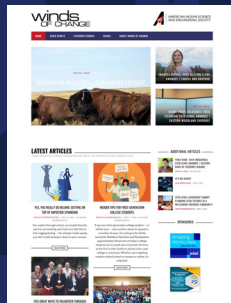
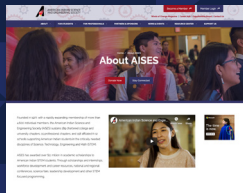




winds OF CHANGE

The only choice to reach Indigenous North Americans in STEM

2021 MEDIA KIT



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.



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.



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



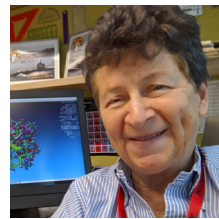
Liam Puls
ASPIRING COLLEGE STUDENT



Dominique Pablito
COLLEGE STUDENT



Christopher Villarruel
YOUNG CAREER PROFESSIONAL



Dr. Mary Jo Ondrechen
MATURE CAREER PROFESSIONAL

Our Focus

Students, Parents, and Educators

From K-12 through post-doc, AISES serves teachers and learners at all stages of their academic success.

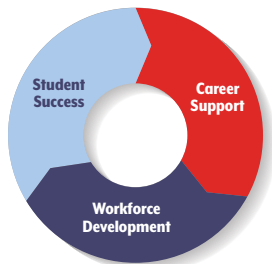
Professionals

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 Three Areas of Focus



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

All Members by Region



REGION 1 ▶ Northwest 15%
REGION 2 ▶ West 11%
REGION 3 ▶ Southwest 26%
REGION 4 ▶ South Central 16%
REGION 5 ▶ Upper Midwest 14%
REGION 6 ▶ Northeast 8%
REGION 7 ▶ Southeast 10%

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 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

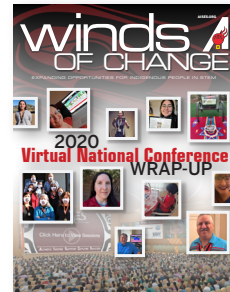
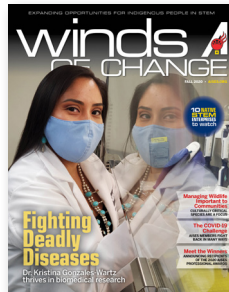
AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.



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

SUMMER
Distribution
June 2021

Digital
Distribution
Only!

FALL
Distribution
September 2021

WRAP-UP
Distribution
October 2021

Digital
Distribution
Only!

SPECIAL COLLEGE ISSUE
Distribution
November 2021

Top 50 Workplaces in STEM

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

Opportunities in an expanding STEM field and a focus on industry experts describing the roles and degrees most in demand.

National Conference Issue

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

National Conference Wrap-Up

An uplifting and inspiring recap of the AISES National Conference events and attendees.

Top 200 Colleges

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:

13,334

2,161

5,187

4,773

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

In the Special College Issue

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

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 Issues 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

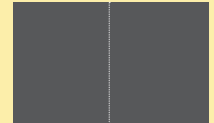
(note: images not to scale)

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)

2021 ISSUE AD DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2021	3/12	3/19	Week of 4/19
Summer 2021 (digital only)	5/21	5/28	Week of 6/28
Fall 2021	8/20	8/27	Week of 9/20
Conference Wrap-Up 2021 (digital only)	9/22	9/29	Week of 10/29
College Issue 2021–2022	10/22	10/29	Week of 11/29

NEED ASSISTANCE IN AD DEVELOPMENT?

AISES is here to help with ad development, graphic design, or ad copy that puts you in touch with your audience and generates interest in what they get from your services. For advertising questions and general costs, contact your sales representative.

Winds of Change Digital Edition

Total
Email
Distribution
14,000+



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
Week of 10/29

College Issue
Week of 11/29

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

- 25,000 unique visitors 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



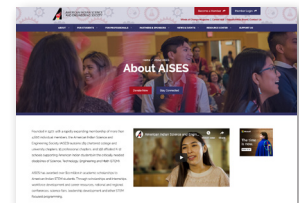
*Please note that this image is responsive and the top and bottom of the image will be cropped on wide monitors.

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

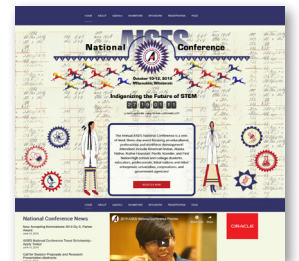


conference.aises.org Web Banners (National Conference)

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

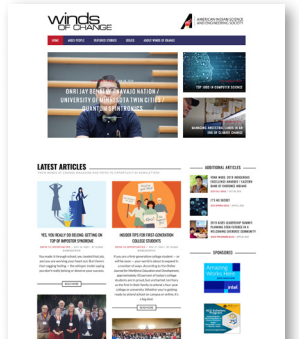


woc.aises.org Winds of Change

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



OUR READERS ARE SPENDING TIME READING OUR CONTENT

Page views are up 18.5% in 2020

In 2020 visits to our digital issues are up 44.1%

3:31 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.

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.

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.



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.



NEW!
SPECIAL
OPTION

Customized Special Issue of the digital newsletter for your company/organization. Here's how to have dedicated content tailored to your targeted audience. Topics will be chosen by you and approved by AISES. To find out more and have your very own newsletter, contact us today! To see a sample, go to tiny.cc/gfb6tz or scan this QR code.



Paths to Opportunities 2021 Topics Calendar

	Students	Professionals
JANUARY	Reversing virtual burn-out	How to overcome the challenges of working remotely
FEBRUARY	How to get the most from remote learning	How to succeed in remote job interviews
MARCH	How to network/get involved during a virtual semester	Five ways to be a good manager in a virtual workplace
APRIL	How to stay true to your Native culture at college	Getting the most from training seminars — online or in person
MAY	Grad school or no — weighing your choices after graduation	Fostering peer engagement in a remote workplace
JUNE	Top five life skills to learn before heading to college	Steps to boost your tech savvy
JULY	Must-have apps for today's student	Ways to mentor young Native professionals
AUGUST	How to make the most of the AISES National Conference	How to make the most of the AISES National Conference
SEPTEMBER	Four steps to a successful college application process	Mastering time management
OCTOBER	Five tips for managing stress on campus	Blocking out the noise: how to prevail in a negative workplace
NOVEMBER	How to take control of your future during college	When and how to advocate for yourself (or a direct report)
DECEMBER	Finding money for college — top scholarships for Native students	Finding work-life balance (managing stress) through Native traditions

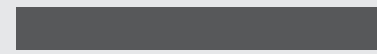
Ad Sizes and Rates*

(note: images not to scale)

Please email ads to ► ads@aises.org

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

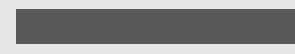
Ad materials deadline for *Paths to Opportunities* newsletters are the 10th and 20th of the month in which the ad will appear.



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

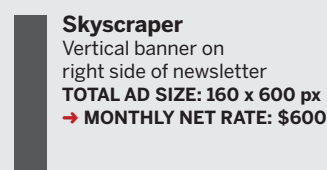


Link Ad

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:

Denise Saavedra
(505) 302-0076
dsaavedra@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).

