INSIGHT Into Diversity®

MEDIA KIT 2019

insightintodiversity.com

ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND
CONTENTS

3 ABOUT INSIGHT
4 DISTRIBUTION
5 ADVERTISERS
6 THE HEED AWARD
7 THE HEALTH PROFESSIONS HEED AWARD
8 DIVERSITY CHAMPIONS
9 PARTNERS
11 EDITORIAL BOARD
12 COMPARE INSIGHT TO THE COMPETITION
13 ADVERTISING OPTIONS
14 AD RATES AND SPECS
15 PUBLICATION CALENDAR
16 CONTACT
INSIGHT Into Diversity is the oldest and largest diversity magazine and website in higher education today. For over 40 years, INSIGHT Into Diversity has connected potential employees with institutions and businesses choosing to embrace a workforce more reflective of our local and national communities.

In recent years, the magazine has striven to advance the national conversation about diversity and inclusion through thought-provoking articles on current trends and relevant news; interviews with innovators, thought leaders, and experts; exploration of best practices; and profiles of successful programs and initiatives. We hope to engage readers in the goal of achieving a more truly inclusive culture on both academic and corporate campuses.

We also serve as a comprehensive recruiting vehicle for our advertisers because our definition of diversity goes beyond race and ethnicity. Our pool of job seekers is broad and vast, in part because we’ve formed strategic partnerships with organizations representing a wide range of talented individuals.

The INSIGHT Into Diversity Career Center successfully connects employers to the most highly qualified individuals regardless of race, color, national origin, religion, gender, age, disability, medical condition or history, veteran status, gender identity or expression, and sexual orientation.
INSIGHT Into Diversity’s distribution is vast and broad.

**IN HIGHER EDUCATION**

- AA/EEO/Diversity Offices
- Accredited Postsecondary Minority-Serving Institutions
- Administrative Leadership
- Business School Deans
- Campus Disability Offices
- College Libraries
- Communications/PR
- Directors of Human Resources
- Dental School Deans
- Education School Deans
- Engineering School Deans
- Faculty Personnel
- Graduate School Career Centers
- Healthcare Workers
- Higher Ed Assn Consortiums
- Hispanic Associations of Colleges and Universities
- Historically Black Colleges and Universities
- Law School Career Centers
- Law School Deans
- Medical School Deans
- Medical School Libraries
- Nursing School Deans
- Pharmacy School Deans
- Public Affairs Offices
- Presidents/Chancellors
- Schools of Science Deans
- Tribal Colleges
- University Medical Centers
- Veterinary School Deans

**OUTSIDE HIGHER EDUCATION**

- Agencies
- Diversity consultants
- Employees of non-profit associations
- Hospital personnel (private and veteran)
- Individual career seekers
- Military personnel
- Members of our partner organizations

**CIRCULATION**

- **Print Subscribers:** 20,000
- **Online Subscribers:** 50,000
- **Total Readership:** 300,000
- **Online Monthly Visitors:** 250,000

**ONLINE AND PRINT AUDIENCE**

- 45% Faculty Members
- 18% Deans and Department Chairs
- 13% Directors of Diversity, AA/EEO, Disability Services
- 12% Presidents, Chancellors, Provosts
- 6% Directors of Human Resources
- 4% Staff
- 2% Other
Prestigious institutions, businesses, and organizations advertise with INSIGHT to find employees from underserved populations. Below is just a small sample.

**Colleges/Universities**
(Undergraduate, Graduate, Professional Schools)

- A.T. Still University
- Arkansas State University
- California State University, Fresno
- California State University, Los Angeles
- California State University, Northridge
- California State University San Marcos
- Christopher Newport University
- Clemson University
- Colorado Mountain College
- Columbia University
- Cornell University
- DePaul University
- Duke University
- East Carolina University
- Emory University
- Florida Gulf Coast University
- Florida State University
- Georgetown University
- Harvard University
- Indiana University - Bloomington
- Indiana University-Purdue University Indianapolis
- Johns Hopkins University
- Kansas State University
- Louisiana State University
- Medical University of South Carolina
- Metropolitan State University of Denver
- Millersville University
- Northwestern University
- Ohio University
- Oklahoma State University
- Oregon State University
- Philadelphia College of Osteopathic Medicine
- Princeton University
- Purdue University
- Quinnipiac University
- Rice University
- Rochester Institute of Technology
- Southern Illinois University Edwardsville
- Stanford University
- SUNY System (64 campuses)
- Swarthmore College
- Texas A&M University
- Texas Christian University
- Texas Tech University
- Tufts University
- Tulane University
- Union College, New York
- University of Alabama Birmingham
- University of California, Berkeley
- University of Cincinnati
- University of Delaware
- University of Florida
- University of Georgia
- University of Houston
- University of Illinois at Chicago
- University of Kansas
- University of Kentucky
- University of Maryland, Baltimore
- University of North Florida
- University of North Texas
- University of Pittsburgh at Bradford
- University of Texas Southwestern Medical Center
- University of Virginia
- University of West Florida
- University of Wisconsin
- Virginia Commonwealth University
- Virginia Tech
- West Virginia University
- Western Michigan University
- Whitworth University
- Yale University
The INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award, the only annual recognition of its kind, recognizes an institution’s superior achievement and commitment to making diversity and inclusion on campus a top priority.

In 2018, we were proud to honor 96 award recipients.

**THE 2018 HEED AWARD RECIPIENTS**

Adelphi University  
Amherst College  
Anne Arundel Community College  
Arkansas State University  
Ball State University  
Berea College  
California State University, East Bay  
California State University, Fresno  
California State University, Fullerton  
California State University, Los Angeles  
California State University, Northridge  
California State University San Marcos  
Case Western Reserve University  
Central Washington University  
Clark University  
Clemson University  
Columbia University in the City of New York  
Cuyahoga Community College  
East Carolina University  
Eastern Kentucky University  
Eastern Washington University  
El Paso County Community College District  
Florida State University  
Framingham State University  
Georgia Institute of Technology  
Greenville Technical College  
Indiana State University  
Indiana University Bloomington  
Indiana University-Purdue University Indianapolis  
Kansas State University  
Kent State University  
Metropolitan State University  
Metropolitan State University of Denver  
Miami Dade College  
Millersville University  
Morgridge College of Education at the University of Denver  
Mount Holyoke College  
North Carolina State University  
Northeastern University  
Ohio University  
Oklahoma State University  
Old Dominion University  
Oregon State University  
Pikes Peak Community College  
Queens College – CUNY  
Raritan Valley Community College  
Rochester Institute of Technology  
Saginaw Valley State University  
Seminole State College of Florida  
Southern Illinois University Edwardsville  
Stockton University  
Stony Brook University  
SUNY Buffalo State College  
SUNY Old Westbury  
SUNY System Administration  
Swarthmore College  
Texas Christian University  
Texas Tech University  
The University of Alabama at Birmingham  
The University of North Carolina at Chapel Hill  
The University of North Texas  
The University of Texas at Austin  
The University of Tulsa  
Union College in New York  
University at Albany – State University of New York  
University of California, Riverside  
University of Central Florida  
University of Cincinnati  
University of Colorado Boulder  
University of Delaware  
University of Georgia  
University of Houston  
University of Houston Law Center  
University of Illinois at Chicago  
University of Illinois at Urbana-Champaign  
University of Kentucky  
University of Louisiana at Lafayette  
University of Louisville  
University of Michigan – Ann Arbor  
University of North Carolina Greensboro  
University of North Carolina Wilmington  
University of North Florida*  
University of Pittsburgh of the Commonwealth System of Higher Education  
University of South Carolina  
University of West Florida  
University of West Georgia  
Virginia Commonwealth University  
Virginia Polytechnic Institute and State University  
West Virginia University  
Western Michigan University  
Whitworth University  
Wilberforce University  
William & Mary  
William Marsh Rice University  
William Rainey Harper College  
Winston-Salem State University
The INSIGHT Into Diversity Health Professions Higher Education Excellence in Diversity (HEED) Award recognizes U.S. medical, dental, pharmacy, osteopathic, nursing, veterinary, and allied health schools as well as medical centers that demonstrate an outstanding commitment to diversity and inclusion on their campuses.

In 2018, we were proud to honor 35 award recipients.

**THE 2018 HEALTH PROFESSIONS HEED AWARD RECIPIENTS**

A.T. Still University of Health Sciences  
California State University, Los Angeles, Patricia A. Chin School of Nursing  
College of Veterinary Medicine at The Ohio State University  
Columbia University College of Dental Medicine  
Florida State University College of Medicine  
Frontier Nursing University  
Icahn School of Medicine at Mount Sinai  
Johns Hopkins School of Nursing  
MGH Institute of Health Professions  
Michigan State University College of Veterinary Medicine  
Penn State College of Medicine and Penn State Health Milton S. Hershey Medical Center  
Philadelphia College of Osteopathic Medicine  
Rush University  
Texas A&M College of Veterinary Medicine and Biomedical Sciences  
The George Washington University School of Nursing  
The Medical University of South Carolina*  
The Ohio State University College of Medicine  
The Ohio State University College of Nursing  
University of California, Riverside, School of Medicine  
University of Cincinnati College of Nursing  
University of Cincinnati James L. Winkle College of Pharmacy  
University of Colorado School of Dental Medicine  
University of Florida College of Dentistry  
University of Houston College of Nursing  
University of Maryland School of Nursing  
University of Maryland, Baltimore, School of Social Work  
University of Miami Miller School of Medicine  
University of Minnesota School of Nursing  
University of Missouri-Kansas City School of Medicine  
University of Rochester School of Nursing  
University of Texas Southwestern Medical Center  
University of Virginia School of Medicine  
University of Virginia School of Nursing  
Virginia Tech Carilion School of Medicine  
Weill Cornell Medicine
Diversity Champions exemplify an unyielding commitment to diversity and inclusion throughout their campus communities, across academic programs, and at the highest administrative levels.

A limited number of colleges and universities have been selected for this honor.

Known for visionary leadership, Diversity Champions are institutions that set the standard for thousands of other campus communities striving for diversity and inclusion. They develop successful strategies and programs, which then serve as models of excellence for other institutions. Diversity Champion schools exceed everyday expectations, often eclipsing their own goals.

Selected institutions rank in the top tier of past Higher Education Excellence in Diversity (HEED) Award recipients. The HEED Award is presented annually by INSIGHT Into Diversity to recognize colleges and universities that are dedicated to creating a diverse and inclusive campus environment.
We partner with many highly respected organizations in an effort to reach all underserved populations. Members are jobseekers and readers of *INSIGHT into Diversity* magazine.
PARTNERS

Institute for Higher Education Policy

International Consortium of Minority Cybersecurity Professionals

Leadership Education for Asian Pacifics, Inc

National Action Council for Minorities in Engineering

National Association of Diversity Officers in Higher Education

National Association of Medical Minority Educators

National Black MBA Association, Inc.

National Center for Women & Information Technology

Out & Equal Workplace Advocates

The PhD Project

The Steve Fund

Student Veterans of America

US Business Leadership Network

Women in Higher Education
Our editorial board is made up of distinguished professionals committed to furthering all aspects of diversity and inclusion.

Linda Akutagawa  
President and CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)

Brooke Barnett  
Associate Provost for Inclusive Community, Elon University

Kenneth J. Barrett  
Chief Diversity Officer, General Motors

LeManuel Lee Bitsói  
Chief Diversity Officer, Stony Brook University

Lynette Chappell-Williams  
Chief Diversity Officer and Associate Dean for Diversity and Inclusion at Penn State Health Milton S. Hershey Medical Center and Penn State College of Medicine

Deborah Dagit  
Former Chief Diversity Officer, Vice President, Global Diversity & Inclusion, Merck; President, Deb Dagit Diversity LLC

James A. Felton  
Chief Diversity Officer, SUNY Cortland

Tia T. Gordon  
Vice President, Global Communications at Catalyst

Gretchen Hathaway  
Dean of Diversity and Inclusion and Chief Diversity Officer, Union College, NY

Lisa McBride  
Assistant Dean of Diversity and Inclusion and Chief Diversity and Inclusion Officer, Texas Christian University and the University of North Texas Health Science Center School of Medicine

Carlos N. Medina  
Vice Chancellor and Chief Diversity Officer for the Office of Diversity, Equity and Inclusion at the State University of New York (SUNY)

Julia Méndez  
Principal Business Consultant in the Workforce Compliance and Diversity Solutions Division for Peoplefluent Research Institute

Ajay Nair  
President, Arcadia University

Joe Santana  
President, Joseph Santana, LLC

Shirley J. Wilcher  
Executive Director of the American Association for Access, Equity, and Diversity

Anise D. Wiley-Little  
Author, Profitable Diversity: How Economic Inclusion Can Lead to Success

Damon A. Williams  
Chief Catalyst for the Center for Strategic Diversity Leadership & Social Innovation and Senior Scholar and Innovation Fellow at the Wisconsin Equity, and Inclusion (WEI) Laboratory of the University of Wisconsin-Madison

Clyde Wilson Pickett  
Senior Diversity Officer, Minnesota State Colleges and Universities system
### Compare Insight to the Competition

<table>
<thead>
<tr>
<th></th>
<th>Insight Into Diversity</th>
<th>Diverse Issues in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous Name</td>
<td>Affirmative Action Register</td>
<td>Black Issues in Higher Education</td>
</tr>
<tr>
<td>Years in Business</td>
<td>45</td>
<td>32</td>
</tr>
<tr>
<td>Print Circulation</td>
<td>20,000</td>
<td>3,400 (1)</td>
</tr>
<tr>
<td>Online Subscribers</td>
<td>50,000</td>
<td>17,000 (1)</td>
</tr>
<tr>
<td>Total Readership</td>
<td>300,000</td>
<td>100,000 (1)</td>
</tr>
<tr>
<td>Focused Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Asian American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Women</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Veterans</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>LGBTQ community</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>People with disabilities</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Other underrepresented groups</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Editorial Board</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>HEED Award Advisory Board</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>HEED Award Summit</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Administers Campus Climate Surveys</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Partner Organizations</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>Shelf Life Per Issue</td>
<td>4-6 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td>60-Day Online Posting Cost</td>
<td>$339</td>
<td>$530</td>
</tr>
<tr>
<td>Unlimited Online Posting Subscription</td>
<td>$3,450 - $6,750 (2)</td>
<td>$7,850</td>
</tr>
<tr>
<td>Free Print Display Advertising (3)</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

(2) Pricing determined by full-time student enrollment.
(3) With purchase of an unlimited online posting subscription, receive up to a full-page color print ad free (valued at $3,880).
PRINT IMAGE ADVERTISING

• Magazine editorial section and premium placements

RECRUITMENT ADVERTISING

• Magazine career section

ONLINE CAREER CENTER

Our Career Center at insightintodiversity.com is user-friendly and receives 300,000 job views monthly!

• Easy-to-use job board for employees and job seekers
• Online-only job postings
• Unlimited posting subscriptions
• Employers can view resumes for free
• Banner advertising
• Easy upgrades
• Added value for jobseekers
  - Post resumes
  - Job alert emails
  - Thousands of job opportunities
• Featured Careers of the Week
• Featured Employers of the Month
• Scraping of your job board is available for a small development fee

BANNER ADVERTISING

• Website banner ads
• Career Center banner ads
• eNewsletter banner ads
**AD RATES AND SPECs**

**Print Advertising**

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>2/3-Page</th>
<th>1/2-Page</th>
<th>1/3-Page</th>
<th>1/4-Page</th>
<th>Back Cover</th>
<th>Inside Front/Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specs</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>4.75&quot;(w) x 10&quot;(h) or 7.875&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>2.5&quot;(w) x 10&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td></td>
</tr>
<tr>
<td>1x Rate</td>
<td>$3,880</td>
<td>$2,970</td>
<td>$2,310</td>
<td>$1,660</td>
<td>$1,240</td>
<td>$4,370</td>
<td>$4,120</td>
</tr>
<tr>
<td>2x Rate (each)</td>
<td>$3,690</td>
<td>$2,820</td>
<td>$2,190</td>
<td>$1,580</td>
<td>$1,180</td>
<td>$4,150</td>
<td>$3,915</td>
</tr>
<tr>
<td>3x Rate (each)</td>
<td>$3,490</td>
<td>$2,670</td>
<td>$2,080</td>
<td>$1,490</td>
<td>$1,120</td>
<td>$3,935</td>
<td>$3,705</td>
</tr>
</tbody>
</table>

**Career Center Advertising**

- **Single Job Postings**
  - 60-Day Job Posting: $339
  - Enhanced Posting: $339
    - Remains High in Search Results
- **Passive Job Seeker Package**
  - TalentBoost upgrade distributes job to network of 1,000+ national, niche, and local job boards
  - Job emailed to qualified professionals
  - Remains high in search results
  - Highlighted to stand out: $479

**Bulk Job Posting Packages**

- 5 Pack of 60-Day Job Postings: $1,499
- 10 Pack of 60-Day Job Postings: $2,799
- One Year of Unlimited Job Postings*: $3,450 to $6,750
  - Including one image ad in INSIGHT magazine (value of $1,240 to $3,880)

*Price based on student population. Daily job scraping service is available for an additional one-time fee of $500

**Website Banner Advertising**

- **Homepage Banner Ads**
  - Rate: $749 for 30 days
  - Rate: $1,199 for 60 days
  - Specs: 730 x 150 pixels

- **Career Center Banner Ads**
  - Rate: $749 for 30 days
  - Rate: $1,199 for 60 days
  - Specs: 468 x 60 pixels

**eNewsletter Advertising**

- **eNewsletter Banner Ads**
  Our weekly eNewsletter is sent to subscribers on Thursday of each week. We also send out frequent promotional emails for events and offers that you can also purchase ad space in.
  - One placement: $499
  - Two or more: $399 each
  - Specs: 305 x 250 pixels
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH 2019</td>
<td>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</td>
<td>Advertising Deadline: 2/4</td>
</tr>
<tr>
<td></td>
<td>2019 Inspiring Programs in Business Awards</td>
<td>Online Publication: 2/11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 2/18</td>
</tr>
<tr>
<td>APRIL 2019</td>
<td>SCHOOLS OF JOURNALISM AND COMMUNICATIONS</td>
<td>Advertising Deadline: 3/8</td>
</tr>
<tr>
<td></td>
<td>Top Nonprofit Awards</td>
<td>Online Publication: 3/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 3/22</td>
</tr>
<tr>
<td>MAY 2019</td>
<td>MEDICAL, DENTAL, AND VETERINARY SCHOOLS</td>
<td>Advertising Deadline: 4/8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 4/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 4/22</td>
</tr>
<tr>
<td>JUNE 2019</td>
<td>SCHOOLS OF EDUCATION</td>
<td>Advertising Deadline: 5/8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 5/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 5/22</td>
</tr>
<tr>
<td>JULY/AUGUST 2019</td>
<td>SCHOOLS OF LAW</td>
<td>Advertising Deadline: 6/8</td>
</tr>
<tr>
<td></td>
<td>Humanities</td>
<td>Online Publication: 6/25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 7/2</td>
</tr>
<tr>
<td>SEPTEMBER 2019</td>
<td>STEM PROGRAMS</td>
<td>Advertising Deadline: 8/8</td>
</tr>
<tr>
<td></td>
<td>Inspiring Programs in STEM Awards</td>
<td>Online Publication: 8/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 8/22</td>
</tr>
<tr>
<td>OCTOBER 2019</td>
<td>BUSINESS SCHOOLS</td>
<td>Advertising Deadline: 9/9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 9/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 9/23</td>
</tr>
<tr>
<td>NOVEMBER 2019</td>
<td>2019 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 10/1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 10/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 10/22</td>
</tr>
<tr>
<td>DECEMBER 2019</td>
<td>2019 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 11/1</td>
</tr>
<tr>
<td></td>
<td>Health Professions Schools</td>
<td>Online Publication: 11/15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 11/22</td>
</tr>
<tr>
<td>JANUARY/FEBRUARY 2020</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/9</td>
</tr>
<tr>
<td></td>
<td>Schools of Public Health</td>
<td>Online Publication: 12/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 12/26</td>
</tr>
</tbody>
</table>
INSIGHT Into Diversity
50 Crestwood Executive Center, Suite 526
St. Louis, MO 63126

Phone: 314.200.9955
Fax: 314.756.2036

insightintodiversity.com
info@insightintodiversity.com

Lenore Pearlstein
lpearlstein@insightintodiversity.com

twitter.com/INSIGHT_News

linkedin.com/company/insight-into-diversity

facebook.com/insightintodiversity

ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND