



Dear Advertiser,

Greetings from the *Tribal College Journal*- the world's only magazine dedicated to the growing tribal college movement! We know that you are reading this page because you want to reach a critical audience of students and scholars: American Indians and those that support American Indian issues. And you know that they comprise the loyal readership of TCJ.

But, you might not yet know what sets us apart from any other magazine in our market, and why so many advertisers in academia and beyond consider TCJ to be an essential element in their marketing plans year after year.

What are the reasons? First, it's the quality of our magazine. For more than 19 years, we have covered the news, newsmakers, and issues in the Indigenous higher education movement, earning an award for General Excellence in 2007 from the Native American Journalists Association, and multiple awards from the Society of National Associations Publications in both 2007 and 2008. Our readers trust the consistent quality of our design and content.

Second, it's the quality of our readers- your prospective students, faculty, or employees. More than 20,000 readers look to TCJ to provide the Indigenous angle on critical issues, and by extension, they trust our advertisers. Peruse our latest reader survey results and you'll see why.

You already know that the leaders of Indian Country are a critical audience for your message. By advertising with TCJ, you will be among those institutions who have found a way to successfully reach them. See below for specific information about our advertising rates. Call me today at 970-533-9170 with questions. I look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads 'Kim Cox'. The signature is written in a cursive, flowing style.

Kim Cox
Advertising Coordinator
kim@tribalcollegejournal.org
Home Office (970) 533-9799

P.S. Sign up now to take advantage of our multiple-run discounts. Save up to 15% while you secure 2008 rates for 2009!



ADVERTISING INFORMATION

EDITORIAL CALENDAR/DEADLINES

Effective January 2008. Rates, editorial calendar, and deadlines subject to change.

Issue	Volume	Theme	Space Res.	Final Ad Due	Distribution
Spring 2009	20 #3	Health and Fitness	Nov. 14 th	Nov. 21 st	Feb. 13 th , 2009
Summer 2009	20 #4	Leadership	Feb. 13 th	Feb. 20 th	May 15 th , 2009
Fall 2009	21 #1	20 th Anniversary Issue	May 15 th	May 22 nd	Aug. 17 th , 2009
Winter 2009	21 #2	TBA	Aug. 14 th	Aug. 21 st	Nov. 16 th , 2009

RATES

Price is per insertion

COLOR DISPLAY ADS

	1x	2x	4x (yearly)
1/4 Page	\$ 890	\$ 845	\$ 755
1/2 Page	\$ 1,430	\$ 1,359	\$ 1,215
Full Page	\$ 2,375	\$ 2,255	\$ 2,000
Back Cover	\$ 2,997	\$ 2,849	\$ 2,549
Inside Covers (or across from Table of Contents)	\$ 2,599	\$ 2,469	\$ 2,200
2-Page Spread	\$ 4,530	\$ 4,300	\$ 3,850

MARKETPLACE (BLACK AND WHITE)

New!! A black and white marketplace section offering affordable rates with great visibility!

	1x	2x	4x (yearly)
1/8 Page	\$ 420	\$399	\$355
1/4 Page	\$ 699	\$665	\$595

ONLINE JOBS AND OPPORTUNITIES PAGE

Advertise on TCJ's website to reach thousands of professionals and students. Post your jobs, fellowships, internships and other opportunities online! For details, call us at (970) 533-9170 or visit www.tribalcollegejournal.org.