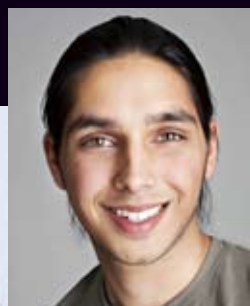




Meet the people
who drive a

NATION

winds
OF CHANGE





The students. The educators. The influencers. Meet the people deciding a nation's tomorrow. Today.

Introduce your brand to the top-tier students, academic advisors
and corporate professionals of Native America.



» They are a powerful force; a growing voice on the American scene, driving some of the critical issues of our time. The new thinkers and leaders of the Native American nation subscribe to the premiere full-color *Winds of Change* magazine for its single-minded focus on career achievement and educational advancement for Native people in science, technology, engineering and math (STEM).

At a time when Native Americans are gaining strength in science, environmental, engineering and health-related fields, *Winds of Change* is their go-to source for relevant, timely news, lively, engaging editorial and real-world information. The magazine bridges cultures and promotes achievement as it honors a heritage, and incorporates contemporary STEM issues with the spirit and traditions of Native Americans.

The leaders of tomorrow and the influencers of today look to *Winds of Change* for understanding and practical, real-world knowledge on education, professional opportunities, and mentoring they get nowhere else.



» NOTABLE NATIVE AMERICAN INDIANS INCLUDE:



Mary G. Ross
(Cherokee)
Member of original engineering team at Lockheed's Missile Systems Division. Contributed to space exploration efforts with the Apollo program.



John Bennett Herrington
(Chickasaw)
American astronaut and a veteran of one space shuttle mission. He is the first enrolled member of a Native American tribe to fly in space.



Winona LaDuke
(Ojibwe)
Native American activist, environmentalist, economist, and writer. Ran for vice president with the Green Party in 1996 and 2000 with Ralph Nader.



Billy Mills
(Sioux)
Second Native American to win an Olympic gold medal, 1964 Tokyo Olympics.

» DID YOU KNOW:

**4.1
MILLION**

Native Americans live in the U.S.

**THERE
ARE OVER
600**

Tribes and Indian Nations
in the U.S.

**1^{OUT}
OF** 100

Americans is a Native American
or an Alaskan Native

Steeped In History With The Keys To **THE FUTURE.**

A Culture Rich in Loyalty and Tradition

Serving a nation with a deep, long-standing heritage of achievement and commitment to the values of its culture, for over 30 years, *Winds of Change* magazine has been the standard bearer for the growing force of Native American leaders, educators, students and thinkers making an impact today.

Winds of Change magazine embodies the American Indian Science and Engineering Society's mission to foster the success of Native Americans by promoting educational and career advancement in STEM fields.

“Winds of Change is about real-life people and situations. It is about American Indians, whose mighty intellectual genius is being applied in contemporary science and technology, giving such fields a heart and a spirit. It showcases successes and levels the playing field for students and professionals.”

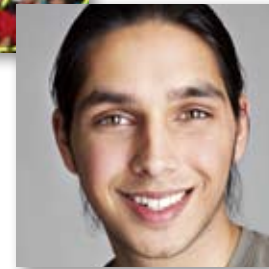
— Henrietta Mann
Southern Cheyenne, educator

A Small Group Making A Large Impact Today.

Meet the People Who Read *Winds of Change*.

With a distribution to over 5,000 students, professionals, universities and commercial and government businesses, *Winds of Change* remains unsurpassed in its commitment and ability to reach a broad spectrum of rural and urban American Indians and Alaska Natives. Readers anticipate arrival of the magazine for career and educational opportunities, for inspiration and motivation and for applicable information about and for Native people and their careers.

No other publication delivers the audience and the value *Winds of Change* offers as a recruitment tool for corporations, government agencies, associations, foundations, Native and non-Native businesses, and colleges and universities across the US. And no other publication delivers the opportunity to its advertisers, connecting some of the brightest, most innovative educators, students, professionals and businesses with the information they want to know. For an ever-increasing number of successful Native American students, graduates, and professionals actively contributing to science, technology, engineering and math industries, *Winds of Change* brings the editorial they want.

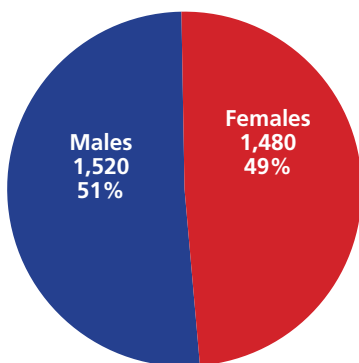


» WHAT OUR MEMBERS SAY:

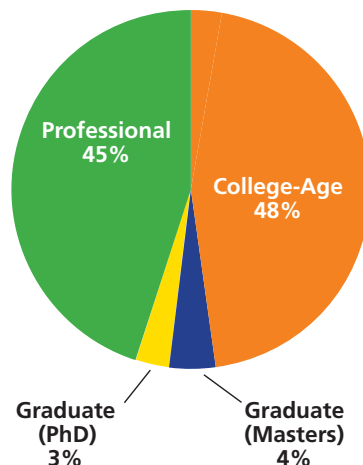
“I think AISES is exactly what the Native American student body needs. As students in the sciences we need contacts and we need to network, which isn’t always easy. Fortunately, AISES provides us with so many resources that there really is no reason why we shouldn’t succeed as students and young professionals.”

Sima Manavi - Navajo

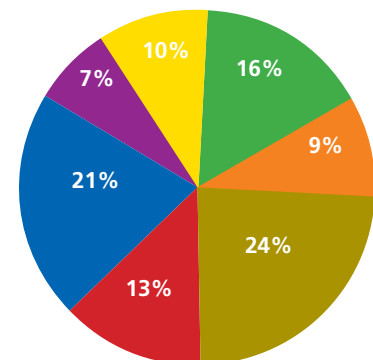
AISES Membership



Levels of AISES Membership



All Members by Region



- Northwest
- West
- Southwest
- South-Central
- Upper Midwest
- Northeast
- Southeast



Make Your Brand Part of Their Future.

A recruitment tool for corporations, government agencies, associations, foundations, Native and non-Native businesses, colleges and universities across the U.S. and Canada, *Winds of Change* delivers a powerful punch; a prized, anticipated source to the people that companies need and want on their teams.

AISES MEMBERSHIP	3000+
Pre-College Affiliate Schools	127
Pre-College Individual Affiliates	87
College Students	1570
College Chapters	172
Professional Chapters	15
Professionals	1343
Annual Membership	1954

AISES DISTRIBUTION: 5000+

- » AISES Members
- » Conferences
- » Libraries & College Affiliate Programs
- » Government Agencies
- » Indian and Alaska Native Tribes
- » Corporations and Media
- » Congressional and State Offices
- » 1,000+ Teachers and Counselors

» WHAT OUR MEMBERS SAY:

“AISES gives American Indian students wonderful opportunities to meet other students with the same interests and background and to network with one another. Being involved in AISES also gives me the opportunity to give back to my community.”

Nan Butler – Cherokee

» DID YOU KNOW?

↑7%

Total AISES membership increase from 2009 to 2010

OVER
1,000

Number of AISES Facebook fans

OVER
7,100

Average number of unique visitors per month on aises.org

83%
OF READERS

Recommend *Winds of Change* for career and educational information

66%
OF READERS

Look forward to every issue

It Speaks For You. It Speaks To Them.

» **Winds of Change** magazine embodies a mission to foster educational and career advancement among Native Americans and Alaskan Natives in the science, engineering, technology, and mathematics (STEM) fields. *Winds of Change* understands its readers, from the students themselves to the educators and professionals who work with them. *Winds of Change* connects you to a nation through thought-provoking editorial coverage of what they need to know and what they want to read about.



Winds of Change bridges cultures, connecting traditional science and spirit with technology and highlighting cross-cultural issues of interest to both Native and non-Native peoples.



Content that matters.

In recent issues, *Winds of Change* has explored topics in business and entrepreneurship, long-distance learning, mentoring, public health, the arts, and a broad range of STEM careers. With lively, engaging writing and authoritative, informed content, *Winds of Change* promotes achievement.



Editorial Calendar 2011

» **Winds of Change** is published five times a year for American Indians and Alaska Natives by AISES Publishing, Inc.



Past Issues ⇐

⇒ Upcoming Issues

	Fall Distributed Nov. 2010	Winter Distributed Jan. 2011	Spring Distributed April 2011	Summer Distribution Planned for July 2011	Special College Issue Distribution Planned for Sept. 2011
Cover	University of Texas	Northern Arizona University	American Chemical Society	TBD	TBD
Feature Story No. 1	Disaster in the Gulf	Dr. David Close and the Pacific Lamprey	The Struggle for San Francisco Peaks	The Obesity Crisis in Indian Country	10 Steps to Choosing a College That's Right for You
Feature Story No. 2	Discovering Community in Biomedical Research	John Herrington's NASA career	Job Hunting Guide	Exploring Careers in Medicine	The Tribal College Choice
Feature Story No. 3	Zuni Horticultural Students Rediscover a Winning Tradition	Annual Conference Highlights	Health Sciences Go Global	Native Rock	Financial Aid Basics
PATHS IN EDUCATION College profiles, and counselor and student interviews			Getting In 101 Montana State University	How to take a college tour? Cloquet Middle School Northeastern State University	University of Michigan PIBS University of South Dakota Johns Hopkins A.T. Still University Colorado School of Mines College of Menominee Nation College of Muskogee Nation Northeastern State University
Toolbox	Apple's Magic Trackpad First Native Museum App Ensol's Spray-On Solar Panels	Squeezebox Radio Transcend GPS Goggles Swiftpoint Mouse	Rusty Wired Hoodies Verilux Cleanwave Sanitizing Wand Eikon Digital Privacy Manager	Waterpebble Veho Microscope Optical Messenger Bag Ecosol Powerstick	
YOUR SAY Guest opinion piece on a hot topic for Native Americans	Rick Stevens and the STEM pipeline	Sequoyah Fellow Ciarra Greene	Sequoyah Fellow D.J. Eagle Bear Vanas	Native Daughters project at the University of Nebraska	
INTO THE WIND	News, Notes, and Opportunities	News, Notes, and Opportunities	News, Notes, and Opportunities	News, Notes, and Opportunities	News, Notes, and Opportunities
LIVING LEGACY	Native American Music, Artists, and Books	Native American Music, Artists, and Books	Native American Music, Artists, and Books	Native American Music, Artists, and Books	Native American Music, Artists, and Books
AISES NOTEBOOK What's happening at AISES	The latest news at AISES	The latest news at AISES	The latest news at AISES	The latest news at AISES	The latest news at AISES
AISES PEOPLE Profiles of AISES students, and professionals and the schools and companies with which they engage	NASA ExxonMobil Summer Science Camp University of Texas at San Antonio	Cal State Nez Perce Tribe University of Kansas	California Polytech American Chemical Society Rochester Institute of Technology	UNC Pembroke University of Kansas Oglala Dakota College	Columbia University University of New Mexico Central Michigan University Montana State University
SPECIAL EDITORIAL AND ADVERTISING OPPORTUNITY	Annual Conference Issue	Summer Opportunities Guide		Career Development and Volunteer Opportunities	List of Top 200 Native American Colleges

2011 Ad Rates

Advertising Rates (gross)

Ad Location	4-color	B/W
Back Cover	\$4,175	
Inside Front Cover	\$3,860	
2-Page Spread	\$5,985	
Inside Back	\$3,805	
Full Page	\$3,265	\$2,965
2/3 Page	\$2,655	\$2,460
1/2 Page	\$2,260	\$2,050
1/3 Page	\$1,700	\$1,560
1/4 Page	\$1,245	\$1,130
College/University Logo or Job Opportunity (1/6 page)		\$560

» YOU'RE IN GREAT COMPANY

Just a few of the many supporters of *Winds of Change*:



Frequency Discounts

Ad Location	2X		3X		4X		5X	
	4-color	B/W	4-color	B/W	4-color	B/W	4-color	B/W
Full Page	\$3,200	\$2,905	\$3,135	\$2,845	\$2,925	\$2,660	\$2,865	\$2,600
2/3 Page	\$2,600	\$2,410	\$2,550	\$2,360	\$2,380	\$2,205	\$2,330	\$2,160
1/2 Page	\$2,215	\$2,010	\$2,170	\$1,970	\$2,025	\$1,835	\$1,980	\$1,795
1/3 Page	\$1,665	\$1,530	\$1,630	\$1,500	\$1,525	\$1,400	\$1,490	\$1,370
1/4 Page	\$1,220	\$1,105	\$1,195	\$1,085	\$1,115	\$1,015	\$1,090	\$990

Additional Rate Information

PLEASE NOTE:

Advertisers in Fall only or College Guide only will be charged an additional 15% over the gross price indicated.

NATIVE BUSINESS DISCOUNT

Native businesses (including tribal businesses) receive an additional 10% discount off gross rates on ads 1/4 size and larger.

INVOICING POLICY

Pre-Payment Requirements

Pre-payment via check or credit card is required for 1/4 page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion

orders to insure placement. 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.

Invoicing Policy

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 invoice number and name of advertiser on check.

**Make Checks Payable To:
THE POHLY COMPANY**

SEND PAYMENTS TO:

The Pohly Company
Winds of Change – Accounts Receivable
211 Congress Street, Floor 11
Boston, MA 02110

PHONE OR EMAIL CONTACT

617-451-1700
windschange@pohlyco.com

Ad Dates and Specs

Issue	Ad Sales Close	Materials Due	Distributed
Winter 2011	12/13/10	12/15/10	January
Spring 2011	3/10/11	3/14/11	April
Summer 2011	6/8/11	6/10/11	July
College Guide 2011-2012	8/5/11	8/9/11	September
Fall 2011	10/6/11	10/8/11	November

Advertising Specifications

Ad Location	Standard Size	Bleed Size*
Full Page	7½" x 10"	8¾" x 11¼"
Spread	N/A	17¼" x 11¼"
2/3 Page	4¾" x 9⅝"	
1/2 Page	7¼" x 4⅝"	
1/3 Page	2¼" x 9⅝"	
1/4 Page	3½" x 4⅝"	
College/University Logo or Job Opportunity (1/6 page)	3½" x 3½"	

Trim Size: 8½" x 11"

* All live copy and images must be within 3/4" of the bleed size

Production Information

MAGAZINE TRIM SIZE: 8 ½ " X 11"

AD SUBMISSION

Winds of Change (WOC) accepts color and black-and-white ads digitally and sent via email. Files 5 MB or larger must be sent on CD or via our FTP site (see below). WOC will archive digital ads for future use; any updates or changes will require new ad submission from the advertiser.

BORDERS ON ADS

Please add a border on ALL ads smaller than full-page OR use a keyline OR clearly defined background with an edge. All ads (except for full page bleed ads) should NOT have any text or graphics bleed past the ad border.

DELIVERY

Please ensure you package your ad files and proof using appropriate packing material. For electronic submission of material, or if you have any questions, please contact WOC production at:

Production Manager
Winds of Change Magazine
The Pohly Company
211 Congress Street, Floor 11
Boston, MA 02110
617.451.1700

EMAIL

All files under 5 MB may be emailed to the following address: kdonnelly@pohlyco.com

FTP INSTRUCTIONS: using an FTP application (like Fetch)

Host: mail.pohlyco.com

User: ftp aisesads

Password: publication

Please submit your materials into the proper *Winds of Change/AISES* issue folder (i.e. Winter, Spring, Summer, Fall, or College Guide). Include issue date and advertiser name in file name. A hardcopy proof must be provided within 24 hours.

PREFERRED SOFTWARE

InDesign CS document (include all images and fonts), PDF, or PDF/X 1-a (using the "PressOptimized" job option in Acrobat Distiller 4.0+). WOC can only accept PDF files created using Acrobat Distiller. Use of Acrobat Distiller is required to ensure that all fonts are embedded properly and images remain CMYK (and/or grayscale) without conversion to RGB.

HARD-COPY PROOFS

A hard copy proof matching your supplied file is required to check against the final output before going to print. If no proof is supplied, WOC will not be responsible for type reflow or other issues that may happen during the file transfer process on native file applications. Color critical ads require a contract color proof meeting SWOP standards in order to achieve desired color reproduction on press.

COLOR

All four-color ads should be designed using the CMYK process. Spot colors should be designed as CMYK match colors, not solid color ink.

GRAPHICS

Save all images in TIFF or EPS formats in CMYK or grayscale colorspaces. All scanned images should be at 300 dpi and placed at 100%. Be sure to include all fonts and images contained in your files (including fonts embedded in EPS files).

COLLEGE/UNIVERSITY LOGO ADS

Please provide a simple keyline border on all ads. All logo ads are limited to a maximum of 100 words including contact information. Logo ads are B/W.