



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 20 years, we have covered the news, newsmakers, and issues in the indigenous higher education movement, earning multiple awards for excellence in design and content from the Native American Journalists Association and from the Society of National Associations Publications. Our readers trust the consistent quality of our publication.

Second, it's the quality of our readers- your prospective students, faculty, employees, and customers. More than 18,000 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 our rate card for specific information about our print advertising rates and online opportunities. Call me today at 970-533-9799 with questions. I look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads 'Kim Cox'. The signature is fluid and cursive, with the first name 'Kim' and last name 'Cox' clearly distinguishable.

Kim Cox
Advertising Coordinator
kim@tribalcollegejournal.org
Direct phone: (970) 533-9799

P.S. Sign up now and save up to 15% on a multiple-run contract! Guard against almost certain future price increases.



ADVERTISING INFORMATION

EDITORIAL CALENDAR/DEADLINES

Effective January 2010. Rates, editorial calendar, and deadlines subject to change.

Issue	Volume	Theme	Space Res.	Final Ad Due	Distribution
Winter 2010	22 #2	Travel	Aug. 13 th , 2010	Aug. 20 th , 2010	Nov. 15 th , 2010
Spring 2011	22 #3	Food & Nutrition	Nov. 12 th , 2010	Nov. 19 th , 2010	Feb. 15 th , 2011
Summer 2011	22 #4	Student Retention	Feb. 15 th , 2011	Feb. 22 nd , 2011	May 15 th , 2011
Fall 2011	23 #1	Student Edition	May 13 th , 2011	May 20 th , 2011	Aug. 12 th , 2011

RATES

Price is per insertion

COLOR DISPLAY ADS

	1x	2x	4x (yearly)
1/4 Page	\$ 965	\$ 915	\$ 820
1/2 Page	\$ 1545	\$ 1,470	\$ 1,310
Full Page	\$ 2,570	\$ 2,440	\$ 2,185
Back Cover	\$ 3,240	\$ 3,080	\$ 2,755
Inside Covers (or across from Table of Contents)	\$ 2,810	\$ 2,670	\$ 2,390
2-Page Spread	\$ 4,895	\$ 4,650	\$ 4,160

MARKETPLACE (BLACK AND WHITE)

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

	1x	2x	4x (yearly)
1/8 Page	\$ 455	\$ 430	\$ 385
1/4 Page	\$ 755	\$ 720	\$ 645

ONLINE JOB BOARD

Advertise on TCJ's website to reach thousands of professionals and students looking for career opportunities. Place a banner ad or post your jobs and other opportunities online! For details, call us at 970-533-9170 or visit www.tribalcollegejournal.org.