



NEWS FROM THE NATIONS NATIVE JOURNAL INDIAN COUNTRY

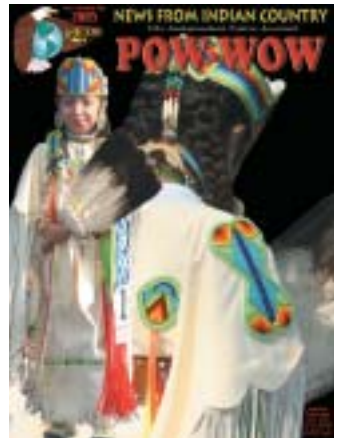


Electronic Edition



Website

Pow-wow Special



8558N COUNTY ROAD K • HAYWARD, WI 54843
 DISPLAY & JOB ADV BOTH ONLINE & IN THE HARD COPY: (715) 634-1429
 FAX: (715) 634-3243 • WEBSITE: www.IndianCountryNews.com



NEWS FROM THE INDEPENDENT NATIVE JOURNAL INDIAN COUNTRY

HISTORY

News From Indian Country (NFIC) is the only Indian owned and operated, reservation based, national independent Native newspaper in the country. *NFIC* continues to make firsts in Indian Country... the first to publish as a national Native American newspaper... the first to publish the most accurate up-to-date pow-wow directory with over 1,000 confirmed pow-wows annually and... the first to offer our readers around the Globe the choice to read our publication one of two ways.

1. The traditional Compact hard copy sent through the post office.
2. Downloading the **EXACT** digital reproduction to their very own PC.

For over the past two decades, *NFIC* has been located on the Lac Courte Oreilles Ojibwe Reservation in Northern Wisconsin. With consistency and reliability, *NFIC* has been the **TRUSTED LEADER** in news and happenings across Indian Country.

FACTS

News From Indian Country is read by Native Americans and non-Native Americans alike throughout North America and around the GLOBE. Publishing 24 times a year, *NFIC* keeps the world on top of all the late-breaking news throughout the Americas. From a survey sent to our readers, we've been told they pass their copy of *NFIC* on to 7 or more people. With these pass-on ratios, that gives *NFIC* a readership of **more than 50,000 readers** two times a month.

NFIC is more than just a newspaper in the homes around the world... it is a part of their homes... shared with friends and family and archived for decades. According to our readership survey, **46%** of our readers do not subscribe to any other Native publication. *NFIC* has less than an **8%** overlap in readership with any other national Native publication. Therefore, to reach our readers, it pays to advertise with us. By advertising in *NFIC*, your company or organization is supporting the **VOICE** of Indian Country and that is saying a lot.

SECTIONS

News From Indian Country covers hard core news along with cultural, historical, musical and gaming stories. By rotating two sections of its publication, the "Culture" section and the "Explore Indian Country" section, we are able to highlight issues on both culture and gaming. The "Culture" section focusses on Native culture, pow-wows, book reviews and music reviews. The "Explore" section focuses on Native tourism, entertainment, casino stories, as well as more culture and pow-wows.

WHY NFIC?

If your company wants the business of Native Americans and their supporters, then **News From Indian Country** is the place to be. We are told by Native Americans, and those with services to offer Native Americans, that we are **THE** medium with which to reach a broad segment of the Native American population and their supporters. We feel that *NFIC* can provide you and your customers with an excellent service, in addition to giving your company the opportunity to work with an independent Indian owned and operated business. Advertising in *NFIC* demonstrates affirmative action policies, and satisfies EEO (Equal Employment Opportunity) requirements for employment and employee searches.

A study released by the University of Georgia reported that the buying power of Native Americans has increased over 81% over the last decade. In real numbers, Indian Country will have **over a total buying power of \$34.8 billion** in 2009, up from 19.2 billion in 1990. Join our team and be associated with one of the largest communication networks available to Native Americans in North America. Call or email us today and let us help you promote your organization, event or message.

Support Independent Native American News!
Reserve your advertising space today!



With over 7.1 Million hits and 190,000 unique visitors in the past year don't pass up this opportunity to be seen on our site.



Home Page Banners: \$100 per week (Banner size is 150 pxls wide x 70 pxls high at 72 dpi)

Sections Page Banners: \$50 per week per section (You choose the section you would like to be apart of)
(Banner size is 150 pxls wide x 70 pxls high at 72 dpi)

Rolling Banners: \$75 per week (Revolves with other banners but shows up on all pages)
(Banner size is 390 pxls wide x 90 pxls high at 72 dpi)

Display Ads online: \$25 for two weeks (We can put your display ad from the paper copy online with a link to your site under the Ad Index section of our site)

Job Listings: \$100 for two weeks
(or use our Careerbuilder.com component)

If your have a limited budget or would like to pay per click and per impression, contact our office for a consultation. We will help you come up with a plan that best fits your needs.

Underwriting opportunities available for online video/tv projects. Contact us for more information if you're interested.

COMING SOON: Indian Country TV. Be apart of the fastest growing trend on the net. Contact us about advertising opportunities. From underwriting, banners, links and commercials.

Advertise both online and in our hard copy of *News From Indian Country* and receive HUGE discounts, call for details.

**For more information or to reserve your space contact:
Kimberlie R. Acosta
715.634.1429
nfcad@cheqnet.net**



With web trends on the rise, our statistics show that our website hits and unique visitors will more then triple over the next year, so reserve your space today and be apart of the fastest growing Native community on the net!

THE OLDEST INDEPENDENT NATIONAL COMPACT NEWSPAPER SERVING

INDIAN COUNTRY!



Open Compact Rates

\$23.00 per column inch

4-Color Charges

\$125 per color (cmyk)

Compact Display (Rates for b/w)

<u>Sample Ad Size</u>	<u>Cost per issue</u>
Bus. Card (2.5" = 1 col x 2.5h)	\$ 55.00
1/8 Pg. (6.7" = 2 col. x3.35h)	\$154.00
1/4 Pg. (13.5" = 2 col. x 6.75h)	\$308.00
1/3 Pg. (18" = 2 col x 9h)	\$407.00
1/2 Pg. (27" = 2 col x 13.5h or 4 col x 6.75h)	\$616.00
Full Pg. (54" = 4 col x 13.5h)	\$1,232.00

<u>Column</u>	<u>Width in inches</u>
1 column	2.3
2 column	4.90
3 column	7.45
4 column	10

Full Page Inside Cover or Inside Back (4 color) - \$1,800.00

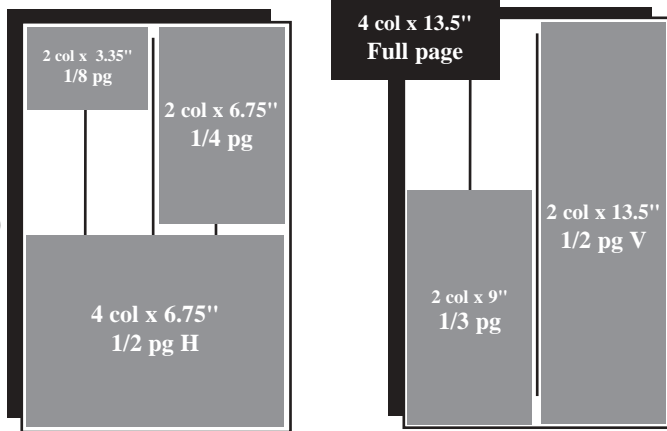
Center Spread/Double Trunk (4 color, 20.5w x 13h) - \$3,000.00

Full Back Page (4 color) - \$2,400.00

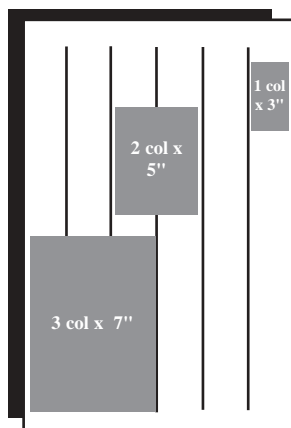
Layout & Design - 15% additional charge. (Minimum cost \$25.00)

News From Indian Country publishes 2 times a month

Pow-wow Specials published in the Spring & Summer



Deadlines are two weeks prior to issue date



Job Display (Rates b/w)

\$16.00 per column inch

(approx 20 words per col. inch for estimate)

6 column format

Classified ads

<u>Column</u>	<u>Width in inches</u>
1 column	1.54"
2 column	3.23"
3 column	4.92"
4 column	6.61"
5 column	8.30"
6 column	10"



Banner & Job Ads... Online

Banner ads: \$100 per week

Job ads: \$100 for two weeks

Contact Kimberlie at

715.634.1429 or email at nficad@cheqnet.net

We accept:



Rates (Pow-wow Special):

15% higher than NFIC prices above.

www.IndianCountryNews.com

SPECIAL EDITIONS:

Spring Pow-wow Special

January 26, 2009



**Trusted...
Reliable...
Up-To-Date...
Over 1,000
Pow-wows Annually**

Just the facts...

95% of our readers read the advertisements in News From Indian Country.

86% of our readers believe it is important that we are Native owned and reservation based.

65% of our readers think it is important that we don't receive government or tribal funding or grants.

57% of our readers have access to the internet.

46% of our readers don't subscribe to any other Native publications.

35% of our readers pass their copy of News From Indian Country on to 7 or more people.

Mechanical Specifications

Our office is set up in a Macintosh environment.

We can accept:

- Quark Xpress 4.0 documents
- Photoshop 6.0 documents
- PDF files (Color ads need to be CMYK)

We accept ads on

- Email • 250 mb Zip discs
- 100 mb Zip discs • CD-Roms
- (We will gladly return discs if they are accompanied with a self-addressed stamped envelope.)

Specification for output:

- > 85 line screen
- > 4-Color 200 dpi, B/W 170 dpi
- > No bleed
- > Proof must be included

We accept ads via:

Email/Mail/UPS/FedX:

News From Indian Country
8558N County Road K
Hayward, WI 54843

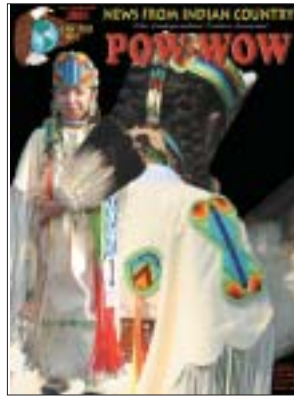
Fax: (715) 634-3243

Advertising Contact:

Kimberlie R. Acosta Advertising Director
PH: (715) 634-1429
Email: nfcad@cheqnet.net

Summer Pow-wow Special

June 15, 2009



ADVERTISING POLICIES

- > The publisher accepts all advertising with the understanding that the advertiser is authorized to publish the entire content.
- > The publisher will not be held responsible for claims or suit of defamation, libel, plagiarism, copyright infringement and privacy violations.
- > Cancellations are not accepted after the space closing date.
- > All verbal orders are considered binding unless cancelled prior to the closing date.
- > We reserve the right to refuse, revise and cancel an advertisement at any time.
- > Advertisements that resemble an editorial will be marked "advertisement" by the publisher.
- > The advertiser is responsible for submitting copy prior to the closing date. If new copy is not received prior to closing date, the previous insertion will run. If the advertiser has no previous insertion, he is responsible for the full cost of the contracted space.
- > New advertisers are required to pre-pay at least 50% of their first advertisement. Full payment is due within 30 days of invoice date.
- > We reserve the right to assess a 1.5% service charge on all unpaid balances, net 30 days.
- > All discounts are void if payment isn't made within 30 days. Advertisers who lose their discounts, will receive a statement that reflects the adjustments and they will then be responsible for the full cost of their advertisements.
- > All payments must be paid with U.S. currency. Failure to comply will result in a 15% penalty fee.
- > Political ads must be paid in advance and carry a disclaimer by the individual or group paying the ad.
- > Position of advertising is gladly given when possible but never guaranteed.
- > The publisher will not be bound by any condition, printed or otherwise, that conflicts with these policies or standards of News From Indian Country.

The trail doesn't
end here...



THINGS TO REMEMBER

News From Indian Country is a National publication. Make sure that your ad has your city and state in it, also make sure not to forget to put your area code in your ad when you give out your telephone number.

News From Indian Country's readers are intelligent human beings and consumers, they purchase many products and attend many events. Make sure your ad is attractive and easy to read. Eliminate unnecessary details. A cluttered ad will turn away the reader.

News From Indian Country has certain specifications for camera ready ads. Make sure you look over all the material sent to you on this matter and feel free to consult with an advertising representative if you have any questions.

News From Indian Country survives on its income from subscriptions and advertisers alone. Make sure to keep your account up to date. We have a net 30 day payment policy on all outstanding accounts unless otherwise negotiated.

News From Indian Country offers many discounts for advertising. Take advantage of these generous discounts, but remember they are only good for 30 days. If you don't pay within the 30 days, you lose your discount and you will owe the full cost on any advertising placement.

NEWS FROM INDIAN COUNTRY

KIMBERLIE R. ACOSTA
ADVERTISING/MARKETING

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HAYWARD, WI 54843-5800
PHONE 715.634.1429
FAX 715.634.3243
E-MAIL: nfcad@cheqnet.net
www.indiancountrynews.com



Indian Country Communications, Inc.

Publishers of:

NEWS FROM
The Independent Native Journal
INDIAN COUNTRY

8558N County Road K

Hayward, WI 54843-5800

Display & Job Advertising - (715) 634-1429

Fax - (715) 634-3243 • www.IndianCountryNews.com

ADVERTISING INSERTION ORDER

Business _____

Street Address _____ City _____

State _____ Zip Code _____ Telephone () _____ Fax () _____

F.I.N. # _____ -or- S.S.# _____

Authorized Representative: _____

Signature _____ Date _____

News From Indian Country Sales Representative: Kimberlie R. Acosta

News From Indian Country Spring Pow-wow Special Summer Pow-wow Special Website

Ad size: _____ Dates of insertion: _____

Cost per insertion: _____ Ad frequency: _____ Camera ready provided? _____

Method of Payment: Purchase Order/Invoice out Check/MO Credit Card

PO # _____ Card Type _____ # _____ exp. _____

Name on Card _____ Signature _____

Deposit \$ _____ Balance \$ _____ Amount Due \$ _____

Please check all appropriate boxes before submitting:

Email Supplied

- 85 line screen
- 170 dpi b/w 200 dpi color
- PDF TIF/EPS Quark

Camera Ready On Zip/CD

- 85 line screen
- 170dpi 200 dpi color
- PDF TIF/EPS Quark

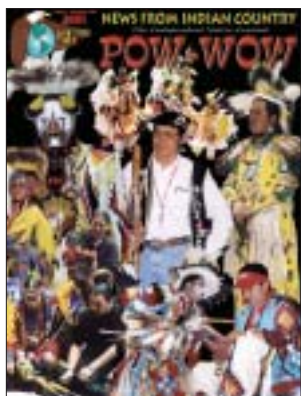
Signature: _____ Date: _____

News From Indian Country's

POW-WOW SPECIALS:

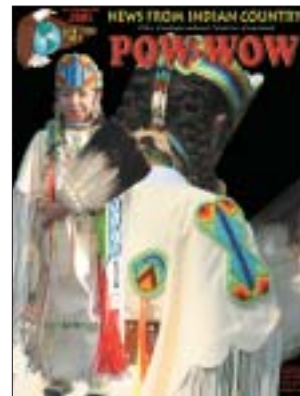
Spring Pow-wow Special

January 26, 2009



Summer Pow-wow Special

June 15, 2009



**Trusted...
Reliable...
Up-To-Date...
Over 1,000
Pow-wows Annually**

4-Color Charges

\$143 per color (cmyk)

Compact Display (Rates for b/w)

<u>Sample Ad Size</u>	<u>Cost per issue</u>	<u>Column</u>	<u>Width in inches</u>
Bus. Card (2.5" = 1 col x 2.5h)	\$ 63.25	1 column	2.3
1/8 Pg. (6.7" = 2 col. x 3.35h)	\$177.00	2 column	4.9
1/4 Pg. (13.5" = 2 col. x 6.75h)	\$354.00	3 column	7.45
1/3 Pg. (18" = 2 col x 9h)	\$468.00	4 column	10
1/2 Pg. (27" = 2 col x 13.5h or 4 col x 6.75h)	\$708.00		
Full Pg. (54" = 4 col x 13.5h)	\$1,416.00		

Full Page Inside Cover or Inside Back

(4 color) - \$2,070.00

Center Spread/Double Trunk

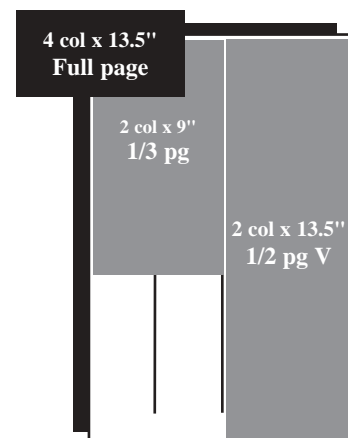
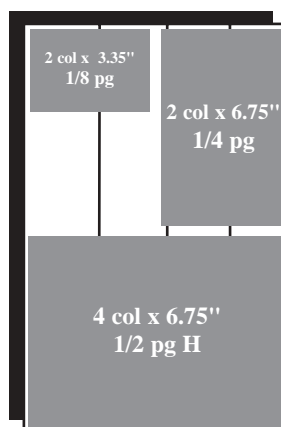
(4 color, 20.5w x 13h) - \$3,520.00

Full Back Page

(4 color) - \$2,760.00

Layout & Design

15% additional charge. (Minimum cost \$25.00)



Pow-wow Special is a twice a year publication

www.IndianCountryNews.com