



winds OF CHANGE

THE ONLY CHOICE TO REACH
INDIGENOUS NORTH AMERICANS IN STEM

2020 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 Website



Digital Newsletters

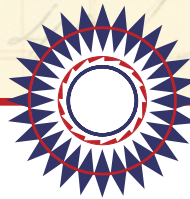


Digital Editions



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 Hawaiians, Pacific Islanders, First Nations, and other Indigenous peoples of North America in science, technology, engineering, and math (STEM) studies and careers.



Marcy Ferreire
ASPIRING COLLEGE STUDENT



Onri Jay Benally
COLLEGE STUDENT



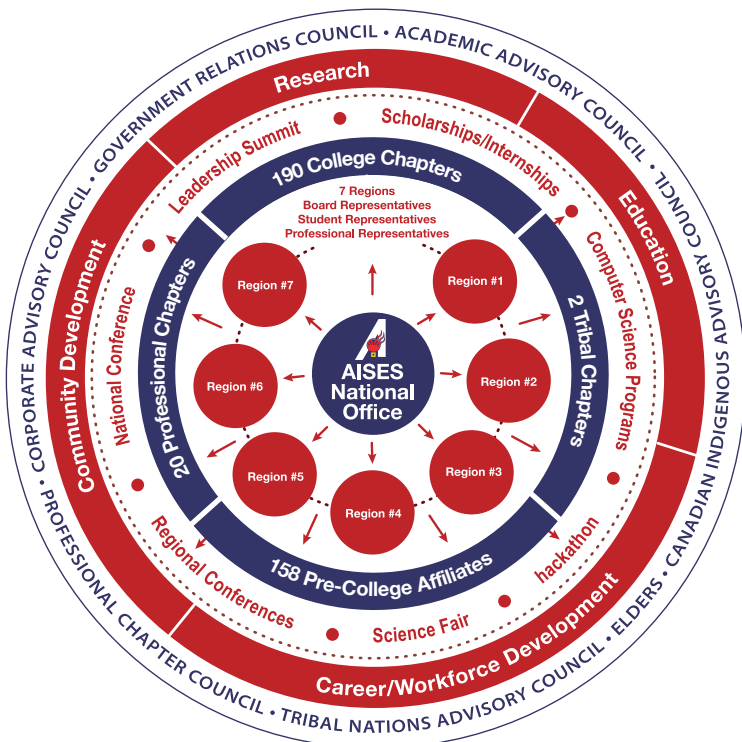
Cristin Haas
YOUNG CAREER PROFESSIONAL



Corey Gray
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
- Native Americans and Alaska Natives earning an undergraduate degrees 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

MEMBER DISTRIBUTION

6,500+
Winds of Change total distribution per issue

5,300+
Individual Members

1,200+
High School Teachers and Guidance Counselors

185+
Native American Libraries and Resource Centers

2,000
Delivered to AISES National Conference

500+ Delivered to Native Events

MEMBERSHIP BREAKDOWN

75%
College Students and Young Professionals

21%
Pre-College

31%
Lifetime Members of AISES

54% **46%**
Female Male

AISES CHAPTERS AND AFFILIATES

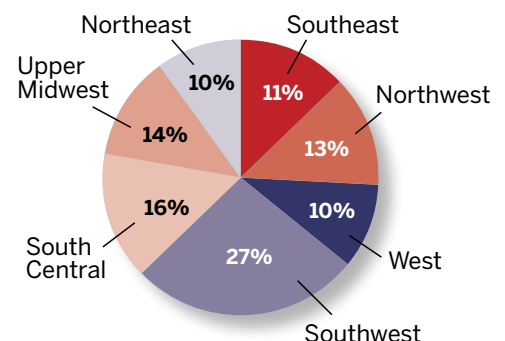
199
Chartered College and University Chapters

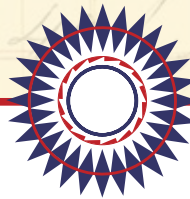
201
Affiliated K-12

21
Professional Chapters

2
Tribal Chapters

ALL MEMBERS BY REGION





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.



2019 ISSUES: SPECIAL EDITORIAL AND ADVERTISING OPPORTUNITIES

<p>SPRING Distribution April 2020</p>	<p>SUMMER Distribution June 2020</p> <p><i>Digital Distribution Only!</i></p>	<p>FALL Distribution October 2020</p>	<p>WRAP-UP Distribution November 2020</p> <p><i>Digital Distribution Only!</i></p>	<p>SPECIAL COLLEGE ISSUE Distribution December 2020</p>
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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.

Top Jobs in a Growing STEM Field
ISSUE FOCUS: Opportunities in an expanding STEM field are the focus of this article, which puts industry experts in the spotlight to describe the roles most in demand.

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

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

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.

All print issues are promoted through our social media channels

User engagement per issue:

- 11,470**
- 1,381**
- 4,050**

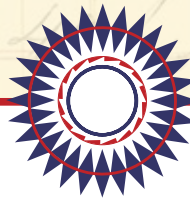
In Every Issue

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

- **Student profiles**
- **College profiles**
- **Top 200 Colleges listings**
- **Article coverage includes related topics, such as:**
 - » Selecting a college
 - » Assembling an application
 - » Securing financial aid
 - » Succeeding in an academic environment

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.





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)

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.



PRINT AD SIZES & SPECS

(note: images not to scale)

PLEASE EMAIL ADS TO ADS@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 .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:

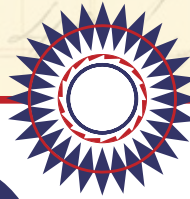
- » **High-resolution (press-optimized) PDF** (PDF/X-1a:2001 setting). All fonts and images must be embedded in PDF files. All colors (images, text, logos, etc.) must be converted to CMYK or grayscale.
- » **High-resolution Photoshop TIF** (200 dpi minimum, 300 dpi preferred)
- » **High-resolution Photoshop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

2020 ISSUE AD DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2020	3/13	3/20	Week of 4/13
Summer 2020 (digital only)	5/29	6/5	Week of 6/22
Fall Conference 2020 (distributed at AISES National Conference)	9/11	9/16	Week of 10/12
Conference Wrap-Up 2020 (digital only)	10/30	11/5	Week of 11/16
College Guide 2020-2021	11/6	11/11	Week of 11/30

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.



Winds of Change Digital Edition

Total
Email
Distribution
14,000



Digital Editions

Emailed & Post Dates

Spring Issue
Week of 4/20

Summer Issue
Week of 6/22

Fall Issue
Week of 10/19

Conference Wrap-Up
Week of 11/16

College Issue
Week of 12/7

**OUR READERS ARE
SPENDING TIME
READING OUR CONTENT**

71,000+
Page views overall,
including 22,863 for
last year's College Issue

4:30
Average time
spent by our
readers per visit

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
- Call-to-action pop-ups
- Pulsing ad links
- Video

Samples and pricing 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

- 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



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

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



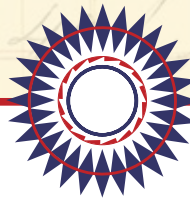
woc.aises.org Winds of Change

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 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	Professionals
JANUARY	Make the most of mentoring	Preparing for behavior-based interviews
FEBRUARY	Get ready for science fair season	How to be a strong team member (even non-extroverts)
MARCH	Top five study skills "A" students have	The presentation skills you really need
APRIL	How to map your academic plan	Just in case: how to fail-safe a potential layoff
MAY	Lighten your backpack with traditional knowledge (smart Native ways to carry burdens)	How to tell your Native story in a job interview
JUNE	Here's what you really need to pack for college	How to start an AISES Professional Chapter — and keep it growing
JULY	Finding money for graduate school: a checklist	How to profit from feedback, constructive and otherwise
AUGUST	How to tell your Native story on a college application	What to do if you aren't hearing back from prospective employers
SEPTEMBER	How to make the most of the National Conference	How to make the most of the National Conference
OCTOBER	How to start an AISES College Chapter — and keep it growing	Five great ways to volunteer through AISES
NOVEMBER	Insider tips for first-generation college students	Yes, you really do belong: Getting on top of impostor syndrome
DECEMBER	Yes, you really do belong: Getting on top of impostor syndrome	How to plan for success every day (make organization work for you)

AD SIZES AND RATES*

(note: images not to scale)

PLEASE EMAIL ADS TO ADS@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

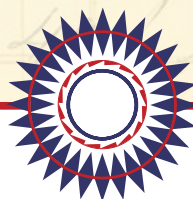
TOTAL AD SIZE: 160 x 600 px
→ MONTHLY NET RATE: \$600

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 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 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 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).

