

winds OF CHANGE

2026 MEDIA KIT

Make **award-winning** *Winds of Change* magazine your multifaceted resource for reaching Indigenous STEM students and professionals

The Unique and Growing *Winds of Change* Audience

Winds of Change is the only choice to reach a broad range of Indigenous North Americans and Pacific Islanders in STEM:

- Students, from PK–12 through post-doc
- Parents and educators
- Aspiring and mature professionals
- Retirees and elders
- Partner organizations (corporations, federal agencies, and tribal, nonprofit, and educational institutions)

The Broad Reach of *Winds of Change*

Through a combination of print and digital publishing, *Winds of Change* magazine reaches a wide-ranging and growing readership. Together with the *AISES Now* e-newsletters and website content, *Winds of Change* promotes inclusion in STEM while engaging readers with an inspiring message about overcoming obstacles on their own STEM paths

The Award-Winning *Winds of Change* Content

Winds of Change is designed to engage a diverse, STEM-focused constituency by delivering a variety of content:

- Timely feature articles
- Inspiring “role model” profiles
- Internship, scholarship, fellowship, training, and summer program news
- News of colleges and universities
- Our partner list
- News of AISES and its members
- Advertising with opportunities for the entire AISES audience
- A digital version of each issue
- Dynamic social media posts



AISES
ADVANCING INDIGENOUS
PEOPLE IN STEM



AISES Is on a Mission

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 Realizes Its Mission by Focusing on Three Areas:

- Indigenous Student Access and Success
- Career Support and Development for Indigenous Students and Professionals
- Equitable and Inclusive Educational Institutions and Workspaces

AISES Applies Proven Strategies to Implement Its Mission:

INCREASE AWARENESS AND RETENTION IN PK-12 EDUCATION BY PROVIDING:
Educator professional development

Culturally relevant STEM curricula

STEM education resources

Direct student engagement through college and career readiness in STEM

Hands-on, project-based **STEM activities.**

INCREASE ACCESS AND SUCCESS IN HIGHER EDUCATION BY PROVIDING:

Financial support through academic, travel, and emergency funding

STEM education and career exploration

A **growing community** within STEM

Professional development

Cultural connections to affirm students' identities as Indigenous STEM scholars

Academic, community, and cultural support to increase student access to and success in higher education.

INCREASE LEADERSHIP OPPORTUNITIES FOR PROFESSIONALS THROUGHOUT THEIR CAREERS BY PROVIDING:

Professional development grounded in Indigenous values

Opportunities for giving back to Indigenous communities

Recognition through AISES Professional Awards

Specific programs to **support career advancement** and mentorship.

INCREASE VISIBILITY AND UNDERSTANDING THROUGH PARTNERSHIPS AND RESEARCH BY ILLUMINATING:

The **challenges and successes** of Indigenous STEM students and professionals

The **results** of AISES-led research to help workplaces and institutions create a **more inclusive culture.**



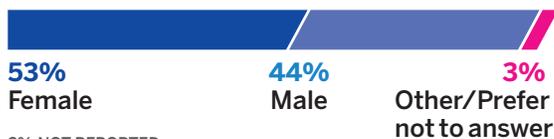
AISES Membership By the Numbers

Total Number of Members: **7,694**

PK-12: **17%** College: **52%**

Professionals: **30%** Retirees: **3%**

Sequoyah Fellows: **23%** (LIFETIME MEMBERS)



2% NOT REPORTED

AISES Chapters and Affiliates

270 College and University Chapters

261 PK-12

23 Professional Chapters

4 Tribal Chapters

All Members by Region

REGION 1
▶ Northwest **15%**

REGION 2
▶ West **9%**

REGION 3
▶ Southwest **25%**

REGION 4
▶ South Central **17%**

REGION 5
▶ Upper Midwest **13%**

2% NOT REPORTED



REGION 6
▶ Northeast **11%**

REGION 7
▶ Southeast **10%**





winds
OF CHANGE

The only choice to reach Indigenous
North Americans in STEM



In 2025 — for the fifth consecutive year — *Winds of Change* magazine was recognized with Indigenous Media Awards from the Indigenous Journalists Association.

In a 2023 reader survey, *Winds of Change* received high ratings for content, writing, ease of reading, and layout and design.



About Winds of Change magazine

AISES publishes the award-winning *Winds of Change* magazine four times a year — two print and digital issues and two digital-only issue — for the Indigenous people of North America and the Pacific Islands.



Spring

Distribution May 2026

- Top 50 STEM Workplaces for Indigenous STEM Professionals. Highlights employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces
- Includes coverage of academic and career-development opportunities

Fall

Distribution October 2026

- **Introduces 2026 AISES Professional of the Year Award winners**
- Native STEM Enterprises to Watch
- Includes content relevant to the AISES National Conference
- Includes coverage of academic and career-development opportunities



The AISES National Conference program will be included in the issue

National Conference Wrap-Up

Distribution November 2026

- Offers an inspiring, photo-filled recap of the events and attendees at the 2026 AISES National Conference in Portland, OR
- Includes dedicated section highlighting exhibitors

Special College Issue

Distribution January 2027

- Top 200 Colleges for Indigenous North Americans
- Covers preparing for, getting in, and making the most of college and graduate school
- Includes profiles of students and colleges

All print issues are promoted through our social media channels

User engagement per issue:

f 19,059

7,195

X 6,314

in 10,140

475

3,550

Total Followers Across All Platforms:

46,733

Reach - Winds of Change distribution

8,000+
Total
distribution
per issue

1,200+
High School Teachers
and Guidance
Counselors

4,000
Delivered to AISES
National Conference

7,600+
Individual
Members

185+
Native American
Libraries and Resource
Centers

500+
Delivered to Native
Events

Engaging
Readers
Digitally

Through digital editions, advertisers can extend their reach beyond print circulation. All issues are **posted on woc.aises.org**, **emailed to 18,000+ readers** and **included in AISES social media posts**. Note that the *Winds of Change* digital platform maximizes mobile viewing quality and enables content to flow across all devices.





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 AISES.



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

Ad Location/Size	1x Rate	2x Rate	3x Rate	4x Rate
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
2/3 Page (vertical)	\$2,925	\$2,870	\$2,810	\$2,635
1/2 Page (horizontal)	\$2,495	\$2,445	\$2,395	\$2,245
1/3 Page (vertical)	\$1,875	\$1,840	\$1,795	\$1,690
1/4 Page	\$1,375	\$1,350	\$1,320	\$1,240
College/University Logo or Job Opportunity (1/6 page)	\$620			

Please Note:

» Advertisements in Fall only or College Issue only will be charged an additional 15% over the gross price indicated.

2026 ADVERTISING DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2026 (digital only)	4/6	4/8	Week of 5/11
Fall 2026	8/24	8/26	Week of 10/12
Conference Wrap-Up 2026 (digital only)	10/19	10/21	Week of 11/30
College Issue 2027	12/21	1/4/27	Week of 2/8/27

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.

PRINT AD SIZES & SPECS

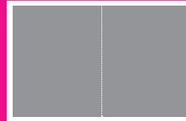
(note: images not to scale)

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")



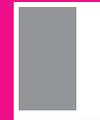
Full page
STANDARD SIZE:
7.5" x 9.875"

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:

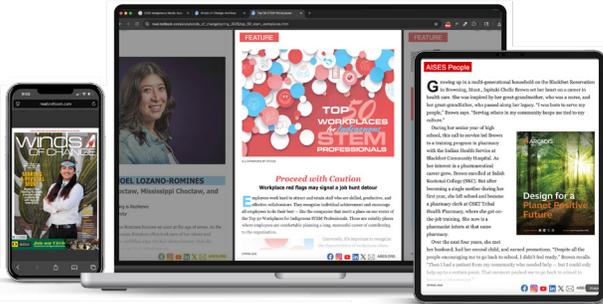
- » High-resolution (press-optimized) PDF (PDF/X-1a:2001 setting). All fonts and images must be embedded in PDF files. All colors (images, text, logos, etc.) must be converted to CMYK or grayscale.
- » High-resolution Photoshop TIF (200 dpi minimum, 300 dpi preferred)
- » High-resolution Photoshop JPG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





Winds of Change Digital Edition

Total Email Distribution 18,000+



Digital Editions

Emailed & Post Dates

Spring Issue

Week of 5/11

Fall Issue

Week of 10/12

Conference Wrap-Up

Week of 11/30

College Issue

Week of 2/8/27

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 on average
- Winds of Change is widely viewed on desktop browsers, with increasing mobile device views

Net Ad Rates (Monthly rates)

Premium AISES Home Page Position

WEB BANNER

AD SIZE: 700 x 300 px

→ MONTHLY NET RATE: \$850

- Exclusive opportunity with only one advertising position
- Change your ad, message, and external link month-to-month



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

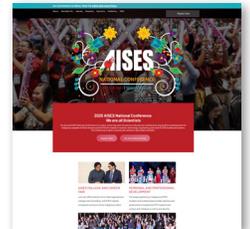


conference.aises.org Web Banners (National Conference)

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



OUR READERS ARE SPENDING TIME ENGAGING WITH OUR CONTENT

More than 46,733 followers across AISES social media platforms

AISES social media pushed more traffic to digital editions of Winds of Change in 2025

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 18,000 readers and is promoted in our newsletters and across all AISES social media platforms. These issues are also archived on the Winds of Change website, woc.aises.org.

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:

- Slide show
- Call-to-action pop-ups
- Social media links
- Animated ads
- Video

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





Digital Newsletters

Must-read digital newsletter **AISES Now** is published three times a year in concert with major AISES events. Targeted to a unique demographic segment of Indigenous North Americans and Pacific Islanders in STEM fields, AISES Now provides content tailored to each specific event. Each edition provides **more than 18,000 AISES members, subscribers, and supporters** with news from the AISES family as well as details about the event, the host city, and tips on how to network and get the most of the event.

AISES in Canada
National Gathering
edition:
February 18

NAISEF edition:
March 18

AISES National
Conference edition:
September 16

Ad materials are due two weeks before publication.

Top Leaderboard: 728 x 90

NEWS • EVENTS • PEOPLE

JANUARY 2026

Top Banner: 468x 60

AISES HIGHLIGHTS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

DID YOU KNOW?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, a qui officia deserunt mollit anim id est laborum.

125 x 100 **Content ad: 5-word headline**
(50 words max) dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, a qui officia. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, a qui officia

CULTURE CORNER

- Book of the Month:
- Indigenous Eats:
- Music Spotlight:
- Where to Eat:

Share your favorite Indigenous book, song, or science fact and you might see it in the next AISES Now!

Mid-Banner 300 x 140

MEMBERSHIP MOMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Mid-Banner 300 x 140

LAUGH BREAK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT'S NEXT?

- Lorem ipsum dolor sit amet,
- consectetur adipiscing elit, sed
- do eiusmod tempor incididunt ut labore

120x 50

- Linked Bullet point 1
- Linked Bullet point 2
- Linked Bullet point 3
- Linked Bullet point 4
- Linked Bullet point 5

✦ Until next time, stay curious, stay connected, and stay you. ✦

Follow us on

Ad Sizes and Rates

(Note: images not to scale. Rates are per insertion)

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

Ad materials are due two weeks before publication.

Please email ads to ▶ ads@aises.org

Top Leaderboard

PLEASE PROVIDE A LINK TO YOUR WEBSITE
Sits above newsletter masthead – most visible position
AD SIZE: 728 x 90 px → NET RATE: \$950

Top Banner

PLEASE PROVIDE A LINK TO YOUR WEBSITE
Sits just below masthead and key newsletter links – highly visible position
AD SIZE: 468 x 60 px → NET RATE: \$800

Content Ad

PLEASE PROVIDE THE FOLLOWING:

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

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

Link Ad

PLEASE PROVIDE THE FOLLOWING:

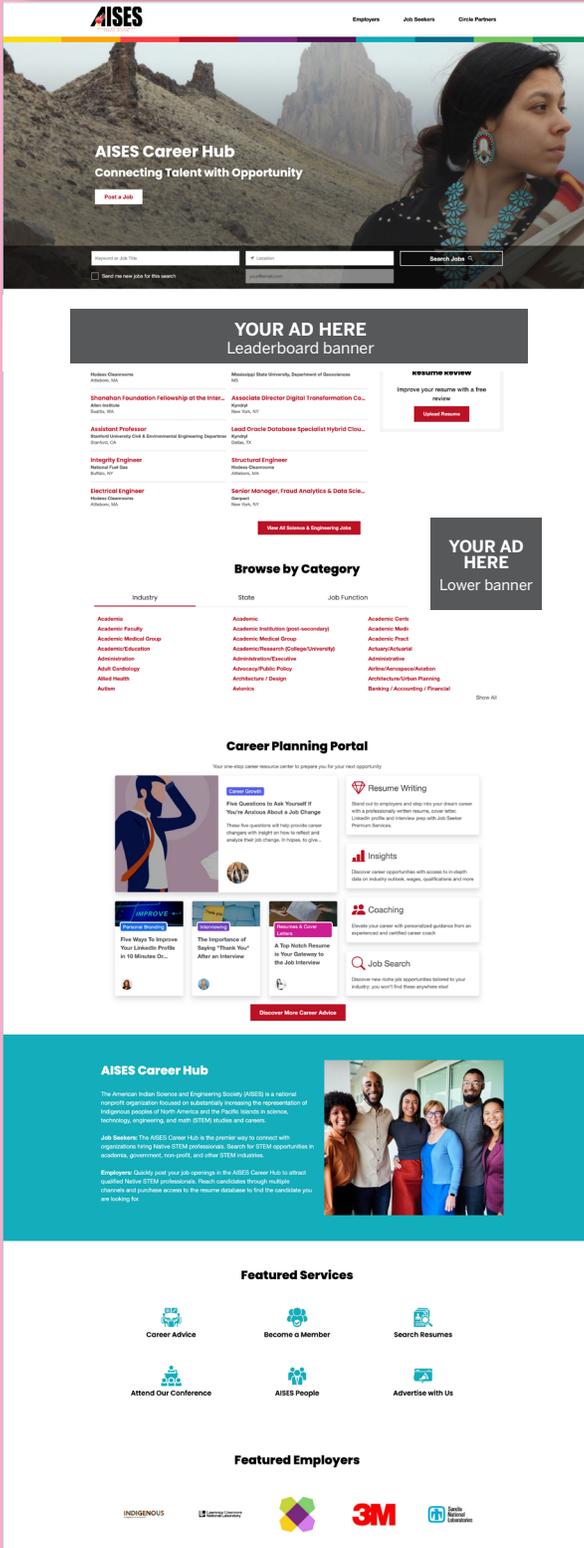
- 5 descriptive bullet points – at 5–10 words each
- Links for all 5 bullet points
- Logo
- Link to your website

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

Mid-Banner

Horizontal banner that sits below either the main story (upper) or the secondary story (mid)
AD SIZE: 300 x 140 px → NET RATE: \$500





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 **2,600 employers**, **3,500 job seekers**, and **19,000 jobs** listed.

A snapshot of activity is updated daily:
careers.aises.org

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





Payment Terms & Contract Conditions

Winds of Change is exclusively published by AISES (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 1/4-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 AISES.

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).

