



2009

Winds of Change

Empowering Native Americans through Higher Education and Careers

Facts

- *Winds of Change* is published by AISES Publishing, Inc. and honors tradition while exploring issues primarily in the STEM areas (science, technology, engineering, mathematics); health; education; and business.
- *Winds of Change* remains unsurpassed in its commitment and ability to reach a broad spectrum of rural and urban American Indians and Alaska Natives who look to the magazine for career and educational opportunities as well as for inspiring and motivational articles about Native people and careers.
- *Winds of Change* is used for recruitment by major corporations, government agencies, Native and non-Native businesses, and colleges and universities across the U.S.
- *Winds of Change* is published five times a year. **The Annual College Guide**, now in its 16th year, is published in time for the Fall recruitment season. **The College Guide** provides a full spectrum of support for prospective undergraduate and graduate students.

Editorial Planning Calendar

Each issue of *Winds of Change* includes higher education and career articles, opportunities and resources pertaining especially but not limited to the sciences, engineering, information technology, health, education and business.

Also included are articles relevant to traditional knowledge and arts and resources, as well as language preservation and success stories of Natives who have faced and overcome the challenges many readers experience. Editorials and announcements are always standard components. *Winds of Change* supports the mission of the American Indian Science & Engineering Society (AISES), “to substantially increase the representation of American Indians and Alaska Natives in engineering, science and other related technology fields” through educational, financial, academic and cultural support.

2009 Issues	Space Deadline	Materials Due	Distribution Date
Winter 2009 Education and Careers Includes Annual Summer Opportunities Guide to jobs, internships and student programs (no charge to Winter issue advertisers or \$650 for a listing without an ad).	November 1	November 15	January
Spring 2009 Models of Leadership within the STEM Fields	February 1	February 15	April
Summer 2009 Health, Environment & Technology: Careers and Concerns	May 1	May 15	July
16th Annual College Guide Relevant information and resources to facilitate college and graduate school success. Includes statistics on 200 schools with strong programs for Native students.	June 15	June 30	September
Fall 2009 Careers on the Cutting Edge	August 1	August 15	November

2009 bonus distribution at national conferences, conventions, seminars and workshops!



Winds of Change

2009 Advertising Rates (gross)

Subject to change without notification

Ad Location	4-color	B/W	Image Size (w x h)
Note that additional upfront pages may be added for College Guide and Fall issues.			
Back Cover (must be bleed, see page 3)	\$3900		8¾" x 11¼"
Inside Front Cover	3610		7½" x 10"
Page 1	3560		7½" x 10"
Page 2	3285		7½" x 10"
Page 5 (op ed)	3510		7½" x 10"
Page 8	3180		7½" x 10"
Page 9	3180		7½" x 10"
2-Page Spread	2805/pg		7½" x 10"
Inside Back	3560		7½" x 10"
Full	3050	2770	7½" x 10"
2/3	2530	2345	4⅝" x 9¾"
1/2	2110	1920	7¼" x 4⅝"
1/3	1590	1456	2¼" x 9¾"
1/4	1163	1056	3½" x 4⅝"
College/University Logo		525	approx. 1/6 page
Classifieds		\$2 per word	

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

College/University Logo Ads

For colleges and universities only; ads are 3.5" wide x 3.125" high (3 1/2 x 3 1/8) and require a simple keyline border. Typesetting provided free of charge by *Winds of Change* or schools may submit their own camera-ready ad as a PDF. All logo ads are limited to a maximum of 100 words including contact information. To have *Winds of Change* typeset, e-mail text in one file and school logo at high resolution (1000 dpi or higher) as a separate file. Logo ads are B/W. **Do NOT send a GIF file from a website.**

Camera-Ready Discounts

Send ads 1/4 size or larger camera-ready to receive a 15% discount of gross rate.

Frequency Discounts

Frequency discounts are based on an up front commitment to run in 2 or more issues in a year. Rates are as follows:
 2X - 2% 3X - 4% 4X - 6% 5X - 8%

Native Business Discount

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

Space Reservations and Pull Rate

An insertion or purchase order, *Winds of Change* contract or advertiser's credit card will serve as a non-refundable, official contract for reserving ad space. If the ad is canceled during the period between the space reservation and materials deadlines, 50% of the gross price will be charged. On or after the materials deadline, the full price will be charged whether or not the advertiser chooses to run the ad.

Positioning

Winds of Change tries to honor placement requests. To insure preferred placement, a 15% charge (based on gross rate) is required unless *Winds of Change* reserves the ad on a specific page. Clippable ads also require a 15% additional charge on the gross rate. *Placement priority is given to advertisers who advertise in 5 consecutive issues.

Invoicing Policy

Advertising is invoiced at the time of publication. Payment is due within 45 days of invoice date. Finance charges accrue at a daily rate of 1.5% on payments received after that date. Note that *Winds of Change* is a division of AISES Publishing, Inc.

Banner Ads

Banner ads appear in a prominent position on the *Winds of Change* homepage (www.wocmag.org), with a link to the advertiser's URL of choice. Approximate number of hits/month: 100,000. Size is 80 x 80 pixels at 72 dpi, without animation. File size must be equal to or less than 25K and sent as a GIF file. Banner ads can be e-mailed to *Winds of Change* at adwoc@indra.com.

Rates for banner ads are charged on a quarterly basis as follows*:

Banner ads in conjunction with display ads: \$350/quarter (net)

Banner ads WITHOUT display ads: \$990/quarter (net)

***Advertise in four or more issues and receive a free banner ad for the calendar year in which you advertise!**

Payments should be made to: AISES Publishing, Inc., Dept. 110, Denver, CO 80291-0110.

For proper accounting and tracking, please indicate which client the check is for directly on the check.



2009 Advertising Specs

Ad Specs

Advertisers and ad agencies assume liability for all content including text, representations and illustrations of ads printed and also assume responsibility for all claims arising therefrom made against *Winds of Change* publisher. The publisher reserves the right to reject any advertisement not in keeping with *Winds of Change* standards. All copy is subject to publisher's approval.

Camera-Ready

Ads are considered camera-ready if they meet all *Winds of Change* specifications. Advertisers who do not meet these specs will be notified and will either resubmit a camera-ready ad or *Winds of Change* will produce the ad and charge accordingly. No agency commissions or camera-ready discounts will be applied to ads that do not meet *Winds of Change* specs. *Winds of Change* and AISES Publishing, Inc. make no guarantees about accuracy of content of ads and will not be held responsible for errors in printing of those ads.

Ad Submission

Winds of Change accepts color and black and white ads digitally and sent via e-mail. Files 20 MB or larger must be sent on CD. All ads must meet specs outlined in the Camera-Ready Ad Guidelines (see last page of this media kit). Note that *Winds of Change* cannot be held responsible for color accuracy.

Winds of Change will archive digital ads for future use; any updates or changes will require a new ad from the advertiser.

Ad Sizes

(All sizes are horizontal X vertical.)

*Note that back cover, inside front and back and all up front, premier pages must be full-page, color ads. Back and inside covers should be bleeds.

full page	7 1/2" x 10"
2/3	4 5/8" x 9 3/4"
1/2	7 1/4" x 4 5/8"
1/3	2 1/4" x 9 3/4"
1/4	3 1/2" x 4 5/8"
logo	approx. 1/6 page

Magazine Trim Size: 8 1/2" X 11"

Bleed Size: 8 3/4" x 11 1/4". Live material (text and images) must be at least 1/2" in from trim size. PLEASE add crop marks to bleed ads! No extra charge for bleed size. *NOTE that only full-page ads may be sent as bleeds.

Borders on Ads

Display ads smaller than full-page require a border, keyline or clearly-defined background with an edge. All ads (except full-page bleeds) should NOT have any text or graphics bleed past the ad border.

Please contact *Winds of Change* advertising office with any questions before submitting your ad.

Circulation & Demographics

Winds of Change readers are high school, undergraduate and graduate students and entry-level and experienced professionals; Native and non-Native educators; and individuals, companies, government agencies and schools interested in Native issues.

Winds of Change is distributed to: subscribers; student members of college chapters of the American Indian Science and Engineering Society (AISES) located throughout the U.S. and Canada; members of professional AISES chapters across the U.S.; relevant conferences and conventions; tribes; Indian Health Service patient offices; public, school and university libraries; Indian urban centers and state commissions; corporations and media; government agencies; and congressional and state offices.

About 30% of readers are current college and graduate school students. The most recent readership survey found that 70% of readers are American Indians and Alaska Natives; 55% are male, 45% are female; and 50% have subscribed to *Winds of Change* for six years or longer. 40% of readers share their copies with four to nine people. As for advertisers, 40% have advertised in *Winds of Change* for five to eight years and approximately 70% feel their advertising has been successful.

Actual numbers of magazines printed depend on bonus distribution of each issue. A minimum of 10,000 are printed (each issue), with additional copies (in thousands) printed based on conference/convention distribution.



Winds of Change

Camera-Ready Ad Guidelines

- File format: *Winds of Change* accepts PDF, EPS, and TIF formats. See Guidelines for Creating PDFs on this page.
- All fonts must be embedded or converted to outlines.
- Eliminate crop marks on all ads EXCEPT full page ads.
- It is preferable to send all ads via e-mail. Files 20 MB or greater must be sent on CD. Please notify *Winds of Change* before sending large files.
- Do NOT send GIF files! These are for Internet purposes only; they look great on the screen but do not print well.
- *Winds of Change* is produced as a perfect bound magazine.

All files MUST be converted to CMYK. Make sure all spot colors are CMYK before sending!

No Pantone ink colors! No RGB photos!

Files sent with Pantone or RGB will be returned or *Winds of Change* can correct for a production fee.

Guidelines for Creating PDFs

1. Once your file has been set up according to *Winds of Change* specifications, proceed with creating a PDF.
2. When making a color PDF choose composite *CMYK*.
3. When making a black & white PDF choose "leave unchanged."
4. Select the correct page size for your ad.
5. If the ad is a full-page bleed, make page size one inch larger than document trim size and provide crop marks.
6. **Embed all fonts.** Do not subset fonts.
7. **De-select** *Optimize for Fast Web View* and *Embed Thumbnails*.
8. Use *PostScript Level 2* only; *Data Encoding* should be *Binary*, *Acrobat 5.0* compatibility.
9. Distill all files for "**PRESS**" quality.

QUICK CHECK:

Did you remember to:

1. Embed all fonts and convert color, including spot color, to CMYK?
2. Add a border to your ad?
3. Include crop marks on full page bleed ads?

Please call *Winds of Change* advertising office with any questions!

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Advertising Office: 4450 Arapahoe Avenue, Suite 100 • Boulder, Colorado 80303

Payments: AISES Publishing, Inc. • Dept. 110 • Denver, CO 80291-0110

(303) 448-8853 (T) • (303) 444-6607 (F) • **E-mail:** adwoc@indra.com • **Web:** www.wocmag.org