



NEWS FROM THE NATIONS NATIVE JOURNAL INDIAN COUNTRY

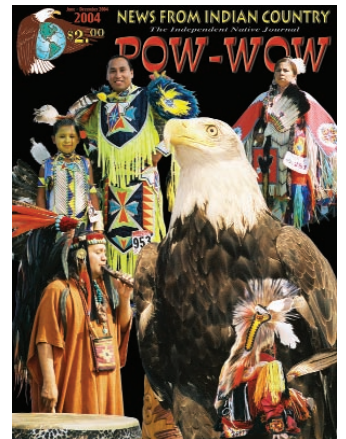


Electronic Edition



Website

Pow-wow Special




Ojibwe
Miami

Sac & Fox

Cree

Menominee

Potawatomi

Wabinski

Odawa

Akiing

A publication of Anishinabe Akiing Dibaajimowinan, Inc. Odaawaazaagai'iganing, Wisconsin

8558N COUNTY ROAD K • HAYWARD, WI 54843
DISPLAY ADV: (715) 634-1429 • JOB ADV: (715) 634-5226 EXT. 23
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 900 confirmed pow-wows annually and now... 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 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 every two weeks, 26 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** by-weekly.

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 in the fall of 2000 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 2005, 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!



Akiing is *News From Indian Country's* Regional monthly publication. *Akiing* is distributed mainly in Wisconsin, Minnesota and Michigan, through paid subscribers and store outlets. This regional monthly publication covers stories, history, treaties, language, regional and local news on all the Algonquin speaking people of North America, which includes the Ojibwe, Menominee, Potawatomi, Cree, Odawa, Sac & Fox, Miami and others.

A point to remember is that, according to our database, there is only a 10% overlap in readership between **News From Indian Country** and **Akiing**. Therefore, many people choose to advertise in both publications to ensure they reach all the readers.



How Do you Find *News From Indian Country* online?

www.indiancountrynews.com

www.indiancountrynews.net

www.newsfromindiancountry.com

www.newsfromindiancountry.net

How do you become a part of this great site?

Banner Ads: Call or email Kimberlie at 715/634-1429 • nficad@cheqnet.net

Jobs: Call or email Pat at 715/634-5226 ext. 23 • nficgen@cheqnet.net

Add your Link: Go to our website and click on **LINKS** to add your site **FREE** in the category your profile fits best. In return, add our site to your webpages.

Add your Pow-wow: Go to our website and click on **POW-WOWS** to add your pow-wow information **FREE**. In return, add our site to your webpages.



News From Indian Country
The website with
Over 300,000
hits a month

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

THE OLDEST INDEPENDENT NATIONAL COMPACT NEWSPAPER SERVING INDIAN COUNTRY!



Open Compact Rates

\$22.00 per column inch

4-Color Charges

\$125 per color (cmyk)

Compact Display (Rates for b/w)

Sample Ad Size	Cost per issue
Bus. Card (3" = 1 col x 3h)	\$ 55.00
1/8 Pg. (7" = 2 col. x 3.5h)	\$154.00
1/4 Pg. (14" = 2 col. x 7h)	\$308.00
1/3 Pg. (18.5" = 2 col x 9.25h)	\$407.00
1/2 Pg. (28" = 2 col x 14h or 4 col x 7h)	\$616.00
Full Pg. (56" = 4 col x 14h)	\$1,232.00

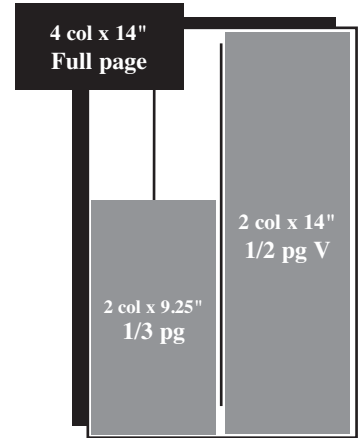
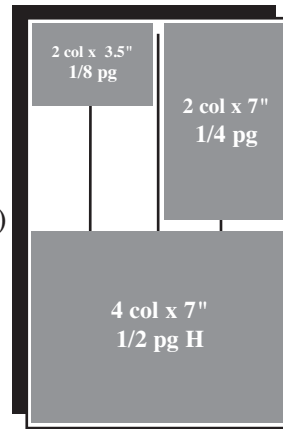
Column	Width in inches
1 column	2.5
2 column	5.26
3 column	8
4 column	10.75

Full Page Inside Cover or Inside Back (4 color) - \$1,800.00
Center Spread/Double Trunk (4 color, 21.5w x 14h) - \$3,000.00
Full Back Page (4 color) - \$2,400.00

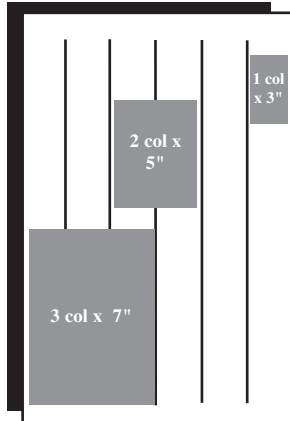
Layout & Design - 15% additional charge. (Minimum cost \$25.00)

News From Indian Country is a by-weekly publication
Akiing is a monthly publication

Deadlines are two weeks prior to issue date



Job Display (Rates b/w)



\$15.00 per column inch
 (approx 20 words per col. inch for estimate)
 6 column format
Classified ads - \$0.45 per word

Column	Width in inches
1 column	1.68"
2 column	3.48"
3 column	5.29"
4 column	7.11"
5 column	8.93"
6 column	10.74"



Job Ads Online

Contact Pat at
 715.634.5226 ext. 23 or email at
nficgen@cheqnet.net

Banner Ads Online

Contact Kimberlie at
 715.634.1429 or email at
nficad@cheqnet.net

We accept:



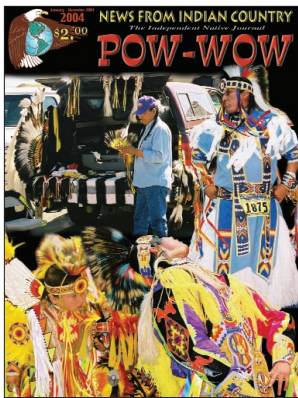
Rates (Akiing): 40% discount from NFIC prices.

www.indiancountrynews.com

SPECIAL EDITIONS:

Spring Pow-wow Special

January 24, 2005



Trusted...
Reliable...
Up-To-Date...
Over 900
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 Contacts:

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

Pat Calliotte, Classified & Job Advertising
PH: (715) 634-5226 ext. 23
Email: nfcigen@cheqnet.net

Summer Pow-wow Special

June 13, 2005



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...

NEWS FROM INDIAN COUNTRY

PAT CALLIOTTE
1P.M. - 8 P.M. (CST)

8558N COUNTY ROAD K
HAYWARD, WI 54843-5800
PHONE 715.634.5226 X.23
FAX 715.634.3243
E-MAIL: nfcigen@cheqnet.net
www.indiancountrynews.com

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.