



Media Kit

Indian Life

NEWS FROM ACROSS NATIVE NORTH AMERICA

Serving The Aboriginal Community Since 1968



Telephone: 1-800-665-9275 • Web: www.indianlife.org
Email: ilm@indianlife.org

Media Kit

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To advertise in *Indian Life*, please call:

Toll free 1-800-665-9275

Or telephone 204-661-9333

Email: ilm@indianlife.org

www.indianlife.org

Mailing Address:

P.O. Box 3765 Redwood Post Office
Winnipeg, MB R2W 3R6

Courier Delivery:

83 Henderson Highway
Winnipeg, MB R2L 1L2

Indian Life 2018-2019 PUBLICATION SCHEDULE

Issue Date	Advert Deadline
January-February	December 15
March-April	February 15
May-June	April 15
July-August	June 25
September-October	August 15
November-December	October 15

If the deadline falls on a weekend or holiday, the deadline is extended until the next business day.

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What has impressed me most about Indian Life Newspaper has been the strong combination of a clear Christian witness with a very keen sense of the accomplishments and dignity of Native people.

Harold Jantz, publisher and freelance writer

Our Primary Identity

Indian Life Newspaper is a bi-monthly, evangelical, Aboriginal newspaper whose purpose is to present positive news and stories of what is happening among Native North Americans (First Nations, Aboriginal, and Indian) communities in the U.S. and Canada. By doing so, it is our prayer that Native North Americans will find hope, healing, and honor through our Creator and Savior, Jesus Christ. With offices in Winnipeg, Manitoba, Canada, **Indian Life Newspaper** is published by Intertribal Christian Communications, a non-profit, charitable ministry.

Our Pertinent History

Our roots go back to Rapid City, South Dakota, where in 1968 Ray Gowan began publishing an evangelical newspaper for Native Americans called **Indian Life**. In 1979, **The Indian Christian**, edited by George McPeck, and **Indian Life** newspaper merged as a magazine, retaining the name **Indian Life**. Intertribal Christian Communications was founded to publish this new publication. In 1993 the operating name was changed to Indian Life Ministries. In 1995 the magazine returned to a newspaper format.

Our Principal Mandate

Since 1979, our primary mandate has been to advance the Christian faith among Native North American (First Nations, Aboriginal, and Indian) communities in the U.S. and Canada by reporting on significant events happening on Turtle Island as well as sharing stories of hope, healing and restoration within the Native community. We are doing this by means of publishing our award-winning, bi-monthly **Indian Life** newspaper, as well as other culturally relevant books and spiritual resources.

Our Purpose

To see Native people come to know, love and worship the true Creator, Jesus Christ, and through Him, find hope, healing and honor so they can take their rightful place of leadership within the Christian community.

Our Present Impact

Our newspaper is distributed to band and tribal council offices, Indian and non-Indian colleges, schools, friendship centers, hospitals and Native alcohol treatment centers, federal, provincial and state correctional facilities throughout North America. In addition, many missionaries and Christian organizations subscribe to **Indian Life** in bulk (as many as 1,000 copies) and freely distribute our newspaper and books to churches, Native homes and service centers in their communities. Others take **Indian Life** to powwows, Native festivals and gatherings across North America.

Our literature is also available online at www.indianlife.org: www.amazon.ca and www.newspaper.indianlife.org. The current circulation of Indian Life is about 13,000 with an estimated readership of 90,000.

Our life-giving spiritual resources are all on display online. Please go to our e-store at www.indianlife.org.

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We want to thank Indian Life Ministries for the great work they are doing to provide quality materials for our First Nations people. Our On Eagles Wings team depends on these resources night after night as we go out for the spiritual rescue of our people.

Craig Smith (Ojibwa), Director, On Eagles Wings

Standards of Acceptability

All advertising is subject to the Publisher's approval. Ads which the publisher believes resemble editorial matter will be identified as advertising. The advertisers agree that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space occupied by the advertisement in which the error occurred. There shall be no liability for non-insertion of any advertisement. Claims for adjustments are limited to errors appearing in the first issue. "Make good" insertions are not granted on minor errors which do not lessen the value of the whole advertisement.

Indemnification

Indian Life will not knowingly accept or publish an advertisement which is in any manner misleading or offensive to its readers or illegal according to law. The advertiser and/or agency agrees to assume liability for all contents of all their ads printed, as well as any claim made against **Indian Life**.

Terms and Conditions

Payment is due within 30 days of the date of the invoice. A fee of 2% per month will be added to overdue accounts. The publisher reserves the right to cancel advertising at any time for the non-payment of account.

Preferred Placement

Advertisers may request a preferred location in the publication (i.e. back cover, inside cover, center spread) as available for an additional 15% over the standard ad cost. Such requests are accepted down to and including 1/4-page ads.

Production Assistance

Indian Life's art department is available to clients requiring assistance in producing ads, inserts and/or supplements for the publication. Nominal fees will be charged for design and production.

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Advertising Requirements

To advertise in Indian Life Newspaper, we request that our clients read the following instructions very carefully.

File should be emailed to ilm@indianlife.org.

We accept Photoshop files in CMYK with extension ending in .tif, .eps, or .jpg, or Adobe Acrobat files with the file extension .pdf. Photoshop file must be in high resolution not less than 200 dpi. Adobe Acrobat PDFs are preferred, distilled at a minimum of 200 dpi with fonts and photos embedded. We also accept InDesignCS files if fonts, linked photos or appropriate graphics ending in .tif, .eps, .jpg, .pdf are included. The InDesignCS files must include screen and printer fonts. Fonts required: type 1 postscript or truetype in Mac format.

We **do not** accept advertisements in a Word document ending in "doc" or "docx". We do not accept raw QuarkXpress or Microsoft Word PDF files. We **do not** accept film negatives.

If you have any questions regarding production requirements, please contact us at ilm@indianlife.org. We cannot guarantee the print quality of ads that do not meet our production requirements. Our design department will be happy to help you build your files correctly. Additional 15% will be charged over the standard cost for the service.

Advertising Rates

Effective May 1, 2018

A. FULL PAGE: \$1,100.00

Horizontal: 10.25" x Vertical 15.5"

B. 3/4 Page: \$965.00

H: 10" x V: 12" or H: 7.25" x V: 14.5"

C. 2/3 Page: \$800.00

H: 8.5" x V: 11" or V: 10.25" x H: 9"

D. 1/2 Page: \$600.00

H: 6.75" x V: 11.25" or V: 10.25" x H: 7.5"

E. 1/3 Page: \$475.00

V: 6.75" x H: 7.5" or V: 10.25" x H: 5"

F. 1/4 Page: \$360.00

H: 5" x V: 7.5" or V: 6.75" x H: 5.5"

G. 1/8 Page: \$250.00

V: 3.25" x H: 6" or H: 5" x V: 4"

H. 1/16 Page: \$125.00

V: 3.25" x H: 3" or H: 5" x V: 2"

I. Business Card: \$75.00

H: 4.25" x V: 1.5" or V: 3.25" x H: 2"

*For full color ads, add 20% to the cost.

