

winds OF CHANGE

2024 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 pre-college through postdoc
- Parents and educators
- Aspiring and mature professionals
- Retirees and elders
- Partner organizations (corporations, federal, tribal, nonprofit, and educational institutions)

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

The Broad *Winds of Change* Reach

Through a combination of print and digital publishing, *Winds of Change* magazine reaches a diverse and growing readership [link to breakdown]. Together with the *Paths to Opportunities* e-newsletters and website content, *Winds of Change* promotes diversity in STEM while engaging readers with an inspiring message about overcoming obstacles on their own STEM paths



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 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 Workplaces

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
The efforts of AISES to help workplaces and institutions create a more inclusive culture.



AISES Membership By the Numbers

Total Number of Members: 7,290

PK-12: **18%**

College: **51%**

Professionals: **28%**

Retirees: **3%**

Sequoyah Fellows: 24%
(LIFETIME MEMBERS)

54% Female **44%** Male

2% NOT REPORTED

AISES Chapters and Affiliates

199 College and University Chapters

248 PK-12

20 Professional Chapters

3 Tribal Chapters

All Members by Region

REGION 1
▶ **Northwest 16%**

REGION 2
▶ **West 9%**

REGION 3
▶ **Southwest 23%**

REGION 4
▶ **South Central 16%**

REGION 5
▶ **Upper Midwest 13%**

2% NOT REPORTED



REGION 6
▶ **Northeast 11%**

REGION 7
▶ **Southeast 10%**



About Winds of Change magazine

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



In 2023 — for the third consecutive year — *Winds of Change* magazine was recognized with **National Native Media Awards** from the Native American Journalists Association.

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

Spring

Distribution May 2024

- 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 2024

- Native STEM Enterprises to Watch
- Includes content relevant to the AISES National Conference
- Includes coverage of academic and career-development opportunities

National Conference Wrap-Up

Distribution November 2024

- Offers an inspiring, photo-filled recap of the events and attendees at the 2024 AISES National Conference in San Antonio
- Includes dedicated section highlighting exhibitors

Special College Issue

Distribution January 2025

- 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:

- 17,094
- 5,327
- 7,065
- 6,104
- 2,941

Current AISES audience: 38,531

Reach

► *Winds of Change* distribution

8,000+
Total distribution per issue

1,200+
High School Teachers and Guidance Counselors

2,000
Delivered to AISES National Conference

7,290+
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 aises.org and **emailed to 18,000+ readers**. 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 the American Indian Science and Engineering Society.

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

Ad Location/Size	1x	2x	3x	4x
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:

- » 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.)

2024 ADVERTISING DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2024	4/8	4/10	Week of 5/13
Fall 2024	8/26	8/28	Week of 9/30
Conference Wrap-Up 2024 (digital only)	10/9	10/11	Week of 11/11
College Issue 2024-2025	12/20	1/8/25	Week of 2/10/25

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
18,000+



Digital Editions

Emailed & Post Dates

Spring Issue
Week of 5/13

Fall Issue
Week of 9/16

Conference Wrap-up
Week of 11/11

College Issue
Week of 1/6/25

OUR READERS ARE SPENDING TIME ENGAGING WITH OUR CONTENT

Nearly 37,000 followers across AISES social media platforms

AISES social media pushed more traffic to digital editions of Winds of Change in 2023

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 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:

- 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 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)

NEW!

Premium AISES Home Page Position — Coming in April 2024

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





Digital Newsletters

Paths to Opportunities is distributed monthly to **more than 18,000 AISES members, subscribers, and supporters, with a consistent open rate and several forwards of each issue.**

Must-read digital newsletter *Paths to Opportunities* is really two different newsletters. It's published monthly in two different versions for two distinct 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. Each issue also provides news on timely topics and upcoming events from the AISES family.

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 fulfilling career.



Ad Sizes and Rates*

(Note: images not to scale)

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.

Please email ads to > ads@aises.org

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: \$600

Closing Banner

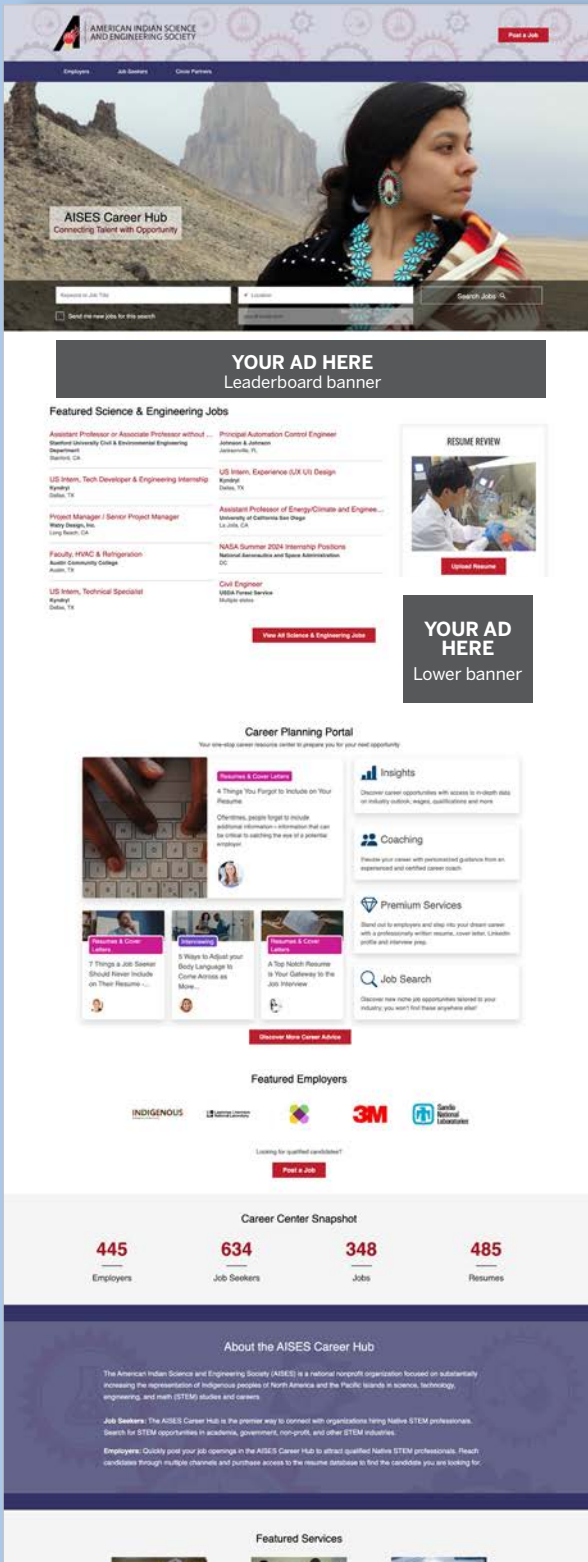
Closes the newsletter above the footer
AD SIZE: 468 x 60 px → MONTHLY NET RATE: \$450

*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 **2,300 employers**, **3,300 job seekers**, and **2,000 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





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 ©-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).

