Advancing the conversation on diversity and inclusion in higher education and beyond
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.

RECRUITMENT ADVERTISING — PRINT AND ONLINE
Employers advertising with INSIGHT Into Diversity magazine reach hundreds of thousands of readers per issue. In addition, more than 250,000 people visit our website monthly. No other diversity publication comes close to our numbers.

We 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.

INSIGHT Into Diversity 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.

IMAGE ADVERTISING — PRINT
Image advertising is a great way to communicate your school’s commitment to diversity and inclusion. Let our readers know that diversity is a top priority on your campus with an ad that markets your school’s brand. If you represent a corporation or other organization, advertise your products and services to important decision-makers and purchasers in higher education. It’s a fantastic way to gain exposure with a highly valuable, diverse audience.
Distribution is Vast and Broad

In Higher Education

• AA/EEO/Diversity Offices
• Accredited Postsecondary Minority-Serving Institutions (according to U.S. Department of Education), including those with high Hispanic enrollment
• Administrative Personnel
• All Hispanic Associations of Colleges and Universities
• All Historically Black Colleges and Universities
• All Tribal Colleges
• Business School Deans
• Campus Disability Offices
• College Libraries
• Communications/PR
• Dental School Deans
• Education School Deans
• Engineering School Deans
• Faculty Personnel
• Graduate and Undergraduate Students
• Graduate School Career Centers
• Healthcare Workers
• Higher Ed Assn/Consortiums
• 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
• University Medical Centers
• Veterinary School Deans

Outside Higher Education

• Chief Diversity Officers of Fortune 500 companies
• Chief Diversity Officers of Federal Government Agencies
• Employees in corporate America
• Government employees (federal, state, local)
• Government AA/EEO/Diversity officers
• Employees of non-profit associations
• Hospital personnel (private and veteran)
• Military personnel
• Members of our partner organizations (PhD Project; American Association of Blacks in Higher Education; American Association for Access, Equity and Diversity; Association on Higher Education and Disability; Student Veterans of America; Ascend Pan-Asian Leaders; Campus Pride; National Association of Diversity Officers in Higher Education, etc.)
• Diversity consultants/individuals
• Individual career seekers and more!

Demographics

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

Circulation

- Print Subscribers: 20,000
- Online Subscribers: 40,000
- Total Readership: 300,000
- Online Monthly Visitors: 250,000
<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Advertising Deadline</th>
<th>Online Publication</th>
<th>Print Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2018</td>
<td>11/1</td>
<td>11/15</td>
<td>11/22</td>
</tr>
</tbody>
</table>
|                    | **2018 Health Professions Higher Education in Diversity (HEED) Awards**
|                    | Health Professions Schools |
| January/February 2019 | 12/10               | 12/17              | 12/26             |
|                    | **Nursing and Pharmacy Schools**
|                    | Schools of Public Health |
| March 2019         | 2/4                  | 2/11               | 2/18              |
|                    | **Schools of Public Policy and Public Administration**
|                    | 2019 Inspiring Programs in Business Awards |
|                    | **Schools of Journalism and Communications**
|                    | Top Nonprofit Awards |
| May 2019           | 4/8                  | 4/15               | 4/22              |
|                    | **Medical, Dental, and Veterinary Schools** |
| June 2019          | 5/8                  | 5/15               | 5/22              |
|                    | **TBD**              |
| July/August 2019   | 6/18                 | 6/25               | 7/2               |
|                    | **Schools of Law**
|                    | Humanities           |
| September 2019     | 8/8                  | 8/15               | 8/22              |
|                    | **STEM Programs**
<p>|                    | Inspiring Programs in STEM Awards |</p>
<table>
<thead>
<tr>
<th>Month</th>
<th>Category</th>
<th>Awards/Programs</th>
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<td>Business Schools</td>
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<td>Ad: 9/9</td>
<td>Online: 9/16</td>
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<tr>
<td>November 2019</td>
<td>2019 Higher Education Excellence in Diversity (HEED) Awards</td>
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<td></td>
<td>Ad: 10/1</td>
<td>Online: 10/15</td>
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<tr>
<td>December 2019</td>
<td>2019 Health Professions Higher Education Excellence in Diversity (HEED) Awards</td>
<td>Health Professions Schools</td>
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<tr>
<td></td>
<td>Ad: 11/1</td>
<td>Online: 11/15</td>
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<tr>
<td>January/February 2020</td>
<td>Nursing and Pharmacy Schools</td>
<td>Schools of Public Health</td>
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<tr>
<td></td>
<td>Ad: 12/9</td>
<td>Online: 12/16</td>
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<tr>
<td>March 2020</td>
<td>Schools of Public Policy and Public Administration</td>
<td>2019 Inspiring Programs in Business Awards</td>
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<td>Online: 2/10</td>
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<td>April 2020</td>
<td>Schools of Journalism and Communications</td>
<td>Top Nonprofit Awards</td>
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<tr>
<td></td>
<td>Ad: 3/9</td>
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<tr>
<td>May 2020</td>
<td>Medical, Dental, and Veterinary Schools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: 4/8</td>
<td>Online: 4/15</td>
</tr>
<tr>
<td>June 2020</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: 5/8</td>
<td>Online: 5/15</td>
</tr>
</tbody>
</table>
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)

- California State University, Fresno
- Columbia University
- Cornell University
- DePaul University
- Duke University
- East Carolina University
- Emory University
- Georgetown University
- Harvard University
- Louisiana State University
- Northwestern University
- Oklahoma State University
- Princeton University
- Stanford University
- Texas A&M University
- Texas Tech University
- Tufts University
- Union College, New York
- University of California, Berkeley
- University of Florida
- University of Illinois at Chicago
- University of Wisconsin
- Virginia Commonwealth University
- Yale University

**Business**

- Abercrombie & Fitch Co.
- Boehringer Ingelheim Corp.
- Cargill, Inc.
- CVS Caremark
- Home Depot, Inc.
- IBM Corporation
- International Paper Company
- Marriott International, Inc.
- Merck & Co., Inc.
- Northrop Grumman Corp.
- Oakwood Healthcare System
- Pitney Bowes, Inc.
- Prudential Financial, Inc.
- Rand Corporation
- Wellpoint Health

**Federal Government**

- National Defense University
- The National Institutes of Health
- Smithsonian Institution
- U.S. Coast Guard
- U.S. Customs & Border Protection
- U.S. Dept. of Agriculture
- U.S. Dept. of Energy
- U.S. Naval War College
- U.S. Nuclear Regulatory Commission
- U.S. Postal Service
INSIGHT Into Diversity offers several advertising opportunities.

**Recruitment Advertising**

- Magazine career section
- Online job board

**Image Advertising**

- Magazine editorial section and premium placements
- Banner ads
- Weekly e-newsletter

Our Career Center at insightintodiversity.com is user-friendly and receives 250,000+ job views monthly!

- Easy-to-use job board for employees and job seekers
- Web-only job postings
- Employers can view resumes
- Banner advertising
- Easy upgrades
- Added value for jobseekers
  - Post resume
  - Job alert emails
  - Thousands of job opportunities
- Current headlines/articles
- Digital magazine
- Featured Careers of the Week
- Featured Employers of the Month
- Scraping of your job board is available for a small fee

Oklahoma State University is proud to be recognized nationally for its commitment to diversity and inclusion with the 2016 Higher Education Excellence in Diversity award from INSIGHT Into Diversity magazine. OSU is one of eighteen schools to serve as a five-year recipient of this prestigious national honor, and is the state’s only institution recognized with the HEED Award for multiple years.

OSU is committed to achieving excellence in diversity and inclusion across its University system. OSU’s efforts earned additional national recognition as a recipient of the 2016 Institutional Excellence Award from the National Association of Diversity Officers in Higher Education. OSU also continues to be the most successful university system in the nation for American Indians earning degrees. OSU is a committed leader with an unwavering commitment to inclusive excellence.

The Division of Institutional Diversity facilitates a campus community that is committed to inclusive excellence. At OSU diversity is the expectation rather than the exception. We strive to enrich and fortify a welcoming and inclusive environment that appreciates, respects and values all members of the university community.

OSU is honored by these national acknowledgements of our diversity and inclusion achievements. OSU is a recognized leader with an unwavering commitment to inclusive excellence.

The University of Maryland School of Nursing is seeking faculty candidates for tenured, tenure track, and non-tenure track positions at its Baltimore and Shady Grove locations. Visit our website at nursing.umaryland.edu/hr for a list of current faculty employment opportunities.

**FACULTY**
The University of Maryland School of Nursing offers the following degree programs: Bachelor of Science in Nursing (BSN), including the Public Health Nurse specialty; Master of Science in Nursing Practice; and Doctor of Philosophy, plus four master’s certificates. Visit our website at nursing.umaryland.edu/academics for more information.

**STUDENTS**
The University of Maryland School of Nursing offers the following degree programs: Bachelor of Science in Nursing (BSN), including the RN-to-BSN option; Master of Science; Doctor of Nursing Practice; and Doctor of Philosophy, plus four master’s certificates. Visit our website at nursing.umaryland.edu/academics for more information.

**THE BEST OF BOTH WORLDS:**

- UNIVERSITY OF MARYLAND SCHOOL OF NURSING

Join our team of renowned faculty and exceptional students to advance nursing research, promote interprofessional collaborations and improve the health of individuals, families, and communities.

THE UNIVERSITY OF MARYLAND SCHOOL OF NURSING

- RN-to-BS in Nursing (RN-BSN)
- Master of Science in Nursing (MSN)
- Doctor of Nursing Practice (DNP)

- The PAD Project Celebrating 20 Years of Success!
- Master of Science in Nursing (MSN)
- Doctor of Nursing Practice (DNP)

- ILG 2015 33rd Annual Conference

- The PAD Project Celebrating 20 Years of Success!
- Master of Science in Nursing (MSN)
- Doctor of Nursing Practice (DNP)
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.

Whether your school is a community college, small liberal arts college, or large private or state university, we encourage you to apply. Graduate and professional schools are encouraged to apply independently.

Sharing this important recognition with your campus and community helps promote your school’s excellence in developing innovators and leaders for today’s global workforce.

In 2018, we were proud to honor 96 award recipients. Read more about the HEED Award at insightintodiversity.com/about-the-heed-award

### 2018 HEED Award Recipients

| Adelphi University | Seminole State College of Florida |
| Amherst College | Southern Illinois University Edwardsville |
| Anne Arundel Community College | Stockton University |
| Arkansas State University | Stony Brook University |
| Ball State University | SUNY Buffalo State College |
| Berea College | SUNY Old Westbury |
| California State University, East Bay | SUNY System Administration |
| California State University, Fresno | Swarthmore College |
| California State University, Fullerton | Texas Christian University |
| California State University, Los Angeles | Texas Tech University* |
| California State University, Northridge | The University of Alabama at Birmingham* |
| California State University San Marcos | The University of North Carolina at Chapel Hill |
| Case Western Reserve University | The University of North Texas |
| Central Washington University | The University of Texas at Austin |
| Clark University | The University of Tulsa |
| Clemson University* | Union College in New York |
| Columbia University in the City of New York* | University at Albany – State University of New York |
| Cuyahoga Community College | University of California, Riverside |
| East Carolina University | University of Central Florida |
| Eastern Kentucky University | University of Cincinnati* |
| Eastern Washington University | University of Colorado Boulder |
| El Paso County Community College District | University of Delaware |
| Florida State University* | University of Delaware |
| Framingham State University | University of Georgia |
| Georgia Institute of Technology | University of Houston |
| Greenville Technical College | University of Houston Law Center |
| Indiana State University | University of Illinois at Chicago |
| Indiana University Bloomington* | University of Illinois at Urbana-Champaign |
| Indiana University-Purdue University Indianapolis | University of Kentucky* |
| Kansas State University | University of Louisiana at Lafayette |
| Kent State University | University of Louisville |
| Metropolitan State University | University of Michigan – Ann Arbor |
| Metropolitan State University of Denver* | University of North Carolina Greensboro |
| Miami Dade College | University of North Carolina Wilmington |
| Millersville University | University of North Florida* |
| Morgridge College of Education at the University of Denver | University of Pittsburgh of the Commonwealth System of Higher Education |
| Mount Holyoke College | University of South Carolina |
| North Carolina State University | University of West Florida |
| Northeastern University | University of West Georgia |
| Ohio University | Virginia Commonwealth University |
| Oklahoma State University* | Virginia Polytechnic Institute and State University* |
| Old Dominion University | West Virginia University |
| Oregon State University | Western Michigan University |
| Pikes Peak Community College | Whitworth University |
| Queens College – CUNY | Widener University |
| Raritan Valley Community College | William & Mary |
| Rochester Institute of Technology* | William Marsh Rice University (Rice University) |
| Saginaw Valley State University | William Rainey Harper College (Harper College) |
| | Winston-Salem State University |

*Also a 2017 INSIGHT Into Diversity “Diversity Champion” school
The INSIGHT Into Diversity Health Professions Higher Education Excellence in Diversity (HEED) Award recognizes U.S. and Canadian 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. Read more about the HEED Award at insightintodiversity.com/about-the-heed-award

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

*Also a 2018 INSIGHT Into Diversity “Diversity Champion” school
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, and whose members are jobseekers and readers of INSIGHT Into Diversity magazine.
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 Bitsóí
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 Daggit
Former Chief Diversity Officer, Vice President, Global Diversity & Inclusion, Merck; President, Deb Daggit 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
Vice President for Diversity and Inclusion, Salem State University

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

Clyde Wilson Pickett
Senior Diversity Officer, Minnesota State Colleges and Universities system
Health Professions HEED Award Advisory Board

Jennifer Adams, PharmD, EdD
Senior Student Affairs Advisor, American Association of Colleges of Pharmacy (AACP)

Vernell P. DeWitty, PhD, MBA, RN
Deputy Director of the New Careers in Nursing Program, American Association of Colleges of Nursing (AACN)

Lisa M. Greenhill, MPA, EdD
Associate Executive Director for Institutional Research And Diversity, Association of American Veterinary Medical Colleges (AAVMC)

Stephanie Wurth
Director of Application Services, Recruitment and Student Affairs, American Association of Colleges of Osteopathic Medicine (AACOM)

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Director of Application Services, Recruitment and Student Affairs, American Association of Colleges of Osteopathic Medicine (AACOM)
Compare *INSIGHT Into Diversity* to the Competition!

<table>
<thead>
<tr>
<th>Previous Name</th>
<th>Affirmative Action Register</th>
<th>Black Issues in Higher Education</th>
</tr>
</thead>
<tbody>
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<td>Years in Business</td>
<td>45</td>
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<td>Total Readership</td>
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<td>100,000 (1)</td>
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<tr>
<td>Focused Content</td>
<td></td>
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</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>
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<tr>
<td>LGBTQ community</td>
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<td></td>
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<tr>
<td>People with disabilities</td>
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<td></td>
</tr>
<tr>
<td>Other underrepresented groups</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Editorial Board</td>
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<tr>
<td>HEED Award Advisory Board</td>
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<tr>
<td>HEED Award Sponsorship</td>
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<tr>
<td>Partner Organizations</td>
<td>28</td>
<td>0</td>
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<tr>
<td>Shelf Life Per Issue</td>
<td>4-6 weeks</td>
<td>2 weeks</td>
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<tr>
<td>60-Day Online Posting Cost</td>
<td>$330</td>
<td>$530</td>
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<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>
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</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 $3,620).

Contact Lenore Pearlstein at lpearlstein@insightintodiversity.com or (301) 219-6464 for more information
Print Advertising

Image Advertising Rates (4-color)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
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<tbody>
<tr>
<td>Spread</td>
<td>$6,950</td>
<td>$6,600</td>
<td>$6,250</td>
</tr>
<tr>
<td>Full page</td>
<td>$3,880</td>
<td>$3,690</td>
<td>$3,490</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,970</td>
<td>$2,820</td>
<td>$2,670</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,310</td>
<td>$2,190</td>
<td>$2,080</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,660</td>
<td>$1,580</td>
<td>$1,490</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,240</td>
<td>$1,180</td>
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<thead>
<tr>
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<th>Price</th>
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<tr>
<td>Back cover</td>
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<tr>
<td>Inside front page</td>
<td>$4,120</td>
</tr>
<tr>
<td>Inside back page</td>
<td>$4,120</td>
</tr>
</tbody>
</table>

Image Advertising Specs

- Full page (includes covers): 8.375"x 10.875" plus bleeds
- 2/3 page: 4.75"x 10"
- 1/2 page: 3.8"x 10" or 7.875"x 4.8625"
- 1/3 page: 2.5"x 10"
- 1/4 page: 3.8"x 4.8625"

Recruitment Advertising Rates (B&W)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,300</td>
<td>$3,130</td>
<td>$2,970</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,480</td>
<td>$2,360</td>
<td>$2,230</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,830</td>
<td>$1,740</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,350</td>
<td>$1,280</td>
<td>$1,220</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,030</td>
<td>$980</td>
<td>$930</td>
</tr>
</tbody>
</table>

Recruitment Advertising Specs

- Full page: 7.25" x 9.75"
- 2/3 page: 4.675" x 9.75" or 7.25" x 6.5"
- 1/2 page: 3.5" x 9.75" or 7.25" x 4.75"
- 1/3 page: 3.5" x 6.25" or 2.25" x 9.75"
- 1/4 page: 3.5" x 4.75"

Additional custom sizes available at $216 per vertical inch. For color ads, see image ad pricing above. All print recruitment ads include a FREE 60-day posting on our career center. Free 60-day ad will post on the publication date of each issue. Early posting can be made by request.

Other ad sizes and options are available. Contact us for more information. Email us at ads@insightintodiversity.com

Online Advertising

Career Center Job Postings

**Premium Posting** - $479
Put your job in the inbox of thousands of diverse candidates. Increase views by close to 1000%! Your job will be included in the INSIGHT Into Diversity Job Flash which is emailed to thousands of diverse candidates! It will also be posted on the INSIGHT Into Diversity Career Center for 60 days where it will stay near the top of search results for the duration AND be highlighted to maximize views. Premium postings attract an average of 1000% more job views than a basic single posting.

**Enhanced Posting** - $399
Make your job one of the first seen by job seekers for 60 days. Your 60-day job will stay near the top of the search results for the duration of the posting ensuring that is one of the first opportunities job seekers see.

**Single Postings**
- 60 Days: $339
- 90 Days: $419
- 5 job posting package (60-day): $1,499
- 10 job posting package (60-day): $2,799

**1-Year Posting Subscription** (best value)
- Under 5,000 students: $3,450
- 5,001-10,000 students: $4,450
- 10,001-15,000 students: $5,450
- Over 15,000 students/more than 500 postings per year: $6,750

**Prices are based on student population. Purchase includes unlimited job postings (up to 90 days) and unlimited access to the INSIGHT Into Diversity resume bank for 1 year. If you are an ad agency, there is one client allowed per subscription purchase. If you have more than one client, you must purchase one package per client. Subscription includes two 30-day “featured employer” placements on our home page, “featured career of the week” placements in our weekly e-newsletter and a 15% discount on any print advertising. Subscription also includes a BONUS color image ad in an upcoming issue of INSIGHT Into Diversity magazine.**

Website Scraping Service

Automatically pulls the listings on your job page into your INSIGHT Career Center account. $500 per URL

**Homepage Banner Ad — 730 pixels wide x 150 pixels high**
Place your ad on our homepage and several other high traffic pages
- 30-day: $749
- 60-day: $1,199

**Career Center Banner Ad — 468 pixels wide x 60 pixels high**
Rotate your banner ad on the 10 most popular inner pages visited by job seekers inside the job board for 30 days to receive maximum exposure.
- 30-day: $749
- 60-day: $1,199

**Homepage and Career Center Combo**
- 30-day: $999
- 60-day: $1,699

**Newsletter banner ad — 305 pixels wide x 250 pixels high**
Our weekly e-Newsletter is sent to 40,000 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. Contact us for more information.

**One placement: $499**
Two or more placements: $399 each
Understanding your campus’s climate is an important first step toward ensuring a positive, enriching experience for all students and employees.

Viewfinder™ Campus Climate Surveys are designed to help colleges and universities measure and assess both their strengths and weaknesses around diversity and inclusion efforts for students, faculty, staff, and administrators.

Brought to you by the diversity experts at INSIGHT Into Diversity magazine, the most well-respected diversity and inclusion publication in higher education, Viewfinder™ is the only campus climate survey instrument of its kind. With in-depth, targeted questions, our surveys provide insight into what shapes the experiences and perceptions of all individuals on campus — including all underrepresented groups — with regard to diversity, equity, inclusion, and culture to help institutions create more inclusive campuses.

We, like you, are committed to ensuring that all students and employees have the opportunity to live, learn, and work in a safe, supportive, respectful, and welcoming environment.

Starting at just $4,250, including administration, Viewfinder™ Campus Climate Surveys:

- Address many of the requirements of higher education accrediting agencies to help institutions meet standards
- Ensure anonymity and increase response rates with external administration by Campus Climate Surveys, LLC
- Allow institutions to make an unlimited number of survey modifications
- Give institutions the ability to offer incentives to respondents
- Provide updates on response rates via interim and final reports

To purchase or learn more about Viewfinder™ Campus Climate Surveys, visit viewfindersurveys.com or email Lenore Pearlstein at lpearlstein@viewfindersurveys.com.