



www.nativeyouthmagazine.com

NYM Media Kit and Rate Card

BACKGROUND:

First, some facts about Native Americans who may be surfing on the Internet:

- Census 2000 showed there were more than 4.1 million people in the U.S., who indicated their race alone or in combination, as American Indian or Alaskan Native.
- As many as 60% of Native Americans are estimated to be under the age of 25.
- The Native American population increased faster than the total U.S. population between 1990 and 2000.
- Of the one million Native American families in the U.S. 57 % have children under the age of 18 and 34 percent are married couples with children under the age of 18.
- 24 % of Native Americans age 16 and over works in management, professional and related occupations.

WHY YOU SHOULD ADVERTISE WITH US:

- It's a great way to reach consumers who need or want to know about your services or products.
- We are working hard to make sure your ad is seen by thousands of readers every day.
- You will help support an effort Native youth are excited about.
- A portion of your advertising revenue will go directly to Native youth through contests and to those who contribute to the site.
- You can encourage Native youth by sharing a positive message through your ad.
- You want to associate your business or organization with an award winning and one of the fastest growing Native American websites in the country! Your advertising dollars will allow us to promote the site in creative ways.

DEMOGRAPHICS AND TRAFFIC:

Native Youth Magazine.com hit cyberspace on July 1, 2005. The target age group is 12 - 25 but our online magazine is an excellent resource for those who care about Native youth including parents, educators, tribal leaders, youth advocates and others! NYM is now averaging 1100 visits a day. You can count on our team to use their imagination to increase those numbers!

RATE INFORMATION:

Our site provides a very cost-effective vehicle for reaching young Native Americans and those who care about them. We offer two types of flat rate ads:

Fixed Placement Banner Ads from \$1,200 - \$2000 per month

Home Page: Be seen right away with our fixed position on the page everyone sees first.. our Home Page. Lock out competitors from a premier spot on our website for the length of the contract. In addition to the Home Page, your ad will be shown on additional directory pages along with other rotating ads.

Random/Rotating Ads from \$500 - \$1000 per month

Top, Side and Bottom: Be everywhere and have your ad shown on the side or bottom of our Home Page and most directory pages. Rotating banner ads are also available on the top of most of our directory pages (except for the Home Page, Photo Gallery and Message Board). Your ad will rotate frequently to ensure high visibility.

A two-month minimum commitment is required. **Your ad must be ready for publication on our website.** We are able to create ads on a limited basis for a one-time charge of \$100.00.

MECHANICAL SPECIFICATIONS:

Standard size banners: 158 pixels wide X 88 pixels high.

Extra wide size banners: 468 pixels wide X 60 pixels high.

DPI: 72 pixels/inch.

RESERVATIONS:

Space reservations may not be made until payment in full for the first two months is received by Native Youth Magazine.com. **We are accepting reservations now.** Please email us at info@nativeyouthmagazine.com to obtain an Insertion Order to buy an ad. Payment (check or money order only made out to Native Youth Magazine.com) and your Insertion Order should be sent to: Native Youth Magazine.com, PO Box 7501, Chandler, AZ. 85246. Ad materials may be sent to the same address or sent as an e-mail attachment to: submissions@nativeyouthmagazine.com. Sorry we are not set up to accept credit card payments at this time.

ADDITIONAL INFORMATION:

If you have any questions please email us first at info@nativeyouthmagazine.com or leave a message for Mary Kim Titla at (602) 339-2641.

Native Youth Magazine.com reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping with its standards. Opinions expressed within the message boards are those of the author and do not reflect the views of Native Youth Magazine.com.

OTHER WAYS TO ADVERTISE:

- E-newsletter Sponsorship
- Audio and Video Streaming Sponsor
- Web Cast Sponsorship
- Text Link Ads