INSIGHT Into Diversity®

2017 Media Kit
insightintodiversity.com

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 100,000 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!

Circulation

| Print Subscribers: 20,000 |
| Online Subscribers: 40,000 |
| Total Readership: 250,000 |
| Online Monthly Visitors: 100,000 |

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
<table>
<thead>
<tr>
<th>Month</th>
<th>Section</th>
<th>Special Events</th>
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<tbody>
<tr>
<td>May 2017</td>
<td>Medical, Dental, and Veterinary</td>
<td>Asian Pacific American Heritage Month</td>
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<td>Schools</td>
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<tr>
<td>June 2017</td>
<td>Schools of Education</td>
<td>Community Colleges</td>
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<td>LGBTQ Pride Month</td>
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<tr>
<td>July/August 2017</td>
<td>Higher Ed and the Law</td>
<td>OFCCP Compliance Issues</td>
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<td>Law Schools</td>
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<tr>
<td>September 2017</td>
<td>STEM Programs</td>
<td>Inspiring Leaders in STEM</td>
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<td>National Hispanic-Latino Heritage Month</td>
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<tr>
<td>October 2017</td>
<td>Entrepreneurship and Business</td>
<td>Business Schools</td>
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<td>Small Business</td>
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<td>National Disability Employment Awareness Month</td>
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<td>November 2017</td>
<td>Annual HEED Awards</td>
<td>Native American Heritage Month</td>
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<td>December 2017</td>
<td>Health Professions HEED Awards</td>
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<td>Higher Education System Offices</td>
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<tr>
<td>January/February 2018</td>
<td>Nursing and Pharmacy</td>
<td>Spring Semester Career Guide</td>
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<tr>
<td></td>
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<td>African American History Month</td>
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Publication Calendar
<table>
<thead>
<tr>
<th>Month</th>
<th>Advertising Deadline</th>
<th>Online Publication</th>
<th>Print Publication</th>
<th>Special Features</th>
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<tr>
<td>March 2018</td>
<td>2/2</td>
<td>2/9</td>
<td>2/16</td>
<td>Minority-Serving Institutions</td>
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<td></td>
<td>HBCUs, HSIs, AANAPISIs, Women’s History Month</td>
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<td>Giving Back Awards, Diversity Support from the Top</td>
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<tr>
<td>May 2018</td>
<td>4/9</td>
<td>4/16</td>
<td>4/23</td>
<td>Medical, Dental, and Veterinary Schools</td>
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<td>Asian Pacific American Heritage Month</td>
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<tr>
<td>June 2018</td>
<td>5/8</td>
<td>5/15</td>
<td>5/22</td>
<td>Schools of Education</td>
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<td>Community Colleges, LGBTQ Pride Month</td>
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<td>July/August 2018</td>
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<td>7/2</td>
<td>Higher Ed and the Law</td>
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<td>OFCCP Compliance Issues, Law Schools</td>
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<tr>
<td>September 2018</td>
<td>8/8</td>
<td>8/15</td>
<td>8/22</td>
<td>STEM Programs</td>
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<td>Inspiring Leaders in STEM, National Hispanic-Latino Heritage Month</td>
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<td>9/22</td>
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<td>Business Schools, Small Business, National Disability Employment Awareness Month</td>
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<td>10/8</td>
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<td>10/22</td>
<td>Annual HEED Awards</td>
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<td>Native American Heritage Month</td>
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</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 125,000+ 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
The INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award, the only annual national 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 2016, we were proud to honor 83 award recipients. Applications for the 2017 HEED Awards will be available in early February at insightintodiversity.com/about-the-heed-award

2016 HEED Award Recipients

Anne Arundel Community College
Arizona Summit Law School
Augusta University
Ball State University
California State University San Marcos
California State University, East Bay
California State University, Fresno
California State University, Northridge
Capital Community College
Case Western Reserve University
Central Michigan University
Cleveland State University
Columbia University in the City of New York*
Cuyahoga Community College
Davenport University
DePaul University
East Carolina University
Eastern Kentucky University
Edinboro University of Pennsylvania
El Paso County Community College District
Florida Coastal School of Law
Florida State University*
Framingham State University
Georgia Institute of Technology
Georgia State University
Grossmont-Cuyamaca Community College District
Highline College
Houston Community College
Indiana University-Bloomington
Indiana University-Purdue University Indianapolis
Kansas State University
Kennesaw State University*
Kent State University*
Louisiana State University and Agricultural and Mechanical College
Metropolitan State University of Denver*
Miami Dade College
Millersville University
Northeastern University
Northern Arizona University
Northern Virginia Community College (NOVA)
Oklahoma State University
Rochester Institute of Technology*
Saint Louis University
San Diego State University
Seminole State College of Florida
Southern Illinois University Edwardsville
Southwestern Law School
St. Cloud State University
Stockton University
SUNY Buffalo State College
SUNY System Administration
Texas Tech University
The Pennsylvania State University*
The School of the Art Institute of Chicago
The University of Georgia
The University of South Carolina
The University of Texas at Austin*
The University of Toledo
Union College in New York
University of Alabama at Birmingham
University of Central Florida*
University of Cincinnati*
University of Colorado Boulder
University of Houston
University of Houston Law Center
University of Illinois at Chicago
University of Illinois at Urbana-Champaign
University of Louisville
University of Maryland University College
University of Massachusetts Boston
University of Massachusetts Lowell
University of Minnesota-Twin Cities
University of North Carolina at Chapel Hill
University of North Florida
University of Oklahoma
University of Vermont
University of Virginia
University of West Florida
Virginia Polytechnic Institute and State University*
West Virginia University
Western Michigan University
Whitworth University
Widener University

*Also a 2016 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.

Less than 15 colleges and universities across the nation 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 Partners

- American Association for Access, Equity, and Diversity
- American Association of Blacks in Higher Education
- American Conference on Diversity
- America’s Heroes at Work
- Ascend Pan-Asian Leaders
- Association of Law Firm Diversity Professionals
- Association on Higher Education and Disability
- Campus Pride
- Career Opportunities for Students with Disabilities
- Catalyst
- Dignity and Respect Campaign
- Disabled World
- Diversity Abroad
- Higher Education Recruitment Consortium
- Hispanic Association of Colleges and Universities
Our Editorial Board

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

Ken D. Coopwood, Sr.
National Diversity Educator, Writer and Leader; CEO of Coopwood Progressive Workshops & Developments; Vice President for Strategic Diversity & Infrastructure with Campus Climate Surveys, LLC

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

James A. Felton
Chief Diversity Officer, Anne Arundel Community College

Bernard Franklin
Executive Vice President, Education and Community Engagement, NCAA

Tia T. Gordon
Vice President, Global Communications at Catalyst

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

William Lewis Sr.
Founder/Principal Member of ZeroIN HR Solutions, LLC

Lisa McBride
Vice President for Diversity and Inclusion, Salem State University

Kevin McDonald
Vice President and Associate Provost for Diversity and Inclusion, University of Missouri System

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
Director, Workforce Compliance and Diversity Solutions for Peoplefluent

Ajay Nair
Senior Vice President and Dean of Campus Life at Emory University

Tanya Odom
Senior Consultant with The FutureWork Institute

Joe Santana
President, Joseph Santana, LLC

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

Anise D. Wiley-Little
Chief Human Capital and Diversity Officer, Kellogg School of Management at Northwestern University

Damon A. Williams
Senior Vice President of Program, Training & Youth Development Services, Boys & Girls Clubs of America

Shane L. Windmeyer
Co-founder and Executive Director, Campus Pride
Compare INSIGHT Into Diversity to the Competition!

<table>
<thead>
<tr>
<th></th>
<th>INSIGHT Into Diversity</th>
<th>Diverse Issues in Higher Education</th>
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<tbody>
<tr>
<td><strong>Previous Name</strong></td>
<td></td>
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<tr>
<td>Affirmative Action Register</td>
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<td>Black Issues in Higher Education</td>
</tr>
<tr>
<td><strong>Years in Business</strong></td>
<td>44</td>
<td>31</td>
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<tr>
<td><strong>Print Circulation</strong></td>
<td>20,000</td>
<td>4,000 (1)</td>
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<tr>
<td><strong>Online Subscribers</strong></td>
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<td>17,000 (1)</td>
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<tr>
<td><strong>Total Readership</strong></td>
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<td>100,000 (1)</td>
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<tr>
<td><strong>Focused Content</strong></td>
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<tr>
<td>African American</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Hispanic/Latino</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Asian American</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Native American</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Native Hawaiian or Pacific Islander</td>
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<td>✓</td>
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<tr>
<td>Women</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Veterans</td>
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<td>LGBTQ community</td>
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<td>People with disabilities</td>
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<tr>
<td>Other underrepresented groups</td>
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<tr>
<td><strong>Editorial Board</strong></td>
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<td><strong>HEED Award Advisory Board</strong></td>
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<td><strong>HEED Award Sponsorship</strong></td>
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<td><strong>Partner Organizations</strong></td>
<td>28</td>
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<tr>
<td><strong>Shelf Life Per Issue</strong></td>
<td>4-6 weeks</td>
<td>2 weeks</td>
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<tr>
<td><strong>60-Day Online Posting Cost</strong></td>
<td>$330</td>
<td>$530</td>
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<tr>
<td><strong>Unlimited Online Posting Subscription</strong></td>
<td>$3,450 - $6,750 (2)</td>
<td>$7,850</td>
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<tr>
<td><strong>Free Print Display Advertising (3)</strong></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.
Online Advertising

Career Center Job Postings

**Premium Posting - $470**
Put your job in the inbox of thousands of diverse candidates. Increase views by close to 1,000%! Your job will be included in the INSIGHT Into Diversity newsletter, 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 1,000% more job views than a basic single posting.

**Enhanced Posting - $395**
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: $330
- 90 Days: $415
- 5 job posting package (60-day): $1,485
- 10 job posting package (60-day): $2,800
- 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: $6,750
  - more than 500 postings per year: $7,100

**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 Spidering 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: $750
- 60-day: $1,200

**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: $750
- 60-day: $1,200

**Homepage and Career Center Combo**
- 30-day: $1,000
- 60-day: $1,700

**Newsletter banner ad** — 305 pixels wide x 250 pixels high
Our weekly e-Newsletter is sent to 30,000 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: $500
- Two or more placements: $400 each

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**Image Advertising Rates (4-color)**

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<th>Size</th>
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<tbody>
<tr>
<td>Back cover</td>
<td>$3,975</td>
<td>$3,380</td>
<td>$2,980</td>
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<tr>
<td>Inside front cover</td>
<td>$3,775</td>
<td>$3,210</td>
<td>$2,830</td>
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<tr>
<td>Full page</td>
<td>$3,620</td>
<td>$3,080</td>
<td>$2,715</td>
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<td>2/3 page</td>
<td>$2,625</td>
<td>$2,230</td>
<td>$1,895</td>
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<td>1/2 page</td>
<td>$1,910</td>
<td>$1,625</td>
<td>$1,575</td>
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<td>1/3 page</td>
<td>$1,410</td>
<td>$1,195</td>
<td>$1,060</td>
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<td>1/4 page</td>
<td>$1,075</td>
<td>$915</td>
<td>$810</td>
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**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: 2.625"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>3x</th>
<th>5x</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$2,895</td>
<td>$2,595</td>
<td>$2,325</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,100</td>
<td>$1,890</td>
<td>$1,675</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,530</td>
<td>$1,375</td>
<td>$1,230</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,130</td>
<td>$1,010</td>
<td>$900</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$860</td>
<td>$775</td>
<td>$690</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$605</td>
<td>$545</td>
<td>$485</td>
</tr>
<tr>
<td>Minimum ad size</td>
<td>$350</td>
<td>n/a</td>
<td></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"
- 1/6 page: 2.25" x 4.75"

Additional custom sizes available at $128/$180 per vertical inch. Add 25% for full color. 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

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**Print Advertising**

**Image Advertising Rates (4-color)**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
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<td>$3,380</td>
<td>$2,980</td>
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<tr>
<td>Inside front cover</td>
<td>$3,775</td>
<td>$3,210</td>
<td>$2,830</td>
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<tr>
<td>Full page</td>
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<td>$3,080</td>
<td>$2,715</td>
</tr>
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</tr>
<tr>
<td>1/2 page</td>
<td>$1,910</td>
<td>$1,625</td>
<td>$1,575</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,410</td>
<td>$1,195</td>
<td>$1,060</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,075</td>
<td>$915</td>
<td>$810</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: 2.625"x 10"
- 1/4 page: 3.8"x 4.8625"

**Recruitment Advertising Rates (B&W)**

<table>
<thead>
<tr>
<th>Size</th>
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<tbody>
<tr>
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<td>$2,895</td>
<td>$2,595</td>
<td>$2,325</td>
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<tr>
<td>2/3 page</td>
<td>$2,100</td>
<td>$1,890</td>
<td>$1,675</td>
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<tr>
<td>1/2 page</td>
<td>$1,530</td>
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<td>$485</td>
</tr>
<tr>
<td>Minimum ad size</td>
<td>$350</td>
<td>n/a</td>
<td></td>
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