

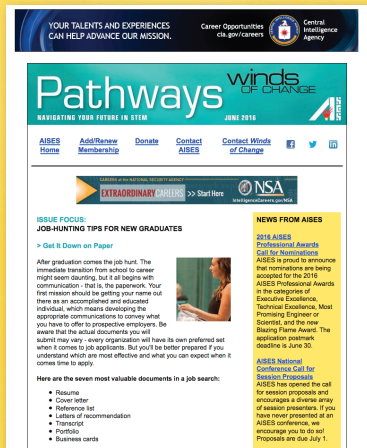
CELEBRATING
30 YEARS OF PUBLISHING
1986-2016



Winds of Change Magazine



Banner Advertising



Digital Newsletters



Digital Editions



AMERICAN INDIAN SCIENCE AND ENGINEERING SOCIETY

OUR MISSION: The American Indian Science and Engineering Society (AISES) is a national, nonprofit organization focused on substantially increasing the representation of American Indians, Alaska Natives, Native Hawaiians, Pacific Islanders, First Nations and other indigenous peoples of North America in science, technology, engineering and math (STEM) studies and careers.

winds OF CHANGE

THE *ONLY* CHOICE TO REACH NATIVE AMERICANS IN STEM

2017 MEDIA KIT

AISES ORGANIZATION OUR VALUES

KNOWLEDGE

We are committed to the pursuit of knowledge and continuous growth in learning and teaching.

INNOVATION

We anticipate and embrace change and strive to learn and improve by trying new approaches and forward thinking solutions.

RELATIONSHIPS

We actively build and continually steward transparent, honest and ethical relationships with our partners, members and all who are part of our AISES family.

COMMITMENT

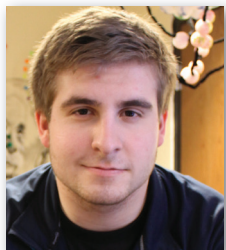
We do what we say we are going to do and conduct our business with the highest standards of professional behavior and ethics.

EMPOWERMENT

We embrace the power of our people by encouraging them to take initiative, lead and make decisions.

CULTURE

We honor our ancestors by carrying forward our cultural traditions and values in all that we do.



Trentin Russell
ASPIRING COLLEGE
STUDENT



Soliana Herrera
COLLEGE STUDENT
SEEKING EMPLOYMENT



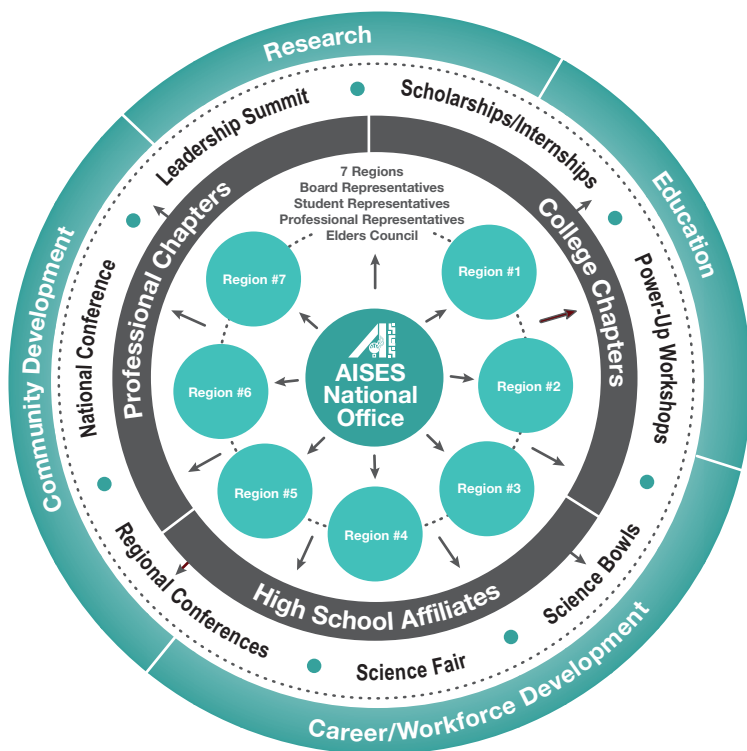
Chayla Rowley
YOUNG PROFESSIONAL
ON THE RISE



Paul Kabotie
ELDER AND
INFLUENCER

THE STRUCTURE OF AISES

Organization, Chapters and Programming



AISES DIRECTLY SUPPORTS EDUCATION AND JOB OPPORTUNITIES IN STEM FOR NATIVE AMERICANS

- STEM employment is expected to grow 17% between 2008 and 2018, far faster than the 10% growth projected for overall employment.¹
- The U.S. may be short as many as 3 million high-skilled workers by 2018.²
- The average wage for all STEM occupations is \$85,570, nearly double the average for all occupations (\$47,230).³
- 60% of the new jobs that will open in the 21st century will require skills possessed by only 20% of the current workforce.⁴

¹ U.S. Department of Commerce Economics and Statistics Administration, 2011
² Georgetown University's Center on Education and the Workforce, 2010

³ Bureau of Labor Statistics data on occupational employment and wages, 2014
⁴ National Commission on Mathematics and Science for the Twenty-first Century, 2000

MEMBER DISTRIBUTION

6,000+
Winds of Change total
distribution per issue

4,000+
Members

1,000
High School Teachers and
Guidance Counselors

150+
Native American Library
& Resource Centers

2,200
Delivered to AISES
National Conference

500+ Delivered to Native Events

MEMBERSHIP BREAKDOWN

76%
College Students and Young Professionals

20%
Pre-College

32%
Lifetime Members of AISES

49% **51%**
Female Male

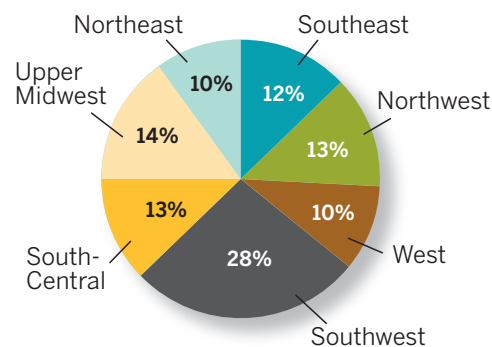
AISES CHAPTERS AND AFFILIATES

190
College Chapters

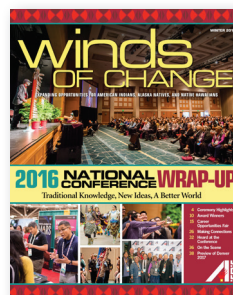
160+
Pre-College Affiliates

15
Professional Chapters

ALL MEMBERS BY REGION



Winds of Change is published five times a year – four print issues and one digital-only issue – for American Indians, Alaska Natives, and Native Hawaiians by AISES Publishing, Inc.



2017 ISSUES: SPECIAL EDITORIAL AND ADVERTISING OPPORTUNITIES

SPRING Distribution April 2017	SUMMER Distribution June 2017	FALL Distribution September 2017	WRAP-UP Distribution October 2017	SPECIAL COLLEGE ISSUE Distribution November 2017
--------------------------------------	-------------------------------------	--	---	--

Top 50 Best Places to Work
ISSUE FOCUS: STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.

10 Top STEM Fields
ISSUE FOCUS: Spotlight on 10 areas of significant growth within STEM with profiles of Native professionals in these roles.

National Conference Issue
ISSUE FOCUS: STEM topics with content relevant to the AISES National Conference.

National Conference Wrap-Up
ISSUE FOCUS: A recap of the AISES National Conference events and people.

Top 200 Colleges
ISSUE FOCUS: Preparing for, getting in and making the most of college and graduate school. Includes Top 200 Colleges for American Indians.

CAREER BUILDER

Includes Q&As with members talking about their experiences in the workplace as an employee or intern

CORPORATE PROFILE

Spotlights an organization or agency and how students can prepare to succeed in that workplace

AISES PEOPLE

Profiles of AISES student and professional members

AISES NOTEBOOK

News about AISES members and chapters

PATHS IN EDUCATION

A compilation of enriching learning and career development opportunities for students and professionals, including internships, fellowships, conferences, workshops, and scholarships

YOUR SAY

AISES members speak out on topics relevant to the Native American STEM community

LAST WORD

Final page includes thoughts from an individual who has an interest in furthering the AISES mission

- **Student profiles**
- **College profiles**
- **Top 200 Colleges listing in grid format**
- **Article coverage includes related topics, such as:**
 - › **Selecting a college**
 - › **Assembling an application**
 - › **Securing financial aid**
 - › **Succeeding in an academic environment**

DIGITAL EXPOSURE

All *Winds of Change* print issues are accompanied by a Digital Edition posted on aises.org and emailed to 15,000+ readers, giving them a chance to see the magazine come to life online. Our digital editions offer advertisers unique opportunities to extend your reach beyond print circulation.



Digital Newsletters

Sent mid-month (*Opportunities Newsletter*) and the last week of the month (*Pathways*) to more than 15,000 AISES members, supporters and contributors.

PATHWAYS

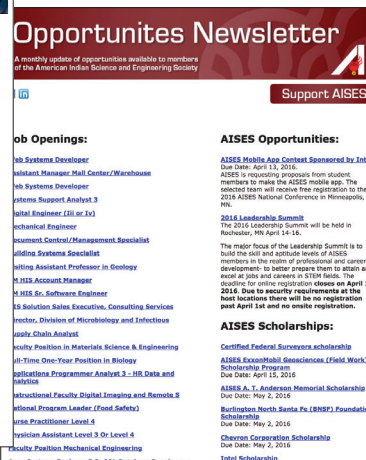
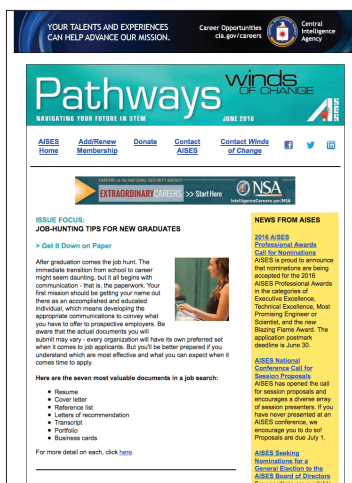
Winds of Change Pathways provides timely information for continued growth and success in STEM education and careers for Native Americans. Every issue includes in-depth coverage of a career development topic for members, from pre-college to mature professional. *Pathways* also provides current information from the AISES family on timely topics and upcoming events.

OPPORTUNITIES

AISES Opportunities is a monthly compilation for AISES members in STEM that includes scholarships, internships, and career development and employment opportunities with outstanding organizations and corporations for educators and rising professionals.

Winds of Change Pathways 2016 Topics Calendar

JANUARY	Optimize Your Personal Brand Online
FEBRUARY	Winning Science Fair Presentations
MARCH	Professional Networking
APRIL	Finishing College on Track
MAY	Effective Facilitation Skills
JUNE	Job Hunting Essentials
JULY	Successful College Applications
AUGUST	Communicating – Managing Up in College
SEPTEMBER	Making the Most of the AISES National Conference
OCTOBER	Why You Need an Internship
NOVEMBER	Securing Letters of Recommendation
DECEMBER	Career Assessment – Salary Negotiation



AD SIZES AND SPECS

(note: images not to scale)

File Format – GIF or JPG Max File Size 40k

Ad materials deadline for *AISES Opportunities Newsletter* is the 10th of the month and for *Winds of Change Pathways* is the 20th of the month in which the ad will appear.

Top Leaderboard

Sits above newsletter masthead – most visible position 728 x 90

Top Banner

Sits just below masthead and key newsletter links – highly visible position 468 x 60

Closing Banner

Closes the newsletter above the footer 468 x 60

Upper- and Mid-Banner

Horizontal banner that sits below either the main story (upper) or the secondary story (mid) 300 x 140

Skyscraper

Vertical banner on right side of newsletter 160 x 600

Content Ad

Provide WOC Media with the following:

- Photo sized approximately 125 x 100
- 5-word headline
- 50-word description (max)
- Link to your website

Link Ad

Provide WOC Media with the following:

- 5 descriptive bullet points – at 5-10 words each
- Links for all 5 bullet points
- Logo sized approximately 120 x 50

Winds of Change Digital Edition

Total
Email
Distribution
15,000



All advertisers are automatically included in the WOC digital version, but now you can extend your reach beyond the print circulation with one of the many highly visible digital enhancements. In addition to being emailed to members and non-members, the digital edition is posted and archived on aises.org and featured on Facebook.



Digital Edition Advertising Opportunities

Gross Rates

Issue Sponsorship

- Left and Right Skyscrapers Vertical 120 x 600 each (.jpg/150ppi)
- Left of Cover Ad Horizontal 550 x 480 (.jpg/150ppi)

Cover Belly Band

One- or Two-Sided Horizontal 550 x 480 (.jpg/150ppi)

Embedded Video Clip / Custom Slide Show

- Add a virtual tour video or slide show
- Send a video link to your website or YouTube or provide up to 10 photos for a custom-created slide show
- No other materials needed

Flash Enhancement

- Add motion to ad (no materials needed)

Banner Advertising

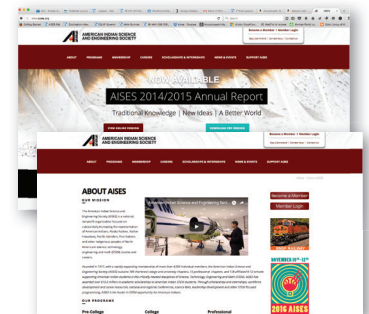
8,600+
Facebook
Fans
**UP
50%**

Extend Your Reach Online to More AISES Members

- 17,500 average page views every month
- 50% of our readers visited aises.org as a result of reading *Winds of Change*

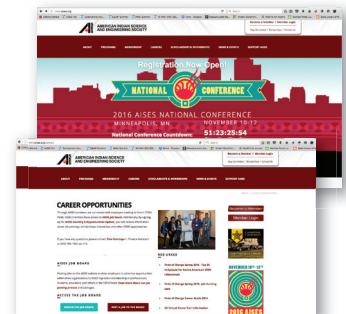
aises.org (Main Site) Web Banners

- Change your ad and your message month-to-month
- Choose placement on 7 of the most-visited pages on aises.org



aises.org (National Conference) Web Banners

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



Winds of Change Button Banners

- Gain exposure through more than 17,500 page views per month
- 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



Print Publications & Winter Digital-Only National Conference Wrap-Up Issue 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	\$2,925	\$2,870	\$2,810	\$2,635	\$2,575
1/2 Page	\$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 Winter National Conference Wrap-Up Issue are discounted 15% off the Gross Rate.

Digital Edition Rates (Gross)

Enhanced Ad Opportunities	Rates	Ad Placement
Issue Sponsorship (ad opposite the cover + left and right skyscrapers)	\$1,700	Left and right skyscraper banners and one left of cover ad
Cover Belly-Band	\$745	Over front cover – double-sided ad
Embedded Video Clip/ Custom Slide Show*	\$495	Available on any size print ad
Flash Enhancement to Print Ad (Ad Jolt)	\$350	Available on 1/2 page or larger print ads

*See Production Requirements for specifications and details.

Net Ad Rates for Digital Newsletters

Size	Monthly Rates
Top Leaderboard	\$950
Top Banner	\$800
Upper- and Mid- Banner	\$500
Content Ad	\$750
Link Ad	\$750
Skyscraper	\$600
Closing Banner	\$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.

Net Ad Rates for Web Banners

Placement	Monthly Rates
aises.org Web Banners	\$450
National Conference Web Banners	\$550
Winds of Change Button Banners on aises.org	\$300

FOR MORE INFORMATION ON ADVERTISING, CONTACT:

Candace McDonough, National Sales Director
617.969.2137 cmcdonough@aises.org

2017 DATES AND SPECS

Issue Ad Dates

Issue	Ad Sales Close	Materials	Distributed
Spring 2017	3/17	3/23	Week of 4/10
Summer 2017	5/31	6/7	Week of 6/26
Fall Conference 2017	8/23	8/30	Week of 9/18
Conference Wrap-Up 2017 (digital only)	10/16	10/20	Week of 10/30
College Guide 2017-2018	11/6	11/10	Week of 11/27

Digital Editions Emailed & Post Dates

Spring Issue	Summer Issue	Fall Issue	Conference Wrap-Up	College Issue
Week of 4/10	Week of 6/26	Week of 9/18	Week of 10/30	Week of 11/27

Print Advertising Specifications

Ad Location	Standard Size	Bleed Size
2-Page Spread	16" x 9.875"	17.25" x 11.125"
Full Page	7.5" x 9.875"	8.75" x 11.125"
2/3 Page vertical	4.75" x 9.625"	
1/2 Page horizontal	7.25" x 4.625"	
1/3 Page vertical	2.25" x 9.625"	
1/4 Page	3.5" x 4.625"	
College/University Logo Ad (1/6 page)	3.5" x 3.125"	

Digital Newsletters

Ad Units	Size
Top Leaderboard	728 x 90
Top Banner	468 x 60
Upper- and Mid-Banner	300 x 140
Content Ad	Photo sized 125 x 100
	Includes photo, 5-word headline, max 50-word description and link to your website
Link Ad	Logo sized 120 x 50
	Includes your logo, 5 descriptive bullet points at 5-10 words each and separate links for all 5 bullet points
Skyscraper	160 x 600
Closing Banner	468 x 60

Web Banners

Banner Location	Banner & Button
aises.org + National Conference	180 x 150
Winds of Change on aises.org	80 x 80

- **Format:** JPG, GIF, PNG ● **Max File Size:** 100KB
- Ad materials deadline for AISES Opportunities newsletter is the 10th of the month and for WOC Pathways is the 20th of the month in which the ad will appear.
- Ad materials for Web Banners due on the 20th of the month prior to ad running.

Materials Submission: See Production Requirements for more details on materials submissions

All programs are subject to specific advertising requirements in Winds of Change media.

Winds of Change is published exclusively by AISES Publishing, Inc.

PAYMENT TERMS & CONTRACT CONDITIONS

Winds of Change Media is exclusively published by the American Indian Science and Engineering Society.

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* magazines 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-cancelable. 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 ¼ 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 invoice number and name of advertiser on check.

Make Checks Payable To: AISES PUBLISHING INC.

SEND PAYMENTS TO:

AISES National Headquarters
2305 Renard SE, Suite 200
Albuquerque, NM 8710

PHONE OR EMAIL CONTACT

(505) 765-1052
api@aises.org

GENERAL CONDITIONS

All advertisements in *Winds of Change* magazines 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 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 AISES Publishing Inc.

PRODUCTION REQUIREMENTS

IF THERE ARE ANY QUESTIONS REGARDING THE PROCESS STATED BELOW, PLEASE CONTACT ECRAIG@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 Quark Xpress or Adobe InDesign files are not acceptable.

FILE DELIVERY:

Email: ecraig@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 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 (avg. is 3 sec.).