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.

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.
Winds of Change
THE ONLY CHOICE TO REACH NATIVE AMERICANS IN STEM

www.aises.org

Reach and Influence

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%
Female
51%
Male

AISES CHAPTERS AND AFFILIATES

190
College Chapters
160+
Pre-College Affiliates
15
Professional Chapters

ALL MEMBERS BY REGION

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>10%</td>
</tr>
<tr>
<td>Northwest</td>
<td>13%</td>
</tr>
<tr>
<td>Upper Midwest</td>
<td>14%</td>
</tr>
<tr>
<td>Southeast</td>
<td>12%</td>
</tr>
<tr>
<td>South-Central</td>
<td>28%</td>
</tr>
<tr>
<td>West</td>
<td>13%</td>
</tr>
<tr>
<td>Southwest</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

CONTACT US: Candace McDonough • National Sales Director • 617.969.2137 • cmcdonough@aises.org
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

- **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.

**SUMMER**
Distribution June 2017

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

**FALL**
Distribution September 2017

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

**WRAP-UP**
Distribution October 2017

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

**SPECIAL COLLEGE ISSUE**
Distribution November 2017

- **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

**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.

**CONTACT US:**
Candace McDonough • National Sales Director • 617.969.2137 • cmcdonough@aises.org
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

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

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)

<table>
<thead>
<tr>
<th>Ad Location /Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,605</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,260</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$4,195</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$6,595</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,565</td>
<td>$3,525</td>
<td>$3,450</td>
<td>$3,325</td>
<td>$3,165</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,925</td>
<td>$2,870</td>
<td>$2,810</td>
<td>$2,635</td>
<td>$2,575</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,495</td>
<td>$2,445</td>
<td>$2,395</td>
<td>$2,245</td>
<td>$2,195</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>$1,875</td>
<td>$1,840</td>
<td>$1,795</td>
<td>$1,690</td>
<td>$1,590</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,375</td>
<td>$1,350</td>
<td>$1,320</td>
<td>$1,240</td>
<td>$1,210</td>
</tr>
<tr>
<td>College/University Logo or Job Opportunity (1/6 page)</td>
<td>$620</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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)

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

*See Production Requirements for specifications and details.

### 2017 DATES AND SPECS

#### Issue Ad Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Sales Close</th>
<th>Materials</th>
<th>Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2017</td>
<td>5/31</td>
<td>6/7</td>
<td>Week of 6/26</td>
</tr>
<tr>
<td>Fall Conference 2017</td>
<td>8/23</td>
<td>8/30</td>
<td>Week of 9/18</td>
</tr>
<tr>
<td>Conference Wrap-Up 2017</td>
<td>10/16</td>
<td>10/20</td>
<td>Week of 10/30</td>
</tr>
<tr>
<td>College Guide 2017-2018</td>
<td>11/7</td>
<td>11/10</td>
<td>Week of 11/27</td>
</tr>
</tbody>
</table>

#### Digital Editions Emailed & Post Dates

<table>
<thead>
<tr>
<th>Digital Editions</th>
<th>Emailed &amp; Post Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Issue</td>
<td>Week of 4/10</td>
</tr>
<tr>
<td>Summer Issue</td>
<td>Week of 6/26</td>
</tr>
<tr>
<td>Fall Issue</td>
<td>Week of 9/18</td>
</tr>
<tr>
<td>Conference Wrap-Up 2017</td>
<td>Week of 10/30</td>
</tr>
<tr>
<td>College Issue</td>
<td>Week of 11/27</td>
</tr>
</tbody>
</table>

#### Print Advertising Specifications

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Standard Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>16” x 9.875”</td>
<td>17.25” x 11.125”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25” x 10.875”</td>
<td>7.75” x 11.125”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.75” x 10.875”</td>
<td>6.08” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.25” x 4.625”</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.34” x 10.875”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.31” x 4.625”</td>
<td></td>
</tr>
<tr>
<td>College/University Logo Ad</td>
<td>3.5” x 3.125”</td>
<td></td>
</tr>
<tr>
<td>(1/6 page)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Net Ad Rates for Digital Newsletters

<table>
<thead>
<tr>
<th>Size</th>
<th>Monthly Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$950</td>
</tr>
<tr>
<td>Top Banner</td>
<td>$650</td>
</tr>
<tr>
<td>Upper- and Mid- Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Content Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Link Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$600</td>
</tr>
<tr>
<td>Closing Banner</td>
<td>$450</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Monthly Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>aises.org</td>
<td>$450</td>
</tr>
<tr>
<td>National Conference Web Banners</td>
<td>$550</td>
</tr>
<tr>
<td>Web Banners</td>
<td>$500</td>
</tr>
<tr>
<td>Winds of Change Button Banners on aises.org</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Digital Newsletters

<table>
<thead>
<tr>
<th>Ad Units</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Top Banner</td>
<td>468 x 60</td>
</tr>
<tr>
<td>Upper- and Mid- Banner</td>
<td>300 x 140</td>
</tr>
<tr>
<td>Content Ad</td>
<td>Photo sized 125 x 100</td>
</tr>
<tr>
<td>Link Ad</td>
<td>Logo sized 120 x 50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Closing Banner</td>
<td>468 x 60</td>
</tr>
</tbody>
</table>

#### Web Banners

<table>
<thead>
<tr>
<th>Banner Location</th>
<th>Banner &amp; Button</th>
</tr>
</thead>
<tbody>
<tr>
<td>aises.org + National Conference</td>
<td>180 x 150</td>
</tr>
<tr>
<td>Winds of Change on aises.org</td>
<td>80 x 80</td>
</tr>
</tbody>
</table>

- Format: JPG, GIF, PNG
- Max File Size: 100KB

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

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

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.

Materials Submission: See Production Requirements for more details on materials submissions
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 termination 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 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 publish an 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 is required. This does not apply for existing agencies provided payment is received within the terms of the sale. Commissions are not allowed on agencies provided payment is received within the terms of the sale. Commissions are not allowed on agencies provided payment is received within the terms of the sale.

Make Checks Payable To:
AISES PUBLISHING INC.

SEND PAYMENTS TO:
AISES National Headquarters
4263 Montgomery Blvd., NE, STE 200
Albuquerque, NM, 87109

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 modified by sales or by agreement in writing. Any changes to artwork 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 SPECIFICATIONS:
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 it 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 IMX 4:1:1 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.).