

NISHNAWBE NEWS

214 Kaye Hall, Marquette, Michigan 49855 Ph. 227-2241

October 3, 1972

Name

Address

City and State

Dear Sirs:

Enclosed is a current copy of the Nishnawbe News, a paper primarily serving American Indians of the Great Lakes Region, but having a broad circulation throughout the United States and Canada.

The paper, now in its second year of publication, is issued monthly by the Organization of North American Indian Students of Northern Michigan University. The University has provided seed money and also office space. It is staffed and edited entirely by American Indian students, and has been circulated free of charge with donations encouraged. The Nishnawbe News is a member of the American Indian Press Association, and is one of the largest Indian newspapers in the United States and Canada.

With the paper now well established and having a circulation of 8,000 (up from 4,000 last year), solicitations for advertising have now begun. We feel that the Nishnawbe News provides an excellent medium of advertising as it is read by an estimated 40,000 persons each month. As you know, the American Indian community is growing in awareness and is striving to improve its economic and social standing.

The open rate for display advertising is \$2.00 per column inch. For regular advertisers, a discount rate of \$1.75 per column inch has been established.

We hope you will consider advertising in the Nishnawbe News. The paper has applied for a non-profit organization status. All funds derived from operations of the paper are used for its support and other Indian cultural and educational activities. The paper is non-partisan politically.

We will phone you within several weeks to further discuss advertising.

Sincerely yours,

Wayne Martin
Business Manager

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Encls.