



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 Hawai'ians, 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 INDIGENOUS NORTH AMERICANS IN STEM

2018 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

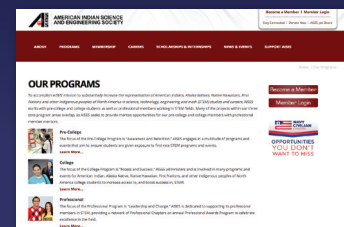
We embrace the power of our people by encouraging them to take initiative, lead, and make decisions.

CULTURE

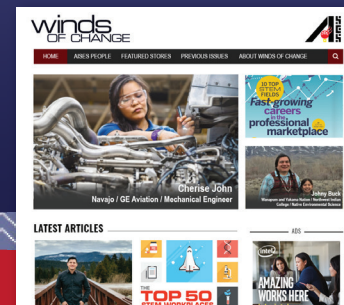
We honor our ancestors by carrying forward our cultural traditions and values in all that we do.



Winds of Change Magazine



AISES.org Banner Advertising



Winds of Change Microsite



Digital Newsletters



Digital Editions



Nizhoni Tallas
ASPIRING COLLEGE
STUDENT



**Kimberllynn
Cameron**
COLLEGE STUDENT
SEEKING EMPLOYMENT



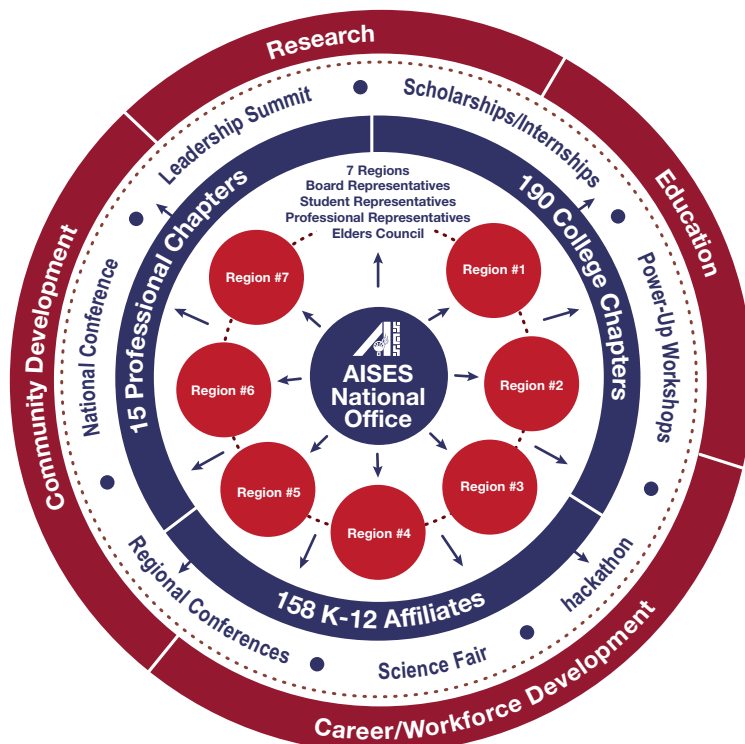
Cody Sifford
YOUNG CAREER
PROFESSIONAL



**Brandon
Polingyumtewa**
MATURE CAREER
PROFESSIONAL

THE STRUCTURE OF AISES

Organization, Chapters, and Programming



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

- STEM jobs in the field are set to increase 17% between 2014 and 2024, while non-STEM employment will grow just 12%.¹
- White non-Hispanics hold 71% of STEM jobs versus 0.4% held by American Indians/Alaska Natives.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
- A strong tribal STEM workforce helps generate entrepreneurial opportunities to create businesses to support tribal communities.

¹ National Science Foundation
² U.S. Census

³ Bureau of Labor Statistics data on occupational employment and wages, 2014
⁴ National Commission on Mathematics and Science for the 21st Century, 2000

MEMBER DISTRIBUTION

6,000+
Winds of Change total
distribution per issue

4,400+
Individual Members

1,000
High School Teachers and
Guidance Counselors

170+
Native American Libraries
& Resource Centers

2,200
Delivered to AISES
National Conference

800+ Delivered to Native Events

MEMBERSHIP BREAKDOWN

75%
College Students and Young Professionals

21%
Pre-College

30%
Lifetime Members of AISES

50% 50%
Female Male

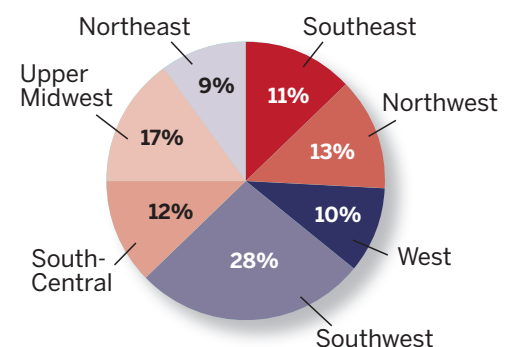
AISES CHAPTERS AND AFFILIATES

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, Native Hawaiians, Pacific Islanders, First Nations and other Indigenous North Americans by AISES Publishing Inc.



2018 ISSUES: SPECIAL EDITORIAL AND ADVERTISING OPPORTUNITIES

SPRING
Distribution
April 2018

Top 50 Workplaces in STEM

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

SUMMER
Distribution
June 2018

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
October 2018

National Conference Issue

ISSUE FOCUS: 25 Tribal STEM Enterprises to watch with content relevant to the AISES National Conference.

New Date!

WRAP-UP
Distribution
November 2018

National Conference Wrap-Up

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

Digital Distribution Only!

SPECIAL COLLEGE ISSUE
Distribution
November 2018

Top 200 Colleges

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

IN EVERY ISSUE

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

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 EDITION PLATFORM

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.



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 Publishing Inc.

Print Publications & 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 (vertical)	\$2,925	\$2,870	\$2,810	\$2,635	\$2,575
1/2 Page (horizontal)	\$2,495	\$2,445	\$2,395	\$2,245	\$2,195
1/3 Page (vertical)	\$1,875	\$1,840	\$1,795	\$1,690	\$1,650
1/4 Page	\$1,375	\$1,350	\$1,320	\$1,240	\$1,210
College/University Logo or Job Opportunity (1/6 page)	\$620				

PLEASE NOTE:

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



2018 ISSUE AD DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2018	3/13	3/19	Week of 4/9
Summer 2018	5/30	6/4	Week of 6/25
Fall Conference 2018	9/5	9/10	Week of 10/1
Conference Wrap-Up 2018 (digital only)	10/23	10/29	Week of 11/12
College Guide 2018-2019	10/30	11/5	Week of 11/26

NEED ASSISTANCE IN AD DEVELOPMENT?

AISES is here to help with ad development, graphic design, or ad type that puts you in touch with customers 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 ECRAIG@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 JPEG** (200 dpi minimum, 300 dpi preferred).
- » **CMYK Adobe Illustrator file** Please convert all type to outlines.

Winds of Change Digital Edition

Total
Email
Distribution
15,000



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

Issue is distributed by email and included in all AISES social media posts upon publication. Archived on AISES.org *Winds of Change* microsite.

All new Digital Edition Advertising Opportunities include:

- Issue Sponsor, fixed position on each page
- Single Article Sponsor, Footer ad
- Call to Action Pop-ups
- Call to Action in article
- Pulsing Ad Links
- Animated GIF in Article
- Animated Effects
- Video

Samples and pricing available. Please send a request to cmcdonough@AISES.org or call 617-969-2137 for further information.

Digital Editions Emailed & Post Dates

Spring Issue	Summer Issue	Fall Issue	Conference Wrap-Up	College Issue
Week of 4/9	Week of 6/25	Week of 10/1	Week of 11/12	Week of 11/26

Web Banner Advertising

9,300+
Facebook
Fans

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

Extend Your Reach Online to More AISES Members

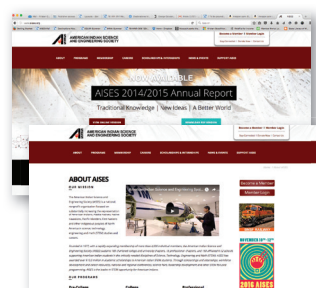
- 18,000 average page views every month
- *Winds of Change* is widely viewed on desktop browsers with increasing mobile device views

Net Ad Rates (Monthly rates)

aises.org Web Banners (Main Site)

AD SIZE: 180 x 150
→ MONTHLY NET RATE: \$450

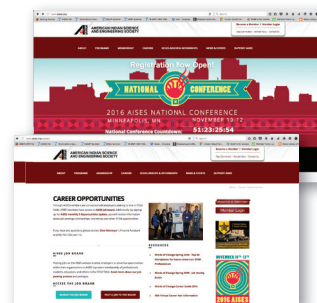
- Change your ad and your message month to month
- Choose placement on seven of the most-visited pages on aises.org



conference.aises.org Web Banners (National Conference)

AD SIZE: 180 x 150
→ MONTHLY NET RATE: \$550

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



Winds of Change Microsite

WEB BANNERS: 180 x 150
→ MONTHLY NET RATE: \$450
BUTTON BANNERS: 80 x 80
→ MONTHLY NET RATE: \$300

- 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 Microsite



Digital Newsletters

NEW in 2018! *Paths to Opportunities* is distributed monthly to more than 15,000 AISES members, subscribers, and supporters.

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

- PRE-COLLEGE, COLLEGE, AND GRADUATE STUDENTS
- ACTIVE PROFESSIONALS

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

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

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



Paths to Opportunities 2018 Topics Calendar

	Students	Professionals
JANUARY	Tips for a reenergized spring semester	Thinking of a job switch? Consider teaching
FEBRUARY	Getting ready for NAIVSEF	Refining your resume
MARCH	How to find a great mentor — and be a great mentee	How to be a great mentor
APRIL	Perfect attendance? Tips for minimizing sick days and staying focused	Does it make sense to relocate?
MAY	Don't just attend meetings and seminars — contribute!	Don't just attend meetings — contribute!
JUNE	Finalist for a fellowship or program acceptance? Here's how to impress at an interview	Finalist for a new job? Here's how to impress at a dinner interview
JULY	Add an enriching STEM-related detour to your annual getaway (tips for finding spots as you travel)	Add an enriching STEM-related detour to your annual getaway (tips for finding spots as you travel)
AUGUST	Brush up your personal brand online	Brush up your personal brand online
SEPTEMBER	National Conference preview	National Conference preview
OCTOBER	How to find a compromise: negotiation strategies that work	How to find a compromise: negotiation strategies that work
NOVEMBER	Tips for more effective time management	Tips for more effective time management
DECEMBER	Credit check: is your course count on track?	Time out for an annual career assessment

AD SIZES AND RATES*

(note: images not to scale)

PLEASE EMAIL ADS TO ECRAIG@AISES.ORG

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

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

Top Leaderboard

Sits above newsletter masthead — most visible position

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

Top Banner

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

AD SIZE: 468 x 60 → 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 → 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 → 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 → MONTHLY NET RATE: \$750

Skyscraper

Vertical banner on right side of newsletter
TOTAL AD SIZE: 160 x 600
→ MONTHLY RATE: \$600

Closing Banner

Closes the newsletter above the footer
AD SIZE: 468 x 60 → 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.

PAYMENT TERMS & CONTRACT CONDITIONS

Winds of Change is exclusively published by AISES Publishing Inc. (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* 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-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 invoice number and name of advertiser on check.

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 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 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 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 (avg. is 3 sec.).