Tribal College Journal’s 30-year legacy of groundbreaking journalism has earned a loyal following of readers who are passionate about education and opportunities for American Indians. Both the Tribal College Journal magazine and TribalCollegeJournal.org reach a diverse market who are interested in career and educational opportunities, events, products, and services.

Tribal College Journal has won ten Native American Journalism Association Awards, five Association Media and Publishing Awards, and one Western Publishing Association Award.

Contact us today to reach this extraordinary readership.

Tribal College Journal

Marvene Tom, Advertising Coordinator

(970) 533-9170 office

ads@tribalcollegejournal.org

www.tribalcollegejournal.org/ads
Tribal Colleges and Universities (TCUs) were created in response to the higher education needs of American Indians. They are unique institutions that combine personal attention with cultural relevance to encourage American Indian student success in higher education.
TCUs vary in size, focus, and location. They support applied, tribal- and community-relevant research and education programs that focus on issues such as climate change, sustainable agriculture, water quality, wildlife population dynamics, and diabetes prevention. Offering more than 358 diplomas, certificates, apprenticeships, and degree programs in 36 major disciplines, TCUs continue to expand and develop new programs and departments that meet the needs of their students and tribal nations.

**TCU Quick Facts**
- 38 TCUs operate 75 campuses in the United States,
- In 2016-17, TCUs served more than 100,000 students and community members
- TCUs provide access to higher education for more than 80% of Indian Country
- All TCUs offer associate degree programs; 14 offer baccalaureate programs; 5 offer master’s degree programs
- More than half of the federally recognized tribes are represented in TCU enrollments
- In 2016-17, 74% of graduates earned degrees; 23% earned certificates
- The age range of the majority of TCU students is 16-24; 43% are 25-49; and 7% are over 50

**TRIBAL COLLEGE STUDENTS AND COMMUNITY**
In AY 2016-17, TCUs served 15,425 full- and part-time academic students from more than 250 federally recognized tribes; they also reached 106,505 additional community members through community-based education and support programs. These community outreach programs include after school reading programs, language instruction, farming and gardening classes, firefighter certification, computer literacy courses, Upward Bound, health and wellness classes, leadership development programs, academic readiness classes, adult and family literacy events, entrepreneurship courses, and many others.

### TCU Student Enrollment/Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>86%</td>
</tr>
<tr>
<td>Non-Indian</td>
<td>14%</td>
</tr>
</tbody>
</table>

### Tribal College Student Fields of Study

<table>
<thead>
<tr>
<th>Field of Study</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts/General Studies</td>
<td>20%</td>
</tr>
<tr>
<td>Business</td>
<td>12%</td>
</tr>
<tr>
<td>Nursing</td>
<td>8%</td>
</tr>
<tr>
<td>Education-Paraprofessional</td>
<td>5%</td>
</tr>
<tr>
<td>Human Services</td>
<td>5%</td>
</tr>
<tr>
<td>Health Careers</td>
<td>4%</td>
</tr>
<tr>
<td>Education-Professional</td>
<td>3%</td>
</tr>
<tr>
<td>Building Trades</td>
<td>3%</td>
</tr>
<tr>
<td>American Indian Studies</td>
<td>3%</td>
</tr>
<tr>
<td>Environmental Science/Natural Resources</td>
<td>3%</td>
</tr>
</tbody>
</table>

TRIBAL COLLEGE FACULTY, STAFF, AND ADMINISTRATORS

Of the 2,884 faculty and administrators at TCUs, American Indians comprise 44% and 67% respectively. The majority of faculty, teaching staff, and administrators at TCUs hold master’s or doctoral degrees. Fifty-five percent of faculty and 59% of administrators are women.

FACULTY EDUCATION LEVELS

- Master’s: 49%
- Bachelor’s: 24%
- Doctorate: 14%
- Associate’s: 5%
- Other: 3%

TCU FACULTY GENDER

- Female: 55%
- Male: 45%

TCU FACULTY ETHNICITY

- Non-Indian: 44%
- American Indian: 56%


From left: Dr. Cynthia Lindquist, president of Cankdeska Cikana Community College, speaking with Dr. David Gipp, former president of United Tribes Technical College. Photo by Mary Annette Pember
**OUR READERS = YOUR MARKET**
In addition to our tribal college audience, TCJ inspires a nationwide following of professors and students at mainstream colleges and universities; tribal, state, and federal law makers; and other individuals who understand and actively support American Indian higher education.

**TCJ’S READERSHIP INCLUDES:**
- Students, faculty and staff at all 75 tribal college campuses
- Professors and students at colleges and universities nationwide
- Tribal, state, and federal lawmakers
- Individuals nationwide who understand and actively support American Indian higher education

**DIVERSE AND LOYAL**
- American Indian heritage: 40%
- Female: 65%
- Reading TCJ for 5+ years: 66%

**ENGAGED**
- Read 3/4 or more of each issue: 55%
- Save TCJ for future reference: 82%
- Share TCJ with family, friends, and colleagues: 65%

**GENEROUS AND PASSIONATE**
- Have donated to Native charities in the past year: 79%
- Buy 4 or more Native American books or CD’s each year: 44%
- Have attended 4 or more Native events (including conferences, shows, and pow-wows) in the past year: 34%
- Have attended at least 1 Native-related event in the past year: 77%

**CONSUMER TRUST**
- Have responded directly to an ad they saw in TCJ in the past year: 56%
- Look to TCJ advertisers for opportunities in academic and career advancement: 37%
- Look to TCJ advertisers for information on upcoming Native-related events: 21%
- Would also like to see TCJ include more advertisements on Native crafts, books, and music: 40%

**VALUE EDUCATION**
- Attended or attending a college: 86%
- Master’s degree or more: 57%
Tribal college students’ internet access differs from their peers at mainstream institutions. Some students live in remote areas where internet service is limited. All tribal colleges offer internet access to students while on campus.

**Tribal College Students Access the Internet**

- Home: 50%
- School: 50%
- Library: 36%
- Friend’s/Family’s House: 20%
- Mobile Phone: 41%

**Devices Used to Access the Internet**

- Smart Phone: 56%
- Tablet: 9.4%
- Desktop: 14%
- Laptop: 27%

**Tribal College Students Use Social Media**

- Twitter: 19%
- Facebook: 58%
- YouTube: 44%
- Snapchat: 40%
- Instagram: 30%

**Tribal College Students Spend Time Online Each Day**

- 1-3 hours: 15%
- 4-6 hours: 28%
- 7 or more hours: 16%

**Top 3 Ways Students Communicate with Friends Digitally**

- SMS/Text: 55%
- Social Media: 49%
- Email: 36%

*Source: TCU student technology survey, AIHEC Conference, March 2018*
TRIBAL COLLEGE JOURNAL MAGAZINE ADVERTISING

Reach our most loyal subscribers by placing a display ad in Tribal College Journal’s national quarterly magazine. Launched in 1989 by the tribal colleges and published four times per year, Tribal College Journal is the only magazine published exclusively for the tribal colleges and those who support American Indian higher education. Only Tribal College Journal magazine subscribers receive full access to TribalCollegeJournal.org and TCJ’s digital edition.

DISPLAY ADVERTISING SIZES:

- FULL PAGE
  8.5” x 11”
  8.75” x 11.25” bleed
  7.5” x 10” non-bleed

- 1/2 PAGE
  7.5” x 4.875”

- 1/4 PAGE
  3.625” x 4.875”

- 1/8 PAGE
  3.625” x 2.3125”
Deliver a more complete message with paid editorial content for both print and online editions. Multiple-page discounts are available. We can develop some or all portions of your public relations piece. All paid editorial content must be clearly marked as such in both the print and online editions of Tribal College Journal. Employ TCJ’s professional publishing team to create your message for you. Services include writing, photography, editing, and design.

From Humble Beginnings to a Hopeful Future

The main building of the Coastal Carolina Community College buildings is a beautifully crafted building, located in the heart of the coastal area, overlooking the Atlantic Ocean. The college is surrounded by a diverse student body, offering a wide range of academic programs.

The college offers a variety of degree programs, including Associate of Arts, Associate of Science, and Associate of Applied Science degrees. The college also offers a range of continuing education courses designed to meet the needs of students and working professionals.

TCJ can develop some or all portions of your public relations piece. All paid editorial content must be clearly marked as such in both the print and online editions of Tribal College Journal. Employ TCJ’s professional publishing team to create your message for you. Services include writing, photography, editing, and design.

Committed to Healthy Living

At the center of Coastal Carolina Community College, the Center for Weight Loss is committed to promoting healthy living and assisting individuals in achieving their weight loss goals. The center provides a comprehensive approach to weight loss, focusing on lifestyle changes and providing support to help individuals maintain a healthy weight.

The center offers a range of services, including personalized meal plans, exercise programs, and behavioral counseling. Each client receives a personalized plan designed to meet their unique needs and goals. The center also offers group support sessions, which provide an opportunity for clients to share their progress and support one another.

The center’s mission is to help individuals achieve and maintain a healthy weight, promoting overall health and well-being. The center is committed to helping individuals reach their weight loss goals in a safe and effective manner.

Artwork by Mary Beth Horn, Coastal Carolina Community College, used with permission.
TribalCollegeJournal.org OVERVIEW

TribalCollegeJournal.org is the only major national Indian education magazine presence on the web. Updated frequently, our website gives readers the best of Tribal College Journal magazine as well as exclusive web features that combine original reporting with the web's myriad resources. Banner ads are rotated throughout the site, including on all interior pages and on TCJStudent.org. Only TCJ Job Board ads are sold separately. Since not all TribalCollegeJournal.org visitors are subscribers, your company/organization will reach an expanded audience.

BANNER AD SIZES:

Billboard 970 x 250 px

Medium Rectangle 300 x 250px

Leaderboard 728 x 90px

Large Vertical 300 x 600px
TCJStudent.org
ONLINE STUDENT LITERARY MAGAZINE

TCJStudent.org, a partner site to TribalCollegeJournal.org, is the only major national online American Indian literary journal. TCJ Student showcases tribal college students’ creative writing and artistic expression through poetry, fiction, non-fiction, and art. With its social media aspects, TCJStudent.org gives students a virtual community of peers and role models, an audience for their work, and helps them find career and educational information and opportunities.

TribalCollegeJournal.org JOB BOARD

Created specifically for recruiters who are looking for instant access to TCJ’s unique audience of job seekers, the TCJ Job Board puts you directly in touch with a wide range of qualified and interested candidates. Job seekers are searching for positions in a wide range of disciplines. Banner advertisements, classified ads, and bundled deals are all available.

TribalCollegeJournal.org FEATURED JOBS

Gain extra visibility by listing your classified job opening as a “Featured Job.” In addition to receiving premium placement on the TCJ Job Board, your job will appear on Tribal College Journal’s home page and will be included in TCJ’s Job Board email blast which is sent directly to job seekers’ inboxes every other week. Space is limited to first come, first served.
Tribal College Journal offers two platforms for organizations seeking a more direct connection with our audience: e-newsletters and dedicated emails. Sponsoring one of our e-newsletters means you can target either our regular readership or a readership specifically looking for job opportunities. All of our email products reach a smart, active audience nationwide who trust our advertisers.

- Tribal College News Digest (2 times per month)
- Job Board Update (2 times per month)
- Dedicated Emails: Exclusive, single-advertiser messages. Effective at in-depth promotion, petitioning, and fundraising, dedicated emails showcase your brand with 100% share of voice. TCJ sponsors one dedicated email per month.

Advertise in Tribal College Journal—the voice and vision of American Indian higher education.

Tribal College Journal
Marvene Tom, Advertising Coordinator
(970) 533-9170 office
ads@tribalcollegejournal.org
www.tribalcollegejournal.org/ads
**EDITORIAL CALENDAR/ADVERTISING DEADLINES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Vol.</th>
<th>Theme</th>
<th>Space Res.</th>
<th>Final Ad Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>32.1</td>
<td>American Indian Citizenship</td>
<td>May 08</td>
<td>May 15</td>
<td>August 17</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>32.2</td>
<td>Student Stories</td>
<td>July 17</td>
<td>July 24</td>
<td>November 16</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>32.3</td>
<td>Climate Change/Sustainability</td>
<td>November 13</td>
<td>November 20</td>
<td>February 26</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>32.4</td>
<td>Leadership</td>
<td>February 05</td>
<td>February 12</td>
<td>April 26</td>
</tr>
</tbody>
</table>

**COLOR DISPLAY PRICES**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>2X</th>
<th>4X (yearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>$1125</td>
<td>$1070</td>
<td>$960</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1795</td>
<td>$1715</td>
<td>$1530</td>
</tr>
<tr>
<td>full page</td>
<td>$2995</td>
<td>$2850</td>
<td>$2550</td>
</tr>
<tr>
<td>back cover</td>
<td>$3795</td>
<td>$3605</td>
<td>$3225</td>
</tr>
<tr>
<td>special placement</td>
<td>$3280</td>
<td>$3115</td>
<td>$2790</td>
</tr>
<tr>
<td>2-page spread</td>
<td>$5395</td>
<td>$5425</td>
<td>$4855</td>
</tr>
</tbody>
</table>

**MARKETPLACE**

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

<table>
<thead>
<tr>
<th>Size</th>
<th>1/8 page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$525</td>
</tr>
</tbody>
</table>

*Effective October 1, 2019. Rates, editorial calendar, and deadlines subject to change.*
## BANNER AD PRICES*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Position</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Center</td>
<td>970 x 250 px</td>
<td>$1,265.00</td>
</tr>
<tr>
<td>Large Vertical</td>
<td>Sidebar</td>
<td>300 x 600 px</td>
<td>$1,095.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Sidebar</td>
<td>300 x 250 px</td>
<td>$995.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Center</td>
<td>728 x 90 px</td>
<td>$795.00</td>
</tr>
</tbody>
</table>

*New!*

### JOB BOARD CLASSIFIEDS*

<table>
<thead>
<tr>
<th>Number of Listings</th>
<th>Number of Days</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30</td>
<td>$185</td>
</tr>
<tr>
<td>5</td>
<td>30</td>
<td>$750</td>
</tr>
<tr>
<td>10</td>
<td>30</td>
<td>$1,250</td>
</tr>
<tr>
<td>20</td>
<td>30</td>
<td>$2,200</td>
</tr>
<tr>
<td>&quot;FEATURED JOB&quot;</td>
<td>30</td>
<td>$100 (add'l)</td>
</tr>
</tbody>
</table>

*Limit one job opening per listing. Bulk classified jobs must be used within a 12-month period. Featured job pricing is in addition to base price. Featured listing will also appear in TCJ's bi-monthly Careers e-newsletter.

### EMAIL/E-NEWSLETTER BANNER ADS

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCJ E-newsletter</td>
<td>Bi-Monthly</td>
<td>Rectangle</td>
<td>540 x 140 px</td>
<td>$350</td>
</tr>
<tr>
<td>Job Board Email</td>
<td>Bi-Monthly</td>
<td>Rectangle</td>
<td>540 x 140 px</td>
<td>$200</td>
</tr>
<tr>
<td>Dedicated Emails</td>
<td></td>
<td>Rectangle</td>
<td>540 x 140 px</td>
<td>$1495</td>
</tr>
</tbody>
</table>

### JOB BOARD BANNER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Position</th>
<th>Dimensions</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>Sidebar</td>
<td>300 x 250 px</td>
<td>$325.00</td>
</tr>
<tr>
<td>Large Vertical</td>
<td>Sidebar</td>
<td>300 x 600 px</td>
<td>$495.00</td>
</tr>
</tbody>
</table>

*Job board banner ad rates are based on 4,000 impressions (average exposure for one month). For combination job board and website banner ads, contact our advertising department.

Space is limited and is on a first come, first served basis. Supply your own banner ad or let us create one for you.

Set up fees start at $50.

* Rates are based on 30,000 impressions (average exposure for one month). Job board ads are booked separately.

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**Banner Ad Mechanical Requirements**

Format: JPG, PNG, GIF. Maximum initial download file weight: 40K. Animated GIFs can cycle a maximum of four times with a two-second pause between each cycle. Animation must not run longer than 15 seconds.