Advancing the conversation on diversity and inclusion in higher education and beyond
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*INSIGHT Into Diversity* is the oldest and largest diversity magazine and website in higher education today. For over 40 years, *INSIGHT Into Diversity* has connected potential employees with institutions and businesses choosing to embrace a workforce more reflective of our local and national communities.

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

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

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

IN HIGHER EDUCATION

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

OUTSIDE HIGHER EDUCATION

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

CIRCULATION

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

ONLINE AND PRINT AUDIENCE

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

**COLLEGES/UNIVERSITIES**  
(Undergraduate, Graduate, Professional Schools)

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

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

### THE 2018 HEED AWARD RECIPIENTS

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

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

THE 2018 HEALTH PROFESSIONS HEED AWARD RECIPIENTS

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

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

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

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

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

James A. Felton
Chief Diversity Officer, SUNY Cortland

Cheryl Gonzalez
Chief Diversity Officer, Hillsborough Community College

Tia T. Gordon
Vice President, Global Communications at Catalyst

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

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

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

Ajay Nair
President, Arcadia University

Joe Santana
President, Joseph Santana, LLC

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

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

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

Clyde Wilson Pickett
Senior Diversity Officer, Minnesota State Colleges and Universities system
<table>
<thead>
<tr>
<th>Previous Name</th>
<th>Affirmative Action Register</th>
<th>Black Issues in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years in Business</td>
<td>45</td>
<td>32</td>
</tr>
<tr>
<td>Print Circulation</td>
<td>20,000</td>
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</tr>
<tr>
<td>Online Subscribers</td>
<td>50,000</td>
<td>17,000 (1)</td>
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<tr>
<td>Total Readership</td>
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<td>100,000 (1)</td>
</tr>
<tr>
<td>Focused Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Asian American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Women</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Veterans</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>LGBTQ community</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>People with disabilities</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Other underrepresented groups</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Editorial Board</td>
<td></td>
<td>✓</td>
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<tr>
<td>HEED Award Advisory Board</td>
<td></td>
<td>✓</td>
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<tr>
<td>HEED Award Summit</td>
<td></td>
<td>✓</td>
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<tr>
<td>Administers Campus Climate Surveys</td>
<td></td>
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<tr>
<td>Partner Organizations</td>
<td>29</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>$339</td>
<td>$5750</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>
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<td>✓</td>
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</table>

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

- Magazine editorial section and premium placements

RECRUITMENT ADVERTISING

- Magazine career section

ONLINE CAREER CENTER

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

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

BANNER ADVERTISING

- Website banner ads
- Career Center banner ads
- eNewsletter banner ads
AD RATES AND SPECS

PRINT ADVERTISING

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>2/3-Page</th>
<th>1/2-Page</th>
<th>1/3-Page</th>
<th>1/4-Page</th>
<th>Back Cover</th>
<th>Inside Front/Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specs</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td>4.75”(w) x 10”(h) no bleeds</td>
<td>3.8”(w) x 10”(h) or 7.875”(w) x 4.8625”(h) no bleeds</td>
<td>2.5”(w) x 10”(h) no bleeds</td>
<td>3.8”(w) x 10.875”(h) plus .125” bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td></td>
</tr>
<tr>
<td>1x Rate</td>
<td>$3,880</td>
<td>$2,970</td>
<td>$2,410</td>
<td>$1,910</td>
<td>$1,490</td>
<td>$4,370</td>
<td>$4,120</td>
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<tr>
<td>2x Rate (each)</td>
<td>$3,690</td>
<td>$2,820</td>
<td>$2,370</td>
<td>$1,890</td>
<td>$1,440</td>
<td>$4,150</td>
<td>$3,915</td>
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<tr>
<td>3x Rate (each)</td>
<td>$3,490</td>
<td>$2,670</td>
<td>$2,345</td>
<td>$1,865</td>
<td>$1,390</td>
<td>$3,935</td>
<td>$3,705</td>
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<tr>
<td>5x Rate (each)</td>
<td>$3,300</td>
<td>$2,520</td>
<td>$2,320</td>
<td>$1,830</td>
<td>$1,375</td>
<td>$3,715</td>
<td>$3,505</td>
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</table>

CAREER CENTER ADVERTISING

Single Job Postings

- **60-Day Job Posting** $339
- **Enhanced Posting** $399
  - Remains High in Search Results
- **Passive Job Seeker Package** $479
  - TalentBoost upgrade distributes job to network of 1,000+ national, niche, and local job boards
  - Job emailed to qualified professionals
  - Remains high in search results
  - Highlighted to stand out

Bulk Job Posting Packages

- **5 Pack of 60-Day Job Postings** $1,499
- **10 Pack of 60-Day Job Postings** $2,799
- **One Year of Unlimited Job Postings** $3,750 to $6,950
  - Including one image ad in INSIGHT magazine (value of $1,490 to $3,880).
  - Also includes the HEED Award Data Report (value of $495) and a 10% discount on Viewfinder® Campus Climate Surveys (includes surveys and administration).

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

WEBSITE BANNER ADVERTISING

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

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

ENEWSLETTER ADVERTISING

**eNewsletter Banner Ads**

Our weekly eNewsletter is sent to subscribers on Thursday of each week. We also send out frequent promotional emails for events and offers that you can also purchase ad space in.

One placement: $499. Two or more: $399 each
Specs: 305 x 250 pixels
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
</tr>
</thead>
</table>
| JULY/AUGUST 2019      | SCHOOLS OF LAW  
*Humanities*                                                      | Advertising Deadline: 6/18  
Online Publication: 6/25  
Print Publication: 7/2 |
| SEPTEMBER 2019        | STEM PROGRAMS  
*Inspiring Programs in STEM Awards*                           | Advertising Deadline: 8/8  
Online Publication: 8/15  
Print Publication: 8/22 |
| OCTOBER 2019          | BUSINESS SCHOOLS  
*Schools of Architecture*                                       | Advertising Deadline: 9/9  
Online Publication: 9/16  
Print Publication: 9/23 |
| NOVEMBER 2019         | 2019 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS                | Advertising Deadline: 10/1  
Online Publication: 10/15  
Print Publication: 10/22 |
| DECEMBER 2019         | 2019 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS  
*Health Professions Schools*                           | Advertising Deadline: 11/1  
Online Publication: 11/15  
Print Publication: 11/22 |
| JANUARY/FEBRUARY 2020 | NURSING AND PHARMACY SCHOOLS  
*Schools of Public Health*                                        | Advertising Deadline: 12/9  
Online Publication: 12/16  
Print Publication: 12/26 |
| MARCH 2020            | SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION                        | Advertising Deadline: 2/3  
Online Publication: 2/10  
Print Publication: 2/17 |
| APRIL 2020            | SCHOOLS OF JOURNALISM AND COMMUNICATIONS                                   | Advertising Deadline: 3/9  
Online Publication: 3/16  
Print Publication: 3/23 |
| MAY 2020              | MEDICAL, DENTAL, AND VETERINARY SCHOOLS                                    | Advertising Deadline: 4/8  
Online Publication: 4/15  
Print Publication: 4/22 |
| JUNE 2020             | RESEARCH INSTITUTIONS                                                       | Advertising Deadline: 5/8  
Online Publication: 5/15  
Print Publication: 5/22 |
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facebook.com/insightintodiversity

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