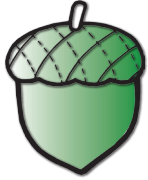




# INDIAN VOICES

www.indianvoices.net



## MISSION

*To promote a supportive system of information sharing grounded in Native Indigenous values while building relationships with grassroots coalitions of labor and community groups.*

## GENERAL INFORMATION

A monthly publication targeted to a diverse readership as a multi-cultural networking tool. Distribution to educational institutions, native reservations, health clinics, urban Indian centers, fairs, public events, employment fairs, libraries, hotels, tourist centers and information centers nationwide.

**Publication Dates:** First day of month  
**Material / Ad Deadline:** 20th of month  
**Dimensions:** Tabloid Frame Size  
(10.25" X 13")

## ADVANTAGES OF ADVERTISING IN "INDIAN VOICES"

*Indian Voices* offers advertisers the opportunity to reach out to unique clientele from a variety of cultures and heritages.

## NETWORKING AND COMMUNITY BUILDING OPPORTUNITIES

*Indian Voices* is a portal to access many talented and skilled journalists, artists and business owners. Because of its reputation with our readers, it is a viable resource for consumers to discover your products and services.

## INCREASE AWARENESS OF YOUR PRODUCTS AND SERVICES WITH OUR DIVERSE AND UNIQUE DEMOGRAPHIC

By utilizing *Indian Voices* as a marketing tool, an untapped demographic is exposed to your existing products and services. For 27 years, *Indian Voices* has delivered award-winning coverage of the American Southwest from San Diego to Las Vegas cultural and business communities. Our print and online formats are one of the indigenous community's most valuable business tools.

## MARKET TRENDS

Our marketing department can identify trends in local market forces, detect emerging competition and uncover new opportunities.

## CONTENT AND GOALS OF "INDIAN VOICES"

- From weekly schedules to targeting specific issues or seasons, *Indian Voices* provides a variety of sizes and rates that are extremely cost-effective. Also, an insert can be placed within the publication to promote your products and services.
- *Indian Voices Media Project* supports the development of an entrepreneurial journalistic endeavor dedicated to bringing the voices of indigenous members of our society into the national discourse. To influence policy makers, provide educational materials, and public outreach regarding the important role of indigenous people whose enduring presence in the development of our history and society assures its future.
- A vendor's circle for Powwow vendors to promote their products and services.
- Calendars
  1. An entertainment venue calendar to provide a social calendar for the public who is seeking indigenous cultural and entertainment events.
  2. Student events and sports events with a focus on Native American students and athletes.
- Tourist Education is a partnership with local tour guides who provide cultural and educational tours with a focus on accurate representation of indigenous people.



## PRINT ADVERTISING RATES

Outside Back Cover (10.25" x 12.125") full color available	\$2000*
Inside Back Cover (10.25" x 12.125")	\$1500*
Inside Center Fold (10.25" x 12.125") full color available	\$1800*
Full Page (10.25" x 12.125")	\$1000*
Half Page Horizontal (10.25" x 5.875")	\$600*
Half Page Vertical (5" x 12.125")	\$600*
Quarter Page Vertical (5" x 5.875")	\$325*
Quarter Page Horizontal (10.25" x 2.875")	\$325*
Eighth Page Vertical (2.5" x 5.875")	\$175*
Eighth Page Horizontal (5" x 2.875")	\$175*
Business Card (3.75" x 2")	\$125*

\* Rates are per issue

**Contract Discount** ~ contact us for special discount rates:

- Three (3) issues: 5%
- Six (6) issues: 10%
- Twelve (12) issues: 15%

## ONLINE ADVERTISING RATES

Digital media have been one of the few beneficiaries of the recession, with internet advertising outperforming television for the first time. Advertising with **Indian Voices** provides cutting edge exposure.

- Top Banner \$95/month (728 X 90 pixels)  
Rotated on EVERY page
- Left/Right Column \$25/month (350 x 250 pixels)  
Rotated on EVERY page

## PRINT GRAPHIC SPECS

Camera-ready art for the print edition must be mailed before the 20th of the month or may be e-mailed in JPEG, TIFF or PDF format.

All artwork must be 300dpi @ 100% size.

Graphics and photos from the internet are low resolution and will not print clearly.

To inquire about web advertising or to submit an ad for the **Indian Voices** website, please contact us.

