

# 20 FREE Ways **NEW MEXICO** True Can Work For You

## GET SEEN:

1. Add your travel-inspiring videos to the interactive New Mexico True map at [NewMexico.org/VideoMap](http://NewMexico.org/VideoMap). Under two minutes per video is recommended.
2. Get your event or special travel deal in the NMTD Monthly Newsletter. Email a 50-word summary along with beautiful images at least six weeks in advance to [Digital.Media@state.nm.us](mailto:Digital.Media@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 [Industry.Relations@state.nm.us](mailto:Industry.Relations@state.nm.us)
4. Suggest a uniquely New Mexican, travel-inspiring story for "New Mexico True Television" by contacting show producer Melinda Frame at [Melinda@Cliffdwellerdigital.com](mailto:Melinda@Cliffdwellerdigital.com)
5. Promote your tribal tourism opportunities and attractions. Contact [Indian.Tourism@state.nm.us](mailto:Indian.Tourism@state.nm.us)
6. Get your business's tourism-related news posted on NMTD's Industry Partners website. Email [Industry.Relations@state.nm.us](mailto:Industry.Relations@state.nm.us)
7. Submit story ideas to New Mexico Magazine. Contact [NewMexico.Magazine@state.nm.us](mailto:NewMexico.Magazine@state.nm.us)
8. Feature your tourism-oriented business in the New Mexico Vacation Guide. Contact [NewMexico.Magazine@state.nm.us](mailto:NewMexico.Magazine@state.nm.us)

## GET LISTED:

9. Add your tourism-related business listing to [newmexico.org](http://newmexico.org) (120,000 visitors each month.) Visit [newmexico.org](http://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 [newmexico.org](http://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 [Industry.Relations@state.nm.us](mailto:Industry.Relations@state.nm.us)

## 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. Be part of the NMTD Regional Marketing efforts. Contact your Regional Tourism Marketing Board Chair at [nmtourism.org](http://nmtourism.org) (click on "Contact").
14. Host an NMTD True Tour in your city. Contact [True.Tour@state.nm.us](mailto:True.Tour@state.nm.us)
15. Take advantage of the beautiful videos (New Mexico True Television, New Mexico True Stories, etc.) to promote your area. Link to and share these videos from [youtube.com/visitnewmexico](http://youtube.com/visitnewmexico)
16. Get New Mexico True Certified. This distinction is available only for products that are "100% Made," "100% Born & Raised," or "100% Grown" in New Mexico. For details visit [nmtourism.org/true-certified](http://nmtourism.org/true-certified)

## GET FUNDED:

17. Apply for a Cooperative Marketing grant by visiting [nmtourism.org/coop-marketing](http://nmtourism.org/coop-marketing). Available to New Mexico-based IRS 501(c) non-profits, tourism-related organizations, or local and tribal governments. Contact [Grants.Admin@state.nm.us](mailto:Grants.Admin@state.nm.us)
18. Partner with New Mexico Clean & Beautiful or apply for a matching grant. Contact [Clean.Beautiful@state.nm.us](mailto:Clean.Beautiful@state.nm.us)

## GET INFORMED:

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

## GET CONNECTED: