

# 20 FREE Ways NEW MEXICO True Can Work For You

## GET SEEN:

1. Include your event or special deal in the "Events & Features" section on [newmexico.org](http://newmexico.org). Email [max.lehman@state.nm.us](mailto:max.lehman@state.nm.us).
2. Get your business, event, or special deal in the NMTD Monthly Newsletter. Email a 50-word summary along with beautiful images to [eric.thompson@state.nm.us](mailto:eric.thompson@state.nm.us).
3. Get in-state or national PR exposure for your uniquely New Mexican, travel-inspiring destination or event. Email completed press releases to [heather.briganti@state.nm.us](mailto:heather.briganti@state.nm.us).
4. Suggest a uniquely New Mexican, travel-inspiring story for "New Mexico True Television" by contacting Melinda Frame at [melinda@cliffdwellerdigital.com](mailto:melinda@cliffdwellerdigital.com) or share/link stories from the show by visiting [youtube.com/visitnewmexico](http://youtube.com/visitnewmexico).
5. Promote your tribal tourism opportunities and attractions. Contact [steven.concho@state.nm.us](mailto:steven.concho@state.nm.us) or 505-827-5832.
6. Get your business's tourism-related news posted on NMTD's Industry Partners website. Email [heather.briganti@state.nm.us](mailto:heather.briganti@state.nm.us).
7. Submit story ideas to New Mexico Magazine. Contact [candace.walsh@state.nm.us](mailto:candace.walsh@state.nm.us) or 505-826-0223.
8. Feature your tourism-oriented business in the New Mexico Vacation Guide. Contact [dave.herndon@state.nm.us](mailto:dave.herndon@state.nm.us) or 505-827-7447.

## GET LISTED:

9. Add your tourism related business listing to [newmexico.org](http://newmexico.org) (120,000 unique views each month.) Visit [www.newmexico.org](http://www.newmexico.org), scroll to the bottom, and click on Partner Login. Don't forget to upload beautiful, eye-catching images.
10. List your events on the NMTD Events Calendar at [www.newmexico.org](http://www.newmexico.org). Go to Partner Login at bottom of page. Your event will also then be considered for NM True TV promotion and included on the New Mexico Magazine website.
11. Be included on the NMTD Media Resources page for visiting journalists. Contact [heather.briganti@state.nm.us](mailto:heather.briganti@state.nm.us) or 505-570-7938.

## GET TRUE:

12. Create your New Mexico True ad with the Ad Builder Toolkit. Go to [media.nmtourism.org](http://media.nmtourism.org), create an account and receive authorization within 24 hours to get started.
13. Request the mobile visitor center "New Mexico True Traveler" at your event. Contact [tobyD.martinez@state.nm.us](mailto:tobyD.martinez@state.nm.us) or 505-670-0613.
14. Be part of the NMTD Regional Marketing efforts. Contact your Regional Tourism Marketing Board Chair at [nmtourism.org](http://nmtourism.org) (click Contact).
15. Host an NMTD True Tour in your city. Contact [martin.leger@state.nm.us](mailto:martin.leger@state.nm.us) or 505-827-8036.

## GET FUNDED:

16. Apply for a Cooperative Marketing grant by visiting [nmtourism.org/coop-marketing](http://nmtourism.org/coop-marketing). Contact [audrey.herrera-castillo@state.nm.us](mailto:audrey.herrera-castillo@state.nm.us) or call 505-412-1183. Available to New Mexico-based IRS 501(c) non-profits, tourism-related organizations, or local and tribal governments.
17. Partner with New Mexico Clean & Beautiful or apply for a 25% matching grant. Contact [andrea.lawrence@state.nm.us](mailto:andrea.lawrence@state.nm.us) or 505-827-6346.
18. Apply for an Event Sponsorship grant at [nmtourism.org](http://nmtourism.org). Contact [audrey.herrera-castillo@state.nm.us](mailto:audrey.herrera-castillo@state.nm.us) or 505-412-1183.

## GET INFORMED:

19. Access NMTD research and presentations at [nmtourism.org/resources](http://nmtourism.org/resources). Contact [james.orr@state.nm.us](mailto:james.orr@state.nm.us) or 505-827-6731
20. Be in the know! Sign up for our Industry Newsletter at [nmtourism.org](http://nmtourism.org).

## GET CONNECTED:

