INSIGHT
Into Diversity

2018 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 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.
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: 300,000
Online Monthly Visitors: 250,000

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>Advertising Deadline</th>
<th>Online Publication</th>
<th>Print Publication</th>
<th>Categories</th>
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<tr>
<td>May 2018</td>
<td>4/9</td>
<td>4/16</td>
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<td>Healthcare Schools: Dental, Medical, Optometry, Veterinary, Health Sciences and Professions, Asian Pacific American Heritage Month</td>
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<td>Highly Selective Schools: Canadian Universities, LGBTQ Pride Month</td>
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<td>September 2018</td>
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<td>STEM Programs: Inspiring Leaders in STEM Awards, National Hispanic-Latino Heritage Month</td>
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<td>October 2018</td>
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<td>Entrepreneurship and Business Schools: Small Business, National Disability Employment Awareness Month</td>
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<td>Annual HEED Awards: Native American Heritage Month</td>
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<td>Schools of Public Policy</td>
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<td></td>
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<td>Giving Back Awards</td>
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<td></td>
<td>LGBTQ Pride Month</td>
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<td></td>
<td>Law Schools</td>
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<td>Liberal Arts, Humanities, Social Sciences</td>
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<td>September 2019</td>
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<td>Small Business</td>
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<td></td>
<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 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 - Hundreds 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 (HEED) 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 a leader in promoting inclusive excellence in higher education.

The Division of Institutional Diversity facilitates a campus community that is committed to achieving excellence in diversity and inclusion across the University system. OSU’s efforts earned 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 a leader in promoting inclusive excellence in higher education.

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 (MSN) and Doctor of Philosophy (PhD) in Nursing; Master of Science in Interdisciplinary Nursing; and Doctor of Philosophy (PhD) in Nursing Practice; and Doctor of Philosophy (PhD) in Nursing Practice for nurses with master’s degrees. Visit our website at nursing.umaryland.edu/academics for more information.

FACULTY
The University of Maryland School of Nursing offers faculty positions in Nursing (BSN), including the RN-to-BSN option; Master of Science (MSN) and Doctor of Philosophy (PhD) in Nursing Practice; and Doctor of Philosophy (PhD) in Nursing Practice for nurses with master’s degrees. 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 (MSN) and Doctor of Philosophy (PhD) in Nursing Practice; and Doctor of Philosophy (PhD) in Nursing Practice for nurses with master’s degrees. 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 interdisciplinary collaborations, and improve the health of individuals, families, and communities.

**STUDENTS**
- Master of Science in Interdisciplinary Nursing
- Master of Science in Nursing Practice
- Doctor of Philosophy (PhD) in Nursing Practice

**FACULTY**
- Full-time, part-time, and clinical faculty positions
- Tenured and tenure-track positions
- Non-tenure-track positions

**APPLICATIONS**
- MS in Interdisciplinary Nursing
- MS in Nursing Practice
- PhD in Nursing Practice

**CONTACT**
- Faculty Search Coordinator
- 410-706-4618
- nursingapps@umd.edu

**ADMISSIONS**
- MS in Interdisciplinary Nursing
- MS in Nursing Practice
- PhD in Nursing Practice

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- PhD in Nursing Practice

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**ADMISSIONS**
- MS in Interdisciplinary Nursing
- MS in Nursing Practice
- PhD in Nursing Practice
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 2017, we were proud to honor 80 award recipients. Applications for the 2018 HEED Awards are now available at insightintodiversity.com/about-the-heed-award

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### 2017 HEED Award Recipients

<table>
<thead>
<tr>
<th>Arizona Summit Law School</th>
<th>Salem State University</th>
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<tbody>
<tr>
<td>Augusta University</td>
<td>San Diego State University</td>
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<tr>
<td>Ball State University</td>
<td>Seminole State College of Florida</td>
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<tr>
<td>California State University, East Bay</td>
<td>Southern Illinois University Carbondale</td>
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<tr>
<td>California State University, Fresno</td>
<td>Southern Illinois University Edwardsville</td>
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<tr>
<td>California State University, Northridge</td>
<td>Southwestern Law School</td>
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<tr>
<td>California State University San Marcos</td>
<td>Stockton University</td>
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<tr>
<td>Case Western Reserve University</td>
<td>SUNY Buffalo State College</td>
</tr>
<tr>
<td>Central Washington University</td>
<td>SUNY Oneonta</td>
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<tr>
<td>Clemson University</td>
<td>SUNY System Administration</td>
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<tr>
<td>Cleveland State University</td>
<td>Swarthmore College</td>
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<tr>
<td>Columbia University in the City of New York*</td>
<td>Texas Tech University</td>
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<tr>
<td>Cuyahoga Community College</td>
<td>The Pennsylvania State University</td>
</tr>
<tr>
<td>Davenport University</td>
<td>The School of the Art Institute of Chicago</td>
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<tr>
<td>DePaul University</td>
<td>The University of Georgia</td>
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<tr>
<td>East Carolina University</td>
<td>The University of South Carolina</td>
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<tr>
<td>Eastern Kentucky University</td>
<td>The University of Texas at Austin</td>
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<tr>
<td>El Paso County Community College District</td>
<td>The University of Tulsa</td>
</tr>
<tr>
<td>Florida Coastal School of Law</td>
<td>Union College in New York</td>
</tr>
<tr>
<td>Florida State University*</td>
<td>University of Central Florida</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
<td>University of Cincinnati*</td>
</tr>
<tr>
<td>Georgia State University</td>
<td>University of Colorado Boulder</td>
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<tr>
<td>Greeneville Technical College</td>
<td>University of Delaware</td>
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<tr>
<td>Indiana University-Bloomington*</td>
<td>University of Houston</td>
</tr>
<tr>
<td>Indiana University-Purdue University Indianapolis</td>
<td>University of Houston Law Center</td>
</tr>
<tr>
<td>James Madison University*</td>
<td>University of Illinois at Urbana-Champaign</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>University of Kentucky*</td>
</tr>
<tr>
<td>Kennesaw State University*</td>
<td>University of Louisville</td>
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<tr>
<td>Kent State University</td>
<td>University of Minnesota-Twin Cities</td>
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<td>Louisiana State University and Agricultural and Mechanical College</td>
<td>University of North Carolina at Chapel Hill</td>
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<tr>
<td>Metropolitan State University</td>
<td>University of North Carolina Wilmington</td>
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<tr>
<td>Metropolitan State University of Denver*</td>
<td>University of North Florida*</td>
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<tr>
<td>Millersville University</td>
<td>University of Oklahoma*</td>
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<tr>
<td>North Carolina State University</td>
<td>University of Pittsburgh</td>
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<tr>
<td>Northeastern University</td>
<td>University of Virginia*</td>
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<tr>
<td>Northern Virginia Community College (NOVA)</td>
<td>Virginia Polytechnic Institute and State University*</td>
</tr>
<tr>
<td>Oklahoma State University*</td>
<td>Western Michigan University</td>
</tr>
<tr>
<td>Palo Alto University</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>Raritan Valley Community College</td>
<td>William Marsh Rice University (Rice University)</td>
</tr>
<tr>
<td>Rochester Institute of Technology*</td>
<td>William Rainey Harper College (Harper College)</td>
</tr>
</tbody>
</table>

*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 2017, we were proud to honor 24 award recipients. Applications for the 2018 Health Professions HEED Awards are now available at insightintodiversity.com/about-the-heed-award

### 2017 Health Professions HEED Award Recipients

**A.T. Still University of Health Sciences**  
Augusta University, Health Sciences Colleges  
California State University, Los Angeles, School of Nursing  
Columbia University College of Dental Medicine  
Florida State University College of Medicine  
Icahn School of Medicine at Mount Sinai  
MGH Institute of Health Professions  
Penn State College of Medicine and Penn State Health  
Milton S. Hershey Medical Center  
Philadelphia College of Osteopathic Medicine  
Purdue University College of Veterinary Medicine  
Texas A&M College of Veterinary Medicine  
and Biomedical Sciences  
The Medical University of South Carolina  

**The Ohio State University College of Medicine**  
The Ohio State University College of Nursing  
The Ohio State University College of Veterinary Medicine  
University of Cincinnati College of Nursing  
University of Florida College of Dentistry  
University of Houston College of Nursing  
University of Memphis, Loewenberg College of Nursing  
University of Minnesota School of Nursing  
University of Rochester School of Nursing  
University of Tennessee Health Science Center College of Pharmacy  
University of Virginia School of Medicine  
University of Washington School of Nursing
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 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
- AHEAD
- Campus Pride
- Career Opportunities for Students with Disabilities
- Catalyst
- Dignity and Respect Campaign
- Disabled World
- Diversity Abroad
- Hispanic Association of Colleges and Universities
- Institute for Diversity in Health Management
Our 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 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

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, SUNY Cortland

Tia T. Gordon
Vice President, Global Communications at Catalyst

Gretchel 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
Director, Workforce Compliance and Diversity Solutions for Peoplefluent

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

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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## Compare INSIGHT Into Diversity to the Competition!

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<thead>
<tr>
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<th>INSIGHT Into Diversity</th>
<th>Diverse Issues in Higher Education</th>
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<tbody>
<tr>
<td>Previous Name</td>
<td>Affirmative Action Register</td>
<td>Black Issues in Higher Education</td>
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<td>100,000 (1)</td>
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<td>Focused Content</td>
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<td>African American</td>
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<td>Hispanic/Latino</td>
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<td>✓</td>
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<td>✓</td>
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<td>Native American</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>✓</td>
<td>✓</td>
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<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 Sponsorship</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Partner Organizations</td>
<td>28</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>$330</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 $3,620).

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 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: $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 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: $500
Two or more placements: $400 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
- Offer consulting services from one of the most knowledgeable diversity experts in the U.S., Dr. Ken Coopwood Sr.

To purchase or learn more about Viewfinder™ Campus Climate Surveys, visit viewfindersurveys.com or email Deneen Wilson at dwilson@viewfindersurveys.com.

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