



2010

Winds of Change

Empowering Native Americans through Higher Education and Careers

Facts

- *Winds of Change* is published by AISES Publishing, Inc. in conjunction with the American Indian Science & Engineering Society, 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 US.
- *Winds of Change* is published five times a year. The **Annual College Guide**, now in its 17th 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.

2010 Issues	Space Deadline	Materials Due	Distribution Date
Winter 2010 Education and Careers <i>Annual Summer Opportunities Guide*</i> *No charge to Winter advertisers to list jobs, internships and student programs in the Summer Opportunities Guide; or \$700 for a listing without an ad.	November 1	November 15	January
Spring 2010 Leading the Way in STEM	February 1	February 15	April
Summer 2010 Health, Environment & Technology	May 1	May 15	July
17th 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 2010 Emergent Careers/32nd AISES National Conference	August 1	August 15	November

2010 bonus distribution at national conferences, conventions, seminars and workshops!



Winds of Change

2010 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)	\$3975		8 ³ / ₄ " x 11 ¹ / ₄ "
Inside Front Cover	3675		7 ¹ / ₂ " x 10"
Page 1	3625		7 ¹ / ₂ " x 10"
Page 2	3350		7 ¹ / ₂ " x 10"
Page 5 (op ed)	3575		7 ¹ / ₂ " x 10"
Page 8	3240		7 ¹ / ₂ " x 10"
Page 9	3240		7 ¹ / ₂ " x 10"
2-Page Spread	2850/pg		7 ¹ / ₂ " x 10"
Inside Back	3625		7 ¹ / ₂ " x 10"
Full	3110	2825	7 ¹ / ₂ " x 10"
2/3	2530	2345	4 ³ / ₄ " x 9 ⁵ / ₈ "
1/2	2150	1950	7 ¹ / ₄ " x 4 ⁵ / ₈ "
1/3	1620	1485	2 ¹ / ₄ " x 9 ⁵ / ₈ "
1/4	1185	1075	3 ¹ / ₂ " x 4 ⁵ / ₈ "
College/University Logo		535	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 (300 dpi minimum) 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.

Winds of Change 2010 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	7½" x 10"
2/3	4¾" x 9⅝"
1/2	7¼" x 4⅝"
1/3	2¼" x 9⅝"
1/4	3½" x 4⅝"
logo	approx. 1/6 page

Magazine Trim Size: 8½" X 11"

Full-Page Bleed Size: 8¾" x 11¼". NO BLEED ADS SMALLER THAN FULL PAGE. Live material (text and images) must be at least ½" in from trim size. PLEASE ADD CROP MARKS TO BLEED ADS! No extra charge for bleed size.

Borders on Ads

Add a border on ALL ads smaller than full-page OR use 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 US and Canada; members of professional AISES chapters across the US; 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.

The most recent readership survey found that close to 75% of readers are American Indians and Alaska Natives; 55% are female, 45% are male; and 69% have subscribed to *Winds of Change* for a minimum of three years. A majority of respondents (83%) are likely to recommend *Winds of Change* for someone seeking educational or career information, with 49% having encouraged others to subscribe to the magazine. Readers also indicated that they share each issue of the magazine with an average of six others.

As for advertisers, 40% have advertised in *Winds of Change* for five to eight years and approximately 70% feel their advertising has been successful.



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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.
- NO CROP MARKS OR BLEEDS EXCEPT ON FULL PAGE ADS!
- Do NOT send GIF files! These are for Internet purposes only; they look great on the screen but do not print well.
- All photos, logos and other graphics placed in an ad must be AT LEAST 300 dpi.
- Please send all ads less than 20MB via e-mail. Files 20 MB or greater must be sent on CD. Please notify *Winds of Change* before sending large files.
- *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. Embed all fonts.
Do not subset fonts.
5. Distill all files for “PRESS” quality.

QUICK CHECK:

Remember to:

- Embed all fonts and convert color, including spot color, to CMYK
- Add a border to your ad
- Make sure all ad photos and graphics are at least 300 dpi

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

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