Through a combination of print and digital publishing, *Winds of Change* magazine consistently delivers content designed to engage every part of the growing AISES family. Students from pre-college through post-doc, aspiring and mature professionals, retirees, and elders — as well as our sponsors, partners, and friends — rely on *Winds of Change* as a multifaceted resource.

Each issue includes timely feature articles along with a welcome letter from the CEO, news of the organization and its members in AISES Notebook, inspiring “role model” profiles in AISES People, news of opportunities in Career Builder and Paths in Education, a Partner Index, and a guest commentary on a topic of community interest in Last Word. In addition, readers can find selective advertising for products, services, and opportunities that serve a diverse STEM-focused constituency. The digital version of each issue’s content entails a robust social media presence and advertising that effectively targets focused demographics. The cover of each issue and the accompanying article are especially designed to engage younger readers and keep them engaged as they work toward a promising future in STEM.

Together with the Paths to Opportunities e-newsletters and website content, these components reach a broad readership with an inspiring message of how STEM endeavors can lead to a fulfilling and productive future. *Winds of Change* draws readers to AISES and promotes diversity in STEM, while inspiring them to overcome obstacles on their own STEM paths.
winds
OF CHANGE
The only choice to reach Indigenous North Americans in STEM
Reach and Influence

AISES Directly Supports Education and Job Opportunities in STEM for Indigenous People

Who We Serve
- Students, Parents, and Educators — K–12, College, and Graduate
- Professionals — Future, Early-, Mid-, and Late-career, and Retirees
- K–12 Schools, Colleges/Universities, Corporations, Government Agencies, Tribes, Foundations, and Nonprofits

Our Focus
Students, Parents, and Educators
- From K–12 through post-doc, AISES serves teachers and learners at all stages of their academic success.

Professionals
- From their first internship on through mid-career and retirement, AISES serves professionals at all points on their STEM path.

Partner Organizations
- From foundations, government agencies, corporations, and tribes to K–12 schools, colleges, and universities, AISES serves entities that advance its central mission.

Our Priorities
Create the Pathway
- AISES builds quality programs to foster STEM awareness and engagement among Indigenous students, parents, and educators, starting with K–12.

Extend the Pathway
- AISES enhances retention among college and graduate students through academic and financial support, as well as career-building opportunities.

Support the Pathway
- AISES provides networking and professional development opportunities to support Natives at all points in their STEM career.

Illuminate the Pathway
- AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.

Our Three Areas of Focus
- Student Success
- Workforce Development
- Career Support

Reach = Winds of Change distribution

7,000+
Total distribution per issue
6,050+
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
- 20% Pre-College
- 48% College Students
- 29% Professionals
- 26% Lifetime Members of AISES
- 56% Female
- 44% Male

AISES Chapters and Affiliates
- 196 Chartered College and University Chapters
- 227 Pre-College Affiliate Schools/Organizations
- 19 Professional Chapters
- 3 Tribal Chapters

Our Values
- We celebrate our culture and tradition.
- We embrace the collective power of Native people by encouraging initiative, leadership, and knowledge.
- We anticipate and embrace change and strive to learn and improve by seeking new approaches.
- We engage our communities and stakeholders.

Our Strategies
- AISES identifies challenges and opportunities to support Natives at all points in their STEM careers.
- AISES provides networking and professional development opportunities to support Natives at all points in their STEM careers.

Our Priorities
- AISES builds quality programs to foster STEM awareness and engagement among Indigenous students, parents, and educators, starting with K–12.
- AISES enhances retention among college and graduate students through academic and financial support, as well as career-building opportunities.
- AISES provides networking and professional development opportunities to support Natives at all points in their STEM careers.
- AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.

How we spent our funding 2015:
- Annual Revenue: $3,131,024
- Membership: 4,800+
- Programs = 87%

How we spent our funding 2017:
- Annual Revenue: $7,694,515
- Membership: 3,727
- Programs = 76%

How we spent our funding 2018:
- Annual Revenue: $4,875,553
- Membership: 5,900+
- Programs = 87%

How we spent our funding 2019:
- Annual Revenue: $5,585,749
- Membership: 5,900+
- Programs = 87%

All Members by Region

Contact Us:
Candace McDonough | National Sales Director | 617.969.2137 | CMCDONOUGH@AISES.ORG
About *Winds of Change* magazine

*Winds of Change* is published five times a year — three print and digital 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.

### 2021 issues: Special Editorial and Advertising Opportunities

**SPRING Distribution**
April 2021

- **Top 50 Workplaces in STEM**
  STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.

**SUMMER Distribution**
June 2021

- **Top Jobs in a Growing STEM Field**
  Opportunities in an expanding STEM field and a focus on industry experts describing the roles and degrees most in demand.

**FALL Distribution**
September 2021

- **National Conference Issue**
  10 Native-owned STEM Enterprises to watch, with content relevant to the AISES National Conference.

**WRAP-UP Distribution**
October 2021

- **National Conference Wrap-Up**
  An uplifting and inspiring recap of the AISES National Conference events and attendees.

**SPECIAL COLLEGE ISSUE**
Distribution
November 2021

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

### In All of These Issues

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

- **Paths in Education**
  A compilation of enriching learning and career development opportunities for students and professionals, including internships, fellowships, conferences, workshops, and scholarships

### 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.

**All print issues are promoted through our social media channels:**

- Facebook: 13,334
- Instagram: 2,161
- Twitter: 5,187
- LinkedIn: 4,773

**CONTACT US:**
Candace McDonough | NATIONAL SALES DIRECTOR  
617.969.2137  |  CMCDONOUGH@AISES.ORG

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2020 Virtual National Conference WRAP-UP
AISES.ORG
EXPANDING OPPORTUNITIES FOR INDIGENOUS PEOPLE IN STEM

### Important Information for Advertisers

**Digital Distribution Only!**

- Ads can be placed in any special issue
- Ads are placed on the digital edition, which is emailed to over 14,000 readers
- Ads are also posted on the AISES website

**User engagement per issue:**

- Facebook: 13,334
- Instagram: 2,161
- Twitter: 5,187
- LinkedIn: 4,773

**About *Winds of Change* magazine**

*Winds of Change* is published five times a year — three print and digital 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.

**In the Special College Issue**

- Student profiles
- College profiles
- Top 200 Colleges listings
- Article coverage includes topics related to student success
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)

<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>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,200</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
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<td></td>
<td></td>
<td></td>
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<td>2-Page Spread</td>
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<td>$3,450</td>
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<td>$1,840</td>
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<tr>
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<td>$1,350</td>
<td>$1,320</td>
<td>$1,310</td>
<td>$1,290</td>
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<td>College/University Logo or Job Opportunity (1/6 page)</td>
<td>$620</td>
<td></td>
<td></td>
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<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.

2021 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 2021</td>
<td>3/12</td>
<td>3/19</td>
<td>Week of 4/19</td>
</tr>
<tr>
<td>Summer 2021 (digital only)</td>
<td>5/21</td>
<td>5/28</td>
<td>Week of 6/28</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>8/20</td>
<td>8/27</td>
<td>Week of 9/20</td>
</tr>
<tr>
<td>Conference Wrap-Up 2021</td>
<td>9/22</td>
<td>9/29</td>
<td>Week of 10/29</td>
</tr>
<tr>
<td>College Issue 2021–2022</td>
<td>10/22</td>
<td>10/29</td>
<td>Week of 11/29</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 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

**Digital Editions**
- Emailed & Post Dates
- Spring Issue: Week of 4/19
- Summer Issue: Week of 6/28
- Fall Issue: Week of 9/20
- Conference Wrap-Up Issue: Week of 10/29
- College Issue: Week of 11/29

**Total Email Distribution**: 14,000+

**Contact Us**
- Candace McDonough | NATIONAL SALES DIRECTOR
- 617.969.2137 | CMCDONOUGH@AISES.ORG

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**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 14,000+ readers, promoted in our twice-monthly newsletter and in all AISES social media and 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. Extend your presence in the digital issue with a pop-up bottom banner running throughout the issue.

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**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.

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**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.
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 2021 Topics Calendar

<table>
<thead>
<tr>
<th>Students</th>
<th>Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td>Reversing virtual burn-out</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td>How to get the most from remote learning</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>How to network/get involved during a virtual semester</td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td>How to stay true to your Native culture at college</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td>Grad school or no — weighing your choices after graduation</td>
</tr>
<tr>
<td><strong>JUNE</strong></td>
<td>Top five life skills to learn before heading to college</td>
</tr>
<tr>
<td><strong>JULY</strong></td>
<td>Must-have apps for today’s student</td>
</tr>
<tr>
<td><strong>AUGUST</strong></td>
<td>How to make the most of the AISES National Conference</td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td>Four steps to a successful college application process</td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td>Five tips for managing stress on campus</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>How to take control of your future during college</td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td>Finding money for college — top scholarships for Native students</td>
</tr>
</tbody>
</table>

### Ad Sizes and Rates*

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Monthly Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$950</td>
</tr>
<tr>
<td>Top Banner</td>
<td>$800</td>
</tr>
<tr>
<td>Upper and Mid-Banner</td>
<td>$500</td>
</tr>
</tbody>
</table>

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

**Contact Us:** Candace McDonough | NATIONAL SALES DIRECTOR  ➤  617.969.2137 | CMCDONOUGH@AISES.ORG

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*20% discount off published net rates for all ads purchased at the same time.*

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*20% discount off published net rates for all ads purchased at the same time.*

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*20% discount off published net rates for all ads purchased at the same time.*

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*20% discount off published net rates for all ads purchased at the same time.*

---

*20% discount off published net rates for all ads purchased at the same time.*
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 canceled 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 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 8-page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to ensure placements. Please include 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:
Denise Saavedra
(505) 302-0076
dsavedra@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 a successful advertisement 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’s 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, REALvideo, 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).