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.
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%.³
- 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
- Native Americans and Alaska Natives earning an undergraduate degree in Science or Engineering actually declined by 12% going from 3,341 in 2006 to 2,930 in 2016.⁴
- A strong tribal STEM workforce helps generate entrepreneurial opportunities 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 Science Foundation
**Winds of Change** is published five times a year — three print issues and two digital-only issues — for American Indians, Alaska Natives, Native Hawaiians, Pacific Islanders, First Nations, and other Indigenous North Americans by the American Indian Science and Engineering Society.

All print issues are promoted through our social media channels
User engagement per issue:
- Facebook: 11,470
- Instagram: 1,381
- Twitter: 4,050

In Every Issue

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

» **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

» **AISES People**
  Profiles of AISES student and professional members

» **Last Word**
  Final page includes thoughts from an individual who has an interest in furthering the AISES mission

**DIGITAL EDITION PLATFORM**
Our digital magazine edition platform flows across all devices to improve mobile viewing quality. All digital issues are posted on aises.org and emailed to 14,000+ readers. 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
**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 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>$4,860</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$7,166</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$8,989</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,662</td>
<td>$9,925</td>
<td>$10,460</td>
<td>$10,956</td>
<td>$11,492</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>$7,926</td>
<td>$8,270</td>
<td>$8,480</td>
<td>$8,956</td>
<td>$9,492</td>
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<tr>
<td>1/2 Page (horizontal)</td>
<td>$7,149</td>
<td>$7,445</td>
<td>$7,365</td>
<td>$7,875</td>
<td>$8,375</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>$6,775</td>
<td>$6,840</td>
<td>$7,756</td>
<td>$6,962</td>
<td>$7,656</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$5,375</td>
<td>$5,380</td>
<td>$5,387</td>
<td>$5,392</td>
<td>$5,397</td>
</tr>
<tr>
<td>College/University Logo or Job Opportunity</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 National Conference Wrap-Up Issue are discounted 15% off the gross rate.

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**2020 ISSUE AD DATES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Sales Close</th>
<th>Ad Materials Due</th>
<th>Magazine Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2020</td>
<td>3/13</td>
<td>3/20</td>
<td>Week of 4/13</td>
</tr>
<tr>
<td>Summer 2020 (digital only)</td>
<td>5/29</td>
<td>6/5</td>
<td>Week of 6/22</td>
</tr>
<tr>
<td>Fall Conference 2020 (distributed at AISES National Conference)</td>
<td>9/11</td>
<td>9/16</td>
<td>Week of 10/12</td>
</tr>
<tr>
<td>Conference Wrap-Up 2020 (digital only)</td>
<td>10/30</td>
<td>11/5</td>
<td>Week of 11/16</td>
</tr>
</tbody>
</table>

**NEED ASSISTANCE IN AD DEVELOPMENT?**

AISES is here to help with ad development, graphic design, or ad copy 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.

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**CONTACT US:**

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

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**PRINT AD SIZES & SPECS**

(note: images not to scale)

**PLEASE EMAIL ADS TO MCLARK@AISES.ORG**

Accepted File Formats: PDF, TIF, JPEG, 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 1/2" 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 1/2" bleed on all sides (Trim: 8.375" x 10.875")

**2/3-page Vertical**

STANDARD SIZE: 4.75" x 9.625"  
BLEED SIZE: 5.625" x 11.125" includes 1/2" bleed on all sides (Trim: 5.125" x 10.625")

**1/2-page Horizontal**

STANDARD SIZE: 7.25" x 4.625"  
BLEED SIZE: 8.25" x 5.625" includes 1/2" bleed on all sides (Trim: 7.75" x 5.125")

**1/3-page Vertical**

STANDARD SIZE: 2.25" x 9.625"  
BLEED SIZE: 3.125" x 11.125" includes 1/2" bleed on all sides (Trim: 2.75" x 10.625")

**1/4-page**

STANDARD SIZE: 3.5" x 4.625"  
BLEED SIZE: 4.5" x 5.625" includes 1/2" bleed on all sides (Trim: 4.0" x 5.125")

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 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.

Annual issues are distributed by email and are included in all AISES social media posts upon publication. Moreover, the Winds of Change website is home to past and present issues.

**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. 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:**
- Single article sponsor, footer ad
- Call-to-action in article
- Pulsing ad links
- Call-to-action pop-ups
- Video

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

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**Digital Advertising**

**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**

- 19,000 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 Home Page Premium Scrolling Banner**
- MONTHLY NET RATE: $1,000

**REQUIRED CONTENT:**
- Background Color: Please specify a color for the background. (Preferably a hex color)
- Image: 960 x 475 px maximum size. Jpeg or PNG format only
- External Link

**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

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*Please note that this image is responsive and the top and bottom of the image will be cropped on wide monitors.*
Digital Newsletters

*Paths to Opportunities* is distributed monthly to more than 14,000 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**
- **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 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 2020 Topics Calendar

#### Students

<table>
<thead>
<tr>
<th>January</th>
<th>Make the most of mentoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Get ready for science fair season</td>
</tr>
<tr>
<td>March</td>
<td>Top five study skills “A” students have</td>
</tr>
<tr>
<td>April</td>
<td>How to map your academic plan</td>
</tr>
<tr>
<td>May</td>
<td>Lighten your backpack with traditional knowledge (smart Native ways to carry burdens)</td>
</tr>
<tr>
<td>June</td>
<td>Here’s what you really need to pack for college</td>
</tr>
<tr>
<td>July</td>
<td>Finding money for graduate school: a checklist</td>
</tr>
<tr>
<td>August</td>
<td>How to tell your Native story on a college application</td>
</tr>
<tr>
<td>September</td>
<td>How to make the most of the National Conference</td>
</tr>
<tr>
<td>October</td>
<td>How to start an AISES College Chapter — and keep it growing</td>
</tr>
<tr>
<td>November</td>
<td>Insider tips for first-generation college students</td>
</tr>
<tr>
<td>December</td>
<td>Yes, you really do belong: Getting on top of impostor syndrome</td>
</tr>
</tbody>
</table>

#### Professionals

<table>
<thead>
<tr>
<th>January</th>
<th>Preparing for behavior-based interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>How to be a strong team member (even non-extroverts)</td>
</tr>
<tr>
<td>March</td>
<td>The presentation skills you really need</td>
</tr>
<tr>
<td>April</td>
<td>Just in case: how to fail-safe a potential layoff</td>
</tr>
<tr>
<td>May</td>
<td>How to tell your Native story in a job interview</td>
</tr>
<tr>
<td>June</td>
<td>How to start an AISES Professional Chapter — and keep it growing</td>
</tr>
<tr>
<td>July</td>
<td>How to profit from feedback, constructive and otherwise</td>
</tr>
<tr>
<td>August</td>
<td>What to do if you aren’t hearing back from prospective employers</td>
</tr>
<tr>
<td>September</td>
<td>How to make the most of the National Conference</td>
</tr>
<tr>
<td>October</td>
<td>Five great ways to volunteer through AISES</td>
</tr>
<tr>
<td>November</td>
<td>Yes, you really do belong: Getting on top of impostor syndrome</td>
</tr>
<tr>
<td>December</td>
<td>How to plan for success every day (make organization work for you)</td>
</tr>
</tbody>
</table>

### Paths to Opportunities Digital Advertising

**AD SIZES AND RATES**

(note: images not to scale)

**PLEASE EMAIL ADS TO MCLARK@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 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.*
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 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 reject any 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 full-page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to ensure placements. Please provide a 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 National Headquarters 4263 Montgomery Blvd. NE, Ste. 200 Albuquerque, NM 87109

PHONE OR EMAIL CONTACT: Johnell Lovejoy (505) 302-0076 jlovejoy@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 material, which includes advertising that the order has been approved, is an act of fraud on the part of either the publisher or advertising agency. 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.

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