page Horizontal	4.875w x 2.625"	\$850
1/6 Page Vertical	2.375w x 4.875"	\$850

### 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).

## 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	\$150
2nd Listing (or more)	\$100

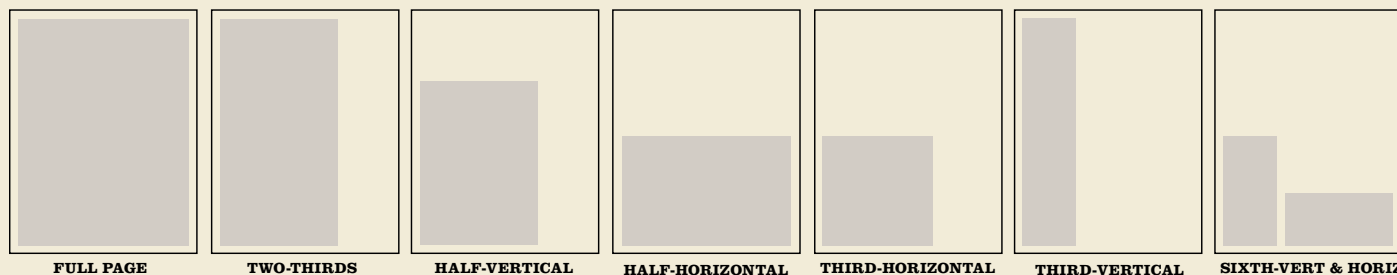
## LISTING OPTIONS

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: \$35/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](mailto:stewart@ramsermedia.com)  
— If ad file is larger than 5MB, contact [stewart@ramsermedia.com](mailto:stewart@ramsermedia.com) for FTP info