

winds OF CHANGE



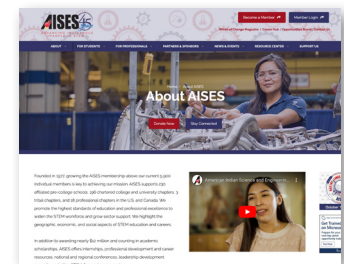
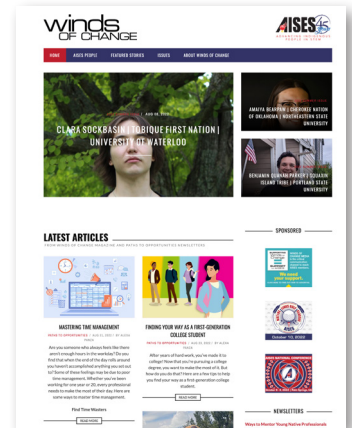
The only choice to reach Indigenous people in STEM

2023 MEDIA KIT

Through a combination of print and digital publishing, *Winds of Change* magazine consistently delivers content designed to engage every part of the growing AISES family. Students from pre-college through post-doc, aspiring and mature professionals, retirees, and elders – as well as our sponsors, partners, and friends – rely on *Winds of Change* as a multifaceted resource.

Each issue includes timely feature articles along with a welcome letter from the CEO, news of the organization and its members in AISES Notebook, inspiring “role model” profiles in AISES People, news of opportunities in “Career Builder” and “Paths in Education,” a Partner Index, and a guest commentary on a topic of community interest in “Last Word.” In addition, readers can find selective advertising for products, services, and opportunities that serve a diverse STEM-focused constituency. The digital version of each issue’s content entails a robust social media presence and advertising that effectively targets focused demographics. The cover of each issue and the accompanying article are especially designed to appeal to younger readers and keep them engaged as they work toward a promising future in STEM.

Together with the *Paths to Opportunities* e-newsletters and website content, these components reach a broad readership with an inspiring message of how STEM endeavors can lead to a fulfilling and productive future. *Winds of Change* draws readers to AISES and promotes diversity in STEM, while inspiring them to overcome obstacles on their own STEM paths.



AISES – ADVANCING INDIGENOUS PEOPLE IN STEM

OUR MISSION: The American Indian Science and Engineering Society (AISES) is a national, nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.



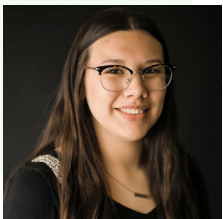
AISES Directly Supports Education and Job Opportunities in STEM for Indigenous People

Who We Serve

Students, Parents, and Educators — PK–12, College, and Graduate

Professionals — Future, Early-, Mid-, and Late-Career, and Retirees

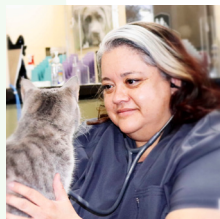
PK–12 Schools, Colleges/Universities, Corporations, Government Agencies, Tribes, Foundations, and Nonprofits



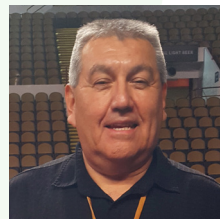
Amaiya Bearpaw
COLLEGE STUDENT



Lee Johnson
YOUNG CAREER PROFESSIONAL



Dr. Christina Swindall
YOUNG CAREER PROFESSIONAL



Dr. Artley Skenandore
MATURE CAREER PROFESSIONAL

Our Focus

Students, Parents, and Educators

From PK–12 through post-doc, AISES serves teachers and learners at all stages of their academic success.

Professionals

From their first internship on through mid-career and retirement, AISES serves professionals at all points on their STEM path.

Partner Organizations

From foundations, government agencies, corporations, and tribes to PK–12 schools, colleges, and universities, AISES serves entities that advance its central mission.

How We Work



STUDENT ACCESS AND SUCCESS



CAREER SUPPORT AND DEVELOPMENT



EQUITABLE AND INCLUSIVE EDUCATIONAL INSTITUTIONS AND WORKSPACES

Reach ▶ Winds of Change distribution

7,300+
Total distribution per issue

6,300+
Individual Members

1,200+
High School Teachers and Guidance Counselors

185+
Native American Libraries and Resource Centers

2,000
Delivered to AISES National Conference

500+
Delivered to Native Events



Membership Breakdown

19%
PK-12
48%
College Students
29%
Professionals

26%
Lifetime Members of AISES
4%
Retirees

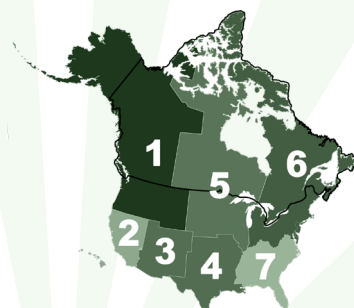
55%
Female
45%
Male

AISES Chapters and Affiliates

200
College and University Chapters
236
PK-12

16
Professional Chapters
3
Tribal Chapters

All Members by Region



REGION 1 ▶ Northwest **14%**
REGION 2 ▶ West **9%**
REGION 3 ▶ Southwest **27%**
REGION 4 ▶ South Central **17%**
REGION 5 ▶ Upper Midwest **13%**
REGION 6 ▶ Northeast **9%**
REGION 7 ▶ Southeast **11%**

Our Priorities

Create the Pathway

AISES builds quality programs to foster STEM awareness and engagement among Indigenous students, parents, and educators, starting with PK–12.

Extend the Pathway

AISES enhances retention among college and graduate students through academic and financial support, as well as career-building opportunities.

Support the Pathway

AISES provides networking and professional development opportunities to support Natives at all points in their STEM career.

Illuminate the Pathway

AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.



About *Winds of Change* magazine

The award-winning *Winds of Change* magazine is published five times a year — three print and digital issues and two digital-only issues — for the Indigenous people of North America and the Pacific Islands by the American Indian Science and Engineering Society.

In 2022, the Native American Journalists Association (NAJA) recognized *Winds of Change* with four National Native Media Awards for Best Feature Story, Best Environmental Coverage, and General Excellence in the Print/Online category.

2023 issues: Special Editorial and Advertising Opportunities



SPRING
Distribution
April 2023

Top 50 Workplaces in STEM

STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.



SUMMER
Distribution
June 2023

Top Jobs in a Growing STEM Field

Opportunities in an expanding STEM field and a focus on industry experts describing the roles and degrees most in demand.



FALL
Distribution
October 2023

National Conference Issue

10 Native-owned STEM Enterprises to watch, with content relevant to the AISES National Conference.



WRAP-UP
Distribution
November 2023

National Conference Wrap-Up

An uplifting and inspiring recap of the AISES National Conference events and attendees.



SPECIAL COLLEGE ISSUE
Distribution
November 2023

Top 200 Colleges

Preparing for, getting in, and making the most of college and graduate school. Includes Top 200 Colleges for Indigenous North Americans.

All print issues are promoted through our social media channels

User engagement per issue:

- 15,640
- 3,366
- 6,753
- 2,710
- 2,350

30,819 total followers

In All of These Issues

- ▶ **Career Builder**
Includes Q&As with members talking about their experiences in the workplace as an employee or intern
- ▶ **Paths in Education**
A compilation of enriching learning and career development opportunities for students and professionals, including internships, fellowships, conferences, workshops, and scholarships

In the Special College Issue

- Student profiles
- College profiles
- Top 200 Colleges listings
- Article coverage includes topics related to student success

Digital Edition Platform

Our digital magazine edition platform flows across all devices to improve mobile viewing quality. All digital issues are posted on aises.org and **emailed to 14,000+ readers**. Our digital editions offer advertisers unique opportunities to extend your reach beyond print circulation.





Winds of Change Print Edition

All programs are subject to specific advertising requirements in *Winds of Change* media. *Winds of Change* is published exclusively by the American Indian Science and Engineering Society.

Print Publications & Digital-Only Issues Advertising Rates (Gross)

Ad Location/Size	1x	2x	3x	4x	5x
Back Cover	\$4,605				
Inside Front Cover	\$4,260				
Inside Back	\$4,195				
2-Page Spread	\$6,595				
Full Page	\$3,595	\$3,525	\$3,450	\$3,235	\$3,165
2/3 Page (vertical)	\$2,925	\$2,870	\$2,810	\$2,635	\$2,575
1/2 Page (horizontal)	\$2,495	\$2,445	\$2,395	\$2,245	\$2,195
1/3 Page (vertical)	\$1,875	\$1,840	\$1,795	\$1,690	\$1,650
1/4 Page	\$1,375	\$1,350	\$1,320	\$1,240	\$1,210
College/University Logo or Job Opportunity (1/6 page)	\$620				

PLEASE NOTE:

- » Advertisers in Fall only or College Issue only will be charged an additional 15% over the gross price indicated.
- » Advertisements placed in the National Conference Wrap-Up Issue are discounted 15% off the gross rate.



PRINT AD SIZES & SPECS

(note: images not to scale)

PLEASE EMAIL ADS TO ADS@AISES.ORG

Accepted File Formats: PDF, TIF, JPG, EPS
Minimum Resolution: 200 dpi
Preferred Resolution: 300 dpi

Two-page Spread
STANDARD SIZE:
16" x 9.875"

BLEED SIZE: 17.25" x 11.125"
INCLUDES .125" BLEED ON ALL SIDES
(Trim: 16.75" x 10.875")



Full page
STANDARD SIZE:
7.5" x 9.875"

BLEED SIZE: 8.5" x 11.125"
INCLUDES .125" BLEED ON ALL SIDES
(Trim: 8.375" x 10.875")



2/3-page Vertical
STANDARD SIZE:
4.75" x 9.625"

1/2-page Horizontal
STANDARD SIZE:
7.25" x 4.625"



1/3-page Vertical
STANDARD SIZE:
2.25" x 9.625"

1/4-page
STANDARD SIZE:
3.5" x 4.625"



1/6-page College/University Logo Ad
(USUALLY CONSISTING OF COLLEGE LOGO AND TEXT)
STANDARD SIZE:
3.5" x 3.125"



Please make sure ads match dimensions specified. *Winds of Change* requires that advertising materials be sent in digital format. Color ads must be saved as CMYK. Black and white ads must be saved as grayscale. **DO NOT** use RGB, LAB, or spot colors. The following file formats are acceptable:

- » **High-resolution (press-optimized) PDF** (PDF/X-1a:2001 setting). All fonts and images must be embedded in PDF files. All colors (images, text, logos, etc.) must be converted to CMYK or grayscale.
- » **High-resolution Photoshop TIF** (200 dpi minimum, 300 dpi preferred)
- » **High-resolution Photoshop JPG** (200 dpi minimum, 300 dpi preferred)
- » **CMYK Adobe Illustrator file** (Please convert all type to outlines.)

2023 ISSUE AD DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2023	3/15	3/22	Week of 4/17
Summer 2023 (digital only)	5/24	5/31	Week of 6/26
Fall 2023	9/6	9/13	Week of 10/16
Conference Wrap-Up 2023 (digital only)	10/24	10/31	Week of 11/20
College Issue 2023-2024	10/25	11/1	Week of 11/27

NEED ASSISTANCE IN AD DEVELOPMENT?

AISES is here to help with ad development, graphic design, or ad copy that puts you in touch with your audience and generates interest in what they get from your services. For advertising questions and general costs, contact your sales representative.



Winds of Change Digital Edition

Total Email Distribution
14,000+



Digital Editions

Emailed & Post Dates

Spring Issue
Week of 4/17

Summer Issue
Week of 6/26

Fall Issue
Week of 10/16

Conference Wrap-up
Week of 11/20

College Issue
Week of 11/27

OUR READERS ARE SPENDING TIME ENGAGING WITH OUR CONTENT

29,000 Unique visitors per month

In 2022 visits to our digital issues are up

AISES Social Media increased traffic to issues in 2022

Winds of Change uses a digital platform that flows across any device to improve mobile viewing quality. Content will adjust automatically to look great on any screen size. Along with a simplified reading experience, integrated advertising is more visually appealing.

Each digital issue of *Winds of Change* is emailed to more than 14,000 readers and is promoted in our twice-monthly newsletter and across all AISES social media platforms. These issues are also archived on the *Winds of Change* website.

DIGITAL ISSUE SPONSORSHIP:

\$2,700 per issue

» Sponsor the digital version of *Winds of Change* magazine. A bottom banner will pop up as the issue loads and at the beginning of several articles throughout the issue. This banner is sized at 728 x 90 px. Extend your presence in the digital issue with a pop-up bottom banner running throughout the issue.

Animated Effect:

\$150 per ad

» Basic animation can be added to your ad, making it pop on the page. It can bounce, flash, shake, bounce in, fade in, flip in vertical, flip in horizontal, rotate in, roll in, zoom in, slide in down, slide in up, slide in left, or slide in right.

Other Advertising Opportunities Include:

- Single article sponsor, footer ad
- Call-to-action in article
- Call-to-action pop-ups
- Pulsing ad links
- Video

Samples and pricing are available. Please send a request to cmcdonough@aises.org or call **617.969.2137** for further information.

Web Banner Advertising

Accepted File Formats: JPG, GIF, PNG
Max File Size: 100KB

Ad materials for Web Banners due on the 20th of the month prior to ad running.

Extend Your Reach Online to More AISES Members

- 35,000 unique visitors per month average
- *Winds of Change* is widely viewed on desktop browsers, with increasing mobile device views

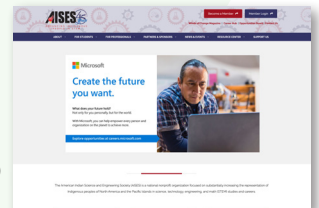
Net Ad Rates (Monthly rates)

AISES Home Page Premium Scrolling Banner

→ MONTHLY NET RATE: \$1,000

REQUIRED CONTENT:

- Background Color: Please specify a color for the background. (Preferably a hex color)
- Image: 960 x 475 px maximum size. JPG or PNG format only
- External Link



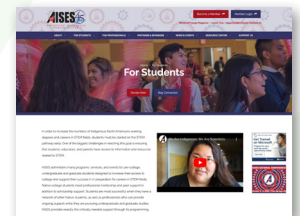
*Please note that this image is responsive and the top and bottom of the image will be cropped on wide monitors.

aises.org Web Banners

AD SIZE: 180 x 150 px

→ MONTHLY NET RATE: \$450

- Change your ad and your message month-to-month
- Choose placement on the most visited pages on aises.org

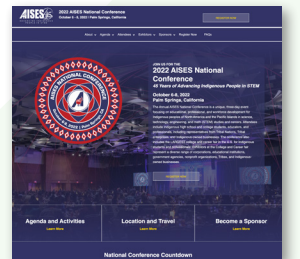


conference.aises.org Web Banners (National Conference)

AD SIZE: 180 x 150 px

→ MONTHLY NET RATE: \$550

- Exclusive opportunity on four high-traffic pages month-to-month:
 - » National Conference Home
 - » About the Conference
 - » Conference Agenda
 - » Conference Registration



woc.aises.org Winds of Change

WEB BANNERS: 180 x 150 px

→ MONTHLY NET RATE: \$450

- Change your ad and your message month-to-month
- Support your print campaign in *Winds of Change* magazine with exposure on the magazine's preview page on aises.org and on the website





Digital Newsletters

Paths to Opportunities is distributed monthly to more than 14,000 AISES members, subscribers, and supporters.

Must-read digital newsletter *Paths to Opportunities* is published twice a month in dual versions for two key segments of the *Winds of Change* audience:

- Pre-college, college, and graduate students
- STEM professionals and educators

Each version is customized with news of career-development opportunities along with editorial content targeted to its unique demographic segment of Indigenous North Americans and Pacific Islanders in STEM fields. And each issue also has news from the AISES family on timely topics and upcoming events.

Paths to Opportunities for students includes news of scholarships, fellowships, and internships as well as articles that will help them succeed academically and stay on a path leading to a satisfying career in a STEM-related field.

Paths to Opportunities for active STEM professionals and educators includes news of career development, internships, and employment opportunities with outstanding organizations, agencies, universities, and corporations in multiple STEM fields, as well as articles and tips on building a flourishing career.



Ad Sizes and Rates*

(Note: images not to scale)

Please email ads to ► ads@aises.org

Accepted File Formats: JPG, GIF, PNG
Max File Size: 100KB

Ad materials deadline for *Paths to Opportunities* newsletters are the 10th and 20th of the month in which the ad will appear.

Top Leaderboard

Sits above newsletter masthead – most visible position

AD SIZE: 728 x 90 px → MONTHLY NET RATE: \$950

Top Banner

Sits just below masthead and key newsletter links – highly visible position

AD SIZE: 468 x 60 px → MONTHLY NET RATE: \$800

Upper and Mid-Banner

Horizontal banner that sits below either the main story (upper) or the secondary story (mid)

AD SIZE: 300 x 140 px → MONTHLY NET RATE: \$500

Content Ad

PROVIDE THE FOLLOWING:

- Photo
- 5-word headline
- 50-word description (max)
- Link to your website

PHOTO SIZE: 125 x 100 px → MONTHLY NET RATE: \$750

Link Ad

PROVIDE THE FOLLOWING:

- 5 descriptive bullet points – at 5–10 words each
- Links for all 5 bullet points
- Logo

LOGO SIZE: 120 x 50 px → MONTHLY NET RATE: \$750

Skyscraper

Vertical banner on right side of newsletter

TOTAL AD SIZE: 160 x 600 px
→ MONTHLY NET RATE: \$300

Closing Banner

Closes the newsletter above the footer

AD SIZE: 468 x 60 px → MONTHLY NET RATE: \$450

*20% discount off published net rates for the purchase of four or more ad units within a 12-month period. Ads must be purchased at the same time on one insertion order contract.



Customize a Special Issue of the digital newsletter for your company/organization.

Here's how to have dedicated content tailored to your targeted audience. Topics will be chosen by you and approved by AISES. To find out more and have your very own newsletter, contact us today! To see samples, go to tiny.cc/gfb6tz and bit.ly/3QBjME0 or scan the QR codes.





AISES Career Hub

Connecting Talent with Opportunity

The AISES Career Hub is a great place for employers to post job openings to attract qualified Native STEM professionals and have the opportunity to access the resume database. The AISES Career Hub has more than 1,700 employers, 3,000 job seekers, and 15,000 jobs listed. **A snapshot of activity is updated daily:** careers.aises.org

NEW! Advertising opportunities

Ads must be received on the 20th of the month prior to running.

Banner ad space is available on the home page and the inner job seeker facing pages as well. You create the banners and we display them for 30 or 90 days

Available banner sizes (Note: images not to scale):



Leaderboard Banner

On the home page and main job search page

AD SIZE: 728 x 90px

RATE: \$950/per month; \$2,400/discounted 90-day



Lower Banner

Under the Resume Review box

AD SIZE: 300 x 250 px

RATE: \$750/per month; \$1,900/discounted 90-day

Please email ads to ► ads@aises.org

Accepted File Formats: JPG, GIF, PNG
Max File Size: 125KB

YOUR AD HERE
Leaderboard banner

YOUR AD HERE
Lower banner

Featured Science & Engineering Jobs

Graduate Research & Development Intern MS Maplewood, MN	Technology Development Program - Software Engi... MS/OD MD
Undergraduate Research & Development Intern MS Maplewood, MN	Endowed Professorship, Thayer School of Engine... Bachelor's Rensselaer, NY
Science, Technology & Weapons Analyst CIA Washington, DC	Graduate Data Science Intern MS Maplewood, MN
Summer Technology Internship - Corporate MS/OD MD	Undergraduate Data Science & Engineering Intern MS Maplewood, MN
DA Fellowship Program CIA Washington, DC	2023 IT Intern MS Maplewood, MN

[View All Science & Engineering jobs](#)

Featured Career Advice

- Resumes & Cover Letters: How Can You Make Yourself Sound Better on Your Resume?
- Networking: How Do I Expand My Network? I Just Don't Know That Many...
- Interviewing: How to Answer "What Are 5 Things I Must Do Before a Job..."
- Job Search: 7 Tips for Job Seekers Making a Career/Industry Change...

[Discover More Career Advice](#)

Featured Employers

INDIGENOUS, American Indian Science and Engineering Society, 3M, Santa Catalina Laboratories

Looking for qualified candidates?
[Post a Job](#)

Will a degree take you further? [Plan Your Career](#)

Career Center Snapshot

1,826 Employers	3,096 Job Seekers	15,518 Jobs	2,467 Resumes
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About the AISES Career Hub

The American Indian Science and Engineering Society (AISES) is a national nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.

Job Seekers: The AISES Career Hub is the premier site to connect with organizations hiring Native STEM professionals. Search for STEM opportunities in academia, government, non-profit, and other STEM industries.

Employers: Quickly post your job openings in the AISES Career Hub to attract qualified Native STEM professionals. Reach candidates through multiple channels and purchase access to the resume database to find the candidate you are looking for.

Featured Services

- Career Advice
- Become a Member
- Search Resumes

Browse by Category

Industry	State	Job Function
Academia	Academic	Academic / Research
Academic Center	Academic Faculty	Academic/Medical Center
Academic Medical Group	Academic/Medical Group	Academic/Education
Adults (18-60)	Academic/Research (College/University)	Administrator
Aerospace	Advertising	Advertising/Marketing
Arts/Architecture/Aviation	Aerospace - Military	Agricultural
	Allied Health	Architecture / Design



PAYMENT TERMS & CONTRACT CONDITIONS

Winds of Change is exclusively published by the American Indian Science and Engineering Society (Publisher).

FREQUENCY DISCOUNTS

Rates are based on the number of insertions run in a contract year. If within 12 months, fewer insertions are placed than specified, the rates will be short-rated accordingly. Two-page spreads count as two insertions toward earned frequency rates.

RATE CHANGES

The Publisher reserves the right to change the rates upon 60 days written notice. Contracts may be cancelled at the time a change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

RATE POLICIES

All insertion orders for advertising in *Winds of Change* magazine are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the Publisher's stated policies and current rate card will be binding with the Publisher. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which the insertion is to be published. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher. The Publisher will not extend credit for advertising orders or space reservations that claim sequential liability. Failure (by the advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and the publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Advertising rates, terms, and conditions set forth in this rate card shall govern and supersede any other information published in previous rate cards, directories, media guides, or rate and data services.

CANCELLATIONS

Cancellations of signed insertion orders must be submitted in writing and shall not be considered accepted until confirmed in writing by the Publisher. Space reservations are binding and non-cancellable after published closing date. Covers are non-cancellable. Publisher reserves the right to not only run the most recent advertisement submitted by the advertiser even if the material was indicated to be for a previous issue, but also charge the full amount as indicated on this agreement if the Publisher does not receive the material by the published space close date or by a Publisher-approved extension date. If no previous advertisement exists, it is the Publisher's right to run a house advertisement in its place and charge the full rate as indicated on the advertising insertion order.

COMMISSIONS

Standard 15% commission of gross to recognized agencies provided payment is received within the terms of the sale. Commissions are not allowed on billings over 90 days past due from date of invoice. Only space charges are commissionable. Production or mechanical charges are billed at net and are non-commissionable.

INVOICING POLICY

Prepayment Requirements: Prepayment via check or credit card is required for ①-page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to ensure placements. Please contact your sales representative for an authorization form if one is not provided with the insertion order. Payment by check must be mailed with a copy of the completed insertion order to the address below. New agencies/advertisers may be required to prepay for their first advertisement and submit a credit application. The Publisher reserves the right to revoke or deny credit terms at any time. Qualified advertising is invoiced at the time of publication. Payment is due within 30 days of invoice date. Finance charges accrue at a daily rate of 2% compounded, on payments received after that date. To ensure payment is accurately applied, please include the invoice number and the name of the advertiser on the check.

Make Checks Payable To:
American Indian Science and Engineering Society

SEND PAYMENTS TO:
AISES New Mexico Office
6321 Riverside Plaza Lane NW, Unit A
Albuquerque, NM 87120

PHONE OR EMAIL CONTACT:

Angela Luecke
505.302.0076
aluecke@aises.org

GENERAL CONDITIONS

All advertisements in *Winds of Change* magazine are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. Failure to publish advertising matter invalidates the insertion order only for such matter, but does not constitute breach of contract. In consideration of publication of an advertisement, the agency and the advertiser, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents, and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of advertisements, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisements. All contents of the advertisement are subject to the Publisher's approval. The publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation, or position commitment at any time. The Publisher will insert the word "advertisement" prominently into any advertisement that simulates editorial content. Terms of this agreement may be voided by the Publisher due to strikes, accidents, fires, acts of God, and other contingencies that are beyond the Publisher's control. The Publisher assumes no liability if for any reason it becomes necessary to omit or cancel the advertisement. The Publisher's liability for error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in the advertiser's index or any type set by the Publisher. As used in the terms and conditions, the term "Publisher" shall refer to the American Indian Science and Engineering Society.

PRODUCTION REQUIREMENTS

IF THERE ARE ANY QUESTIONS REGARDING THE PROCESS STATED BELOW, PLEASE CONTACT
ADS@AISES.ORG.

PRINTING PROCESS

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

DIGITAL SPECS

Winds of Change requires that advertising materials be sent in digital format as a high-resolution (press-optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please contact *Winds of Change* with any questions regarding the creation of a high-resolution PDF. Native QuarkXPress or Adobe InDesign files are not acceptable.

FILE DELIVERY

EMAIL: ads@aises.org

PRODUCTION CHARGES

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

INSERTS

Special rates apply for preprinted inserts, insert cards, gatefolds, and special units. Availability and prices will be furnished upon request. Preprinted quotations also supplied upon request. All inserts must be pre-approved by AISES Media prior to insertion. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

ADDITIONAL DIGITAL EDITION SPECIFICATIONS

- **Winds of Change Embedded Video Clip**
Send video files as .flv or .avi files. Windows Media Player, REAL.video, or QuickTime formats acceptable. Preferred video codec is H.264. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codec for QuickTime is AAC. When sending .avi files, avoid using the Intel Indeo video codec. Streaming YouTube video is acceptable. Please supply URL using the following structure: http://www.youtube.com/v/video_id, where video_ID is the id that YouTube assigns to a video it hosts. 500 pixels wide as a minimum is recommended. Any aspect ratio is acceptable.
- **Winds of Change Embedded Slide Show**
Send 8–10 images in JPG, GIF, or PNG format at minimum 150 dpi, color RGB. For best results, all images should be the same dimensions. Preferred order of images must be clearly labeled in each image document title and specify desired seconds between slides (average is 3 seconds).

