Make award-winning *Winds of Change* magazine your multifaceted resource for reaching Indigenous STEM students and professionals

**The Unique — and Growing — Winds of Change Audience**

*Winds of Change* is the only choice to reach a broad range of Indigenous North Americans and Pacific Islanders in STEM:

- Students, from pre-college through postdoc
- Parents and educators
- Aspiring and mature professionals
- Retirees and elders
- Partner organizations (corporations, federal, tribal, nonprofit, and educational institutions)

**The Award-Winning Winds of Change Content**

*Winds of Change* is designed to engage a diverse, STEM-focused constituency by delivering a variety of content:

- Timely feature articles
- Inspiring “role model” profiles
- Internship, scholarship, fellowship, training, and summer program news
- News of colleges and universities
- Our partner list
- News of AISES and its members
- Advertising with opportunities for the entire AISES audience
- A digital version of each issue
- Dynamic social media posts

**The Broad Winds of Change Reach**

Through a combination of print and digital publishing, *Winds of Change* magazine reaches a diverse and growing readership [link to breakdown]. Together with the *Paths to Opportunities* e-newsletters and website content, *Winds of Change* promotes diversity in STEM while engaging readers with an inspiring message about overcoming obstacles on their own STEM paths.

**Our Mission:** The American Indian Science and Engineering Society (AISES) is a national nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.
AISES Is on a Mission

AISES is a national nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.

AISES Realizes Its Mission by Focusing on Three Areas:
• Indigenous Student Access and Success
• Career Support and Development for Indigenous Students and Professionals
• Equitable and Inclusive Educational Institutions and Workplaces

AISES Applies Proven Strategies to Implement Its Mission:

INCREASE AWARENESS AND RETENTION IN PK-12 EDUCATION BY PROVIDING:
- Educator professional development
- Culturally relevant STEM curricula
- STEM education resources
- Direct student engagement through college and career readiness in STEM
- Hands-on, project-based STEM activities.

INCREASE ACCESS AND SUCCESS IN HIGHER EDUCATION BY PROVIDING:
- Financial support through academic, travel, and emergency funding
- STEM education and career exploration
- A growing community within STEM
- Professional development
- Cultural connections to affirm students’ identities as Indigenous STEM scholars
- Academic, community, and cultural support to increase student access to and success in higher education.

INCREASE LEADERSHIP OPPORTUNITIES FOR PROFESSIONALS THROUGHOUT THEIR CAREERS BY PROVIDING:
- Professional development grounded in Indigenous values
- Opportunities for giving back to Indigenous communities
- Recognition through AISES Professional Awards
- Specific programs to support career advancement and mentorship.

INCREASE VISIBILITY AND UNDERSTANDING THROUGH PARTNERSHIPS AND RESEARCH BY ILLUMINATING:
- The challenges and successes of Indigenous STEM students and professionals
- The results of AISES-led research
- The efforts of AISES to help workplaces and institutions create a more inclusive culture.

AISES Membership By the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Members</td>
<td>7,222</td>
</tr>
<tr>
<td>PK-12</td>
<td>18%</td>
</tr>
<tr>
<td>College</td>
<td>51%</td>
</tr>
<tr>
<td>Professionals</td>
<td>28%</td>
</tr>
<tr>
<td>Retirees</td>
<td>3%</td>
</tr>
<tr>
<td>Sequoyah Fellows</td>
<td>25%</td>
</tr>
<tr>
<td>(LIFETIME MEMBERS)</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
<tr>
<td>Male</td>
<td>45%</td>
</tr>
</tbody>
</table>

AISES Chapters and Affiliates

- 198 College and University Chapters
- 246 PK-12
- 20 Professional Chapters
- 3 Tribal Chapters

All Members by Region

- REGION 1
  - Northwest 15%
- REGION 2
  - West 10%
- REGION 3
  - Southwest 24%
- REGION 4
  - South Central 17%
- REGION 5
  - Upper Midwest 13%
- REGION 6
  - Northeast 11%
- REGION 7
  - Southeast 10%
AISES publishes the award-winning Winds of Change magazine four times a year — three print and digital issues and one digital-only issue — for the Indigenous people of North America and the Pacific Islands.

### About Winds of Change magazine

AISES publishes the award-winning Winds of Change magazine four times a year — three print and digital issues and one digital-only issue — for the Indigenous people of North America and the Pacific Islands.

### User engagement per issue:

- **Facebook**: 22,502
- **Instagram**: 4,976
- **LinkedIn**: 7,036
- **Twitter**: 5,749
- **Email**: 2,903

**Current AISES audience**: 37,317

### Reach — Winds of Change distribution

- **8,000+** Total distribution per issue
- **1,200+** High School Teachers and Guidance Counselors
- **7,222+** Individual Members
- **185+** Native American Libraries and Resource Centers
- **2,000** Delivered to AISES National Conference
- **500+** Delivered to Native Events

### Through digital editions, advertisers can extend their reach beyond print circulation. All issues are posted on aises.org and emailed to **14,000+ readers**. Note that the Winds of Change digital platform maximizes mobile viewing quality and enables content to flow across all devices.

### Spring

**Distribution May 2024**

- Top 50 STEM Workplaces for Indigenous STEM Professionals.
- Highlights employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces
- Includes coverage of academic and career-development opportunities

### Fall

**Distribution October 2024**

- Native STEM Enterprises to Watch
- Includes content relevant to the AISES National Conference
- Includes coverage of academic and career-development opportunities

### National Conference Wrap-Up

**Distribution November 2024**

- Ofers an inspiring, photo-filled recap of the events and attendees at the 2024 AISES National Conference in San Antonio
- Includes dedicated section highlighting exhibitors

### Special College Issue

**Distribution January 2025**

- Top 200 Colleges for Indigenous North Americans
- Covers preparing for, getting in, and making the most of college and graduate school
- Includes profiles of students and colleges

In 2023 — for the third consecutive year — Winds of Change magazine was recognized with National Native Media Awards from the Native American Journalists Association.

In a 2023 reader survey, Winds of Change received high ratings for content, writing, ease of reading, and layout and design.

### 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 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>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,605</td>
<td></td>
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<tr>
<td>Inside Front Cover</td>
<td>$4,260</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$4,195</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$6,595</td>
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<tr>
<td>Full Page</td>
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<td>$3,525</td>
<td>$3,450</td>
<td>$3,385</td>
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<tr>
<td>2/3 Page (vertical)</td>
<td>$2,925</td>
<td>$2,870</td>
<td>$2,810</td>
<td>$2,755</td>
<td></td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>$2,495</td>
<td>$2,445</td>
<td>$2,395</td>
<td>$2,345</td>
<td>$2,295</td>
</tr>
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<td>1/3 Page (vertical)</td>
<td>$1,875</td>
<td>$1,840</td>
<td>$1,795</td>
<td>$1,750</td>
<td>$1,690</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,375</td>
<td>$1,350</td>
<td>$1,320</td>
<td>$1,240</td>
<td>$1,190</td>
</tr>
<tr>
<td>College/University Logo or Job Opportunity (1/6 page)</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% of the gross rate.

2024 ADVERTISING 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 2024</td>
<td>4/8</td>
<td>4/10</td>
<td>Week of 5/13</td>
</tr>
<tr>
<td>Fall 2024</td>
<td>9/26</td>
<td>9/29</td>
<td>Week of 9/30</td>
</tr>
<tr>
<td>Conference Wrap-Up 2024 (digital only)</td>
<td>10/9</td>
<td>10/11</td>
<td>Week of 11/11</td>
</tr>
<tr>
<td>College Issue 2024-2025</td>
<td>12/20</td>
<td>1/8/25</td>
<td>Week of 2/10/25</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 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 more than 14,000 readers and is promoted in our twice-monthly newsletter and across all AISES social media platforms. These issues are also archived on the Winds of Change website.

**Web Banner Advertising**

**Digital Editions**
- Emailed & Post Dates:
  - Spring Issue: Week of 5/13
  - Fall Issue: Week of 9/16
  - Conference Wrap-up: Week of 11/11
  - College Issue: Week of 1/6/25

**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. JPG 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

**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.

**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 px. Extend your presence in the digital issue with a pop-up bottom banner running throughout the issue.

**Other Advertising Opportunities Include:**
- Slide show
- Call-to-action pop-ups
- Social Media links
- Animated ads
- Video

Samples and pricing are available. Please send a request to cmcdonough@aises.org or call 617.969.2137 for further information.

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

Paths to Opportunities is distributed monthly to more than 14,000 AISES members, subscribers, and supporters, with a consistent open rate and several forwards of each issue.

Must-read digital newsletter Paths to Opportunities is really two different newsletters. It’s published monthly in two different versions for two distinct 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 and Pacific Islanders in STEM fields. Each issue also provides news on timely topics and upcoming events from the AISES family.

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 fulfilling career.

Ad Sizes and Rates*
(Note: images not to scale)

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.

Please email ads to ads@aises.org

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 of 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.

Customize a 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 samples, go to tiny.cc/gfb6tz and bit.ly/3QBJmE0 or scan the QR codes.

CONTACT US: Candace McDonough | NATIONAL SALES DIRECTOR ➤ 617.969.2137 | CMCDONOUGH@AISES.ORG
AISES Career Hub
Connecting Talent with Opportunity

The AISES Career Hub is a great place for employers to post job openings to attract qualified Native STEM professionals and have the opportunity to access the resume database. The AISES Career Hub has more than 2,300 employers, 3,300 job seekers, and 2,000 jobs listed.

A snapshot of activity is updated daily: careers.aises.org

Advertising opportunities
Ads must be received on the 20th of the month prior to running.

Banner ad space is available on the home page and the inner job seeker facing pages as well. You create the banners and we display them for 30 or 90 Days

Available banner sizes (Note: images not to scale):

Leaderboard Banner
On the home page and main job search page
AD SIZE: 728 x 90px
RATE: $950/per month; $2,400/discounted 90-day

Lower Banner
Under the Resume Review box
AD SIZE: 300 x 250 px
RATE: $750/per month; $1,900/discounted 90-day

Please email ads to ads@aises.org

Accepted File Formats: JPG, GIF, PNG
Max File Size: 125KB
Payment Terms & 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, REALmedia, 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).