Winds of Change Magazine

Banner Advertising

Digital Guides

Digital Editions

AMERICAN INDIAN SCIENCE AND ENGINEERING SOCIETY

OUR MISSION: To substantially increase the representation of American Indians, Alaska Natives, Native Hawaiians, First Nations, and other indigenous peoples of North America in science, technology, engineering, and math (STEM) studies and careers.

Winds of Change

THE ONLY CHOICE TO REACH NATIVE AMERICANS IN STEM

2016 MEDIA KIT

- **6.6 MILLION** American Indians, Alaska Natives, and Native Hawaiians live in the U.S.
- **1 OUT OF 50** Americans is an American Indian, Alaska Native, or Native Hawaiian
- **378,000** Native Americans are attending public schools
- **ALMOST 344,000** American Indians, Alaska Natives, and Native Hawaiians are attending college
- **39% GROWTH** American Indian/Alaska Native populations from 2000 census
- **THERE ARE MORE THAN 567** Federally Recognized Tribes in the U.S.
**Member Audience**

- **Divine Kickingbird**: Aspiring College Student
- **Mono Livingston**: College Student Seeking Employment
- **Jacob Connors**: Young Professional on the Rise
- **Dr. Jani Ingram**: Elder and Influencer

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**READER INTERACTION**

- **30% of Readers**: Have made contact about a suggested internship
- **Almost 1/3 of Readers**: Visited an advertiser’s website or made an inquiry based on an ad
- **56% of Readers**: Spend an hour or more reading *Winds of Change*
- **83% of Readers**: Recommend *Winds of Change* for career and educational information
- **76% of Readers**: Possess a college or graduate degree
- **66% of Readers**: Look forward to every issue
- **50% of Readers**: Are under the age of 35
- **50% of Readers**: Are keeping the magazine for later reference
- **30% of Readers**: Are passing the publication along to family & friends

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**Membership Breakdown**

- **80%**: College & Young Professionals
- **15%**: Pre-College
- **36%**: Lifetime Members of AISES

**AISES Chapters/Affiliates**

- **175+ College Chapters**
- **14 Professional Chapters**
- **170+ High School Affiliates**

**6,000+ Winds of Change Distribution**

- **3,500+ Members**
- **1,000 High School Teachers & Counselors**
- **150+ Native American Library & Resource Centers**
- **500+ Delivered at AISES and Native Events**
- **2,200 National Conference Distribution**

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**ALL MEMBERS BY REGION**

- **Northeast**: 13%
- **Southeast**: 12%
- **South-Central**: 10%
- **Southwest**: 28%
- **Upper Midwest**: 14%
- **Northwest**: 12%

**AISES MEMBERSHIP**

- **Females**: 49%
- **Males**: 51%
Winds of Change is published seven times a year – four print issues and three digital editions – for American Indians, Alaska Natives, and Native Hawaiians by AISES Publishing, Inc.

2016 ISSUES

WINTER Distribution January 2016

National Conference Recap
ISSUE FOCUS: A recap of the National Conference in Phoenix.

SPRING Distribution March 2016

Top 50 Best Places to Work
ISSUE FOCUS: STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.

SUMMER Distribution June 2016

10 Top STEM Fields
ISSUE FOCUS: Spotlight on 10 areas of significant growth within STEM with profiles of Native professionals in these roles.

FALL Distribution October 2016

National Conference Issue
ISSUE FOCUS: STEM topics with content relevant to the National Conference in Phoenix.

SPECIAL COLLEGE ISSUE Distribution September 2016

Top 200 Colleges
ISSUE FOCUS: Preparing for, getting in, and making the most of college and graduate school. Includes Top 200 Colleges for American Indians.

CAREER BUILDER
Includes Q&As with members talking about their experiences in the workplace as an employee or intern

CORPORATE PROFILE
Spotlights an organization or agency and how students can prepare for a career offered by the company

AISES PEOPLE
Profiles of AISES student and professional members

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

YOUR SAY
AISES members speak out on topics relevant to the Native American STEM community

LAST WORD
Final page includes thoughts from an individual who has an interest in furthering the AISES mission

DIGITAL EXPOSURE
All Winds of Change print issues are accompanied by a Digital Edition posted on aises.org and emailed to 12,500+ offering readers a chance to see the magazine come to life online. Our digital editions offer advertisers unique opportunities to extend your reach beyond print circulation.

Contact Us:
Candace McDonough • National Sales Director • 617.969.2137 • cmcdonough@pohlyco.com
Digital Guides

JOB HUNTING
- STEM Employers
- Featured
- How-tos

PROFESSIONAL & ACADEMIC DEVELOPMENT
- STEM Career Development Strategies
- Advice
- Tips

Increase your presence among AISES members through a half-page advertorial or a full-page ad in the Spring or Fall Digital Guide.
- Terrific results in impressions and readership
  - 20% open rate
  - Over 1,500 page views on the first day of distribution
- Opportunity to reach more than 12,500 American Indian students and professionals right in their inbox
- A direct link to bring readers to your company website inserted in your ad
- Live online on aises.org for a full year
Supply WOC with copy, a photo, and your logo and we will build your half-page ad for you!

AISES E-Newsletters
- AISES E-News delivers current information on job opportunities, career fairs, and education ad positions
- Biweekly and monthly ad positions are available
- Horizontal and skyscraper banner positions
- Reach more than 12,500 AISES members, supporters, exhibitors, and conference attendees with each mailing

Digital Edition Advertising

Gross Rates

Issue Sponsorship
- Left and Right Skyscrapers Vertical 120 x 600 each (.jpg/150ppi)
- Left of Cover Ad Horizontal 550 x 480 (.jpg/150ppi)

Cover Belly Band
- One- or Two-Sided Horizontal 850 x 480 (.jpg/150ppi)

Video Clip
- Embedded in ad (see production specifications)

Audio Clip
- Embedded in ad (see production specifications)

Flash Enhancement
- Add motion to ad (no materials needed)

Gatefold
- Full-page ad becomes digital gatefold
  - Submit materials for full-page print and two pages digital
  - Trim: 17” x 10.875”  Bleed: 17.25” x 11.125”

Banner Advertising

Extend Your Reach Online to More AISES Members

- 16,000 average unique visitors every month
- 50% of our readers visited aises.org as a result of reading Winds of Change

Digital Advertising

Winds of Change Digital Edition

All advertisers are automatically included in the WOC digital version, but now you can extend your reach beyond the print circulation with one of the many highly visible digital enhancements. In addition to being emailed to members and non-members, the digital edition is posted and archived on aises.org and featured on Facebook.

Contact Us:
Candace McDonough • National Sales Director • 617.969.2137 • cmcdonough@pohlyco.com
Print Publications & Winter Digital-Only National Conference Wrap-Up Issue 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>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,595</td>
<td>$3,525</td>
<td>$3,450</td>
<td>$3,235</td>
<td>$3,165</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,925</td>
<td>$2,870</td>
<td>$2,810</td>
<td>$2,635</td>
<td>$2,575</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>$2,495</td>
<td>$2,445</td>
<td>$2,395</td>
<td>$2,245</td>
<td>$2,195</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,075</td>
<td>$2,025</td>
<td>$1,975</td>
<td>$1,835</td>
<td>$1,785</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 Winter National Conference Wrap-Up Issue are discounted 15% off the Gross Rate.

Digital Edition Ad Rates (Gross)

<table>
<thead>
<tr>
<th>Enhanced Ad Opportunities</th>
<th>Rates</th>
<th>Ad Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Sponsorship</td>
<td>$1,700</td>
<td>Left and right skyscraper banners and one left of cover ad</td>
</tr>
<tr>
<td>Cover Belly Band</td>
<td>$350</td>
<td>Available on any size print ad</td>
</tr>
<tr>
<td>Video Clip</td>
<td>$350</td>
<td>Available on any size print ad</td>
</tr>
<tr>
<td>Audio Clip</td>
<td>$350</td>
<td>Available on any size print ad</td>
</tr>
<tr>
<td>Flash Enhancement to Print Ad (Ad Jolt)</td>
<td>$350</td>
<td>Available on 1/2 page or larger print ads</td>
</tr>
<tr>
<td>Gatefold</td>
<td>$325</td>
<td>Full page print ad is enhanced to include a digital-only gatefold spread</td>
</tr>
</tbody>
</table>

Net Ad Rates for Digital Guides*

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Advertorial</td>
<td>$1,800</td>
<td>$1,600</td>
</tr>
<tr>
<td>Full-page Premium Ad</td>
<td>$2,800</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*Frequency discounts may apply when purchased in conjunction with print advertising in Winds of Change magazine

Net Ad Rates for Online Banners

<table>
<thead>
<tr>
<th>Placement</th>
<th>Monthly Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>aises.org</td>
<td>$450</td>
</tr>
<tr>
<td>Web Banners</td>
<td></td>
</tr>
<tr>
<td>AISES E-News</td>
<td>$500 Horizontal Banner $800 Skyscraper Banner</td>
</tr>
<tr>
<td>Winds of Change Button Banners on aises.org</td>
<td>$300</td>
</tr>
</tbody>
</table>

Digital Edition Rates (Gross)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2016 (digital only)</td>
<td>Week of 1/18</td>
</tr>
<tr>
<td>Spring 2016</td>
<td>Week of 3/14</td>
</tr>
<tr>
<td>Spring Digital Guide</td>
<td>Week of 4/18</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>Week of 6/27</td>
</tr>
<tr>
<td>College Guide 2016-2017</td>
<td>Week of 9/12</td>
</tr>
<tr>
<td>Fall Digital Guide</td>
<td>Week of 10/17</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>Week of 11/14</td>
</tr>
</tbody>
</table>

2016 DATES AND SPECS

Ad Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Sales Close</th>
<th>Materials Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2016 (digital only)</td>
<td>1/5</td>
<td>Week of 1/18</td>
</tr>
<tr>
<td>Spring 2016</td>
<td>2/25</td>
<td>Week of 3/14</td>
</tr>
<tr>
<td>Spring Digital Guide</td>
<td>4/8</td>
<td>Week of 4/18</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>7/31</td>
<td>Week of 6/27</td>
</tr>
<tr>
<td>Fall Digital Guide</td>
<td>9/30</td>
<td>Week of 10/17</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>10/18</td>
<td>Week of 11/14</td>
</tr>
</tbody>
</table>

Digital Editions Emailed & Post Dates

<table>
<thead>
<tr>
<th>Digital Editions</th>
<th>Emailed &amp; Post Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Issue</td>
<td>Week of 1/18</td>
</tr>
<tr>
<td>Spring Issue</td>
<td>Week of 3/14</td>
</tr>
<tr>
<td>Summer Issue</td>
<td>Week of 6/27</td>
</tr>
<tr>
<td>College Issue</td>
<td>Week of 9/12</td>
</tr>
<tr>
<td>Fall Issue</td>
<td>Week of 11/14</td>
</tr>
</tbody>
</table>

Print Advertising Specifications

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Standard Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>16&quot; x 9.875&quot;</td>
<td>17.25&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5&quot; x 9.875&quot;</td>
<td>8.75&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>2/3 Page vertical</td>
<td>4.75&quot; x 9.625&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7.25&quot; x 4.625&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page vertical</td>
<td>2.25&quot; x 9.625&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5&quot; x 4.625&quot;</td>
<td></td>
</tr>
<tr>
<td>College/University Logo Ad</td>
<td>3.5&quot; x 3.125&quot;</td>
<td></td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION ON ADVERTISING, CONTACT:

Candace McDonough
National Sales Director
617.969.2137
cmcdonough@pohlyco.com

Winds of Change is published exclusively by The Pohly Company for AISES Publishing, Inc.
PAYMENT TERMS & CONTRACT CONDITIONS

Winds of Change Media is exclusively published by The Pohly Company (Publisher) on behalf of the American Indian Science and Engineering Society.

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.

INVOICING POLICY
Prepayment Requirements.
Prepayment via check or credit card is required for ¼ 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 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
927 Boylston Street, 5th Floor
Boston, MA 02126

PHONE OR EMAIL CONTACT
(617) 451-1700
windsofchange@pohlyco.com

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 advertising, 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” prior to any advertisement that simulates editorial content. Terms of this agreement may be voided by 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 Pohly Company.

Only space charges are commissionable. Production or mechanical charges are billed at net and are non-commissionable.

PRODUCTION REQUIREMENTS

IF THERE ARE ANY QUESTIONS REGARDING THE PROCESS STATED BELOW, PLEASE CONTACT WINDSOFCHEM@POHLCO.COM.

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 Quark Xpress or Adobe InDesign files are not acceptable.

FILE DELIVERY:
EMAIL: windsofchange@pohlyco.com
FTP: Using a web browser, go to http://pohlyco.box.net. Email/Username: vendortftp@pohlyco.com. Password: Green10! (case sensitive)

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 Video Clip - Send video files as .mp3 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 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 Audio Clip - Send audio files in .mp3 format at a sample rate of 11kHz, 22kHz, 44kHz, or 96kHz. Audio files using the PCM S16 LE codec are not supported.