INSIGHT Into Diversity is the oldest and largest diversity magazine and website in higher education today. For over 45 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 engage readers in the goal of achieving a more diverse and inclusive culture at institutions of higher education.

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.
INSIGHT Into Diversity's distribution is vast and broad.

IN HIGHER EDUCATION

- Academic/Professional/Diversity Associations
- 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
- 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
- Fortune 500 leadership/diversity
- 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: 350,000
Online Monthly Visitors: 700,000

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                  | Rochester Institute of Technology                     |
| Arkansas State University              | Southern Illinois University Edwardsville         |
| California State University, Fresno    | Stanford University                                |
| California State University, Los Angeles| SUNY System (64 campuses)                          |
| California State University, Northridge| Swarthmore College                                |
| California State University San Marcos | Texas A&M University                               |
| Christopher Newport University         | Texas Christian University                         |
| Clemson University                     | Texas Tech University                              |
| Colorado Mountain College              | Tufts University                                   |
| Columbia University                    | Tulane University                                  |
| Cornell University                     | Union College, New York                            |
| DePaul University                      | The University of Alabama at Birmingham            |
| Duke University                        | University of California, Berkeley                 |
| East Carolina University               | University of Cincinnati                           |
| Emory University                       | University of Delaware                             |
| Florida Gulf Coast University          | University of Florida                              |
| Florida State University               | University of Georgia                              |
| Georgetown University                  | University of Houston                              |
| Harvard University                     | University of Illinois at Chicago                  |
| Indiana University - Bloomington       | University of Kansas                               |
| Indiana University-Purdue University Indianapolis | University of Kentucky                           |
| Johns Hopkins University               | University of Maryland, Baltimore                  |
| Kansas State University                | University of North Florida                         |
| Louisiana State University             | University of North Texas                           |
| Medical University of South Carolina   | University of Pittsburgh at Bradford               |
| Metropolitan State University of Denver| University of Texas Southwestern Medical Center     |
| Millersville University                | University of Virginia                             |
| Northwestern University                | University of West Florida                          |
| Ohio University                        | University of Wisconsin                             |
| Oklahoma State University              | Virginia Commonwealth University                    |
| Oregon State University                | Virginia Tech                                      |
| Philadelphia College of Osteopathic Medicine | West Virginia University                     |
| Princeton University                   | Western Michigan University                        |
| Purdue University                      | Whitworth University                                |
| Quinnipiac University                  | Yale University                                    |
| Rice 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 2021 we were proud to honor 101 award recipients.

The 2021 HEED Award Recipients

Adelphi University
Agnes Scott College
Arkansas State University
Ball State University
Binghamton University
Broward College
California State University Fullerton
California State University San Marcos
Calvin College
Clemson University
Columbia University in the City of New York
Cuyahoga Community College
Davenport University
East Carolina University
El Paso County Community College District
Florida Atlantic University
Florida State University
Georgia Institute of Technology
Georgia State University
Grand Valley State University
Hillsborough Community College
Hudson County Community College
Indiana University – Purdue University Indianapolis
Indiana University Bloomington
James Madison University
Johns Hopkins University
Kansas State University
Kent State University
Lehigh University
Metropolitan State University
Metropolitan State University of Denver
Miami University
Millersville University
Mississippi State University
Mount Holyoke College
North Hennepin Community College
Northern Illinois University
Northwestern University
Ohio University
Ohio State University
Oregon State University
Pikes Peak Community College
Regis College
Rice University
Rochester Institute of Technology
Rockland Community College
Rowan University
Santa Clara University
Santa Rosa Junior College
Seminole State College of Florida
Shippensburg University
Southern Illinois University Edwardsville
Southwestern Law School
Stetson University College of Law
Stockton University
Suffolk University
SUNY Old Westbury
Swarthmore College
Texas A&M University
Texas Christian University
Texas Tech University
The University of Alabama at Birmingham
The University of Texas at Arlington
The University of Texas at Austin
The University of Tulsa
Towson University
UNC Greensboro
Union College
University at Albany
University of California System
UC Office of the President
University of California, Merced
University of Central Florida
University of Cincinnati
University of Dayton
University of Georgia
University of Houston
University of Houston Law Center
University of Houston-Downtown
University of Illinois Chicago
University of Illinois Urbana-Champaign
University of Kentucky
University of Louisiana at Lafayette
University of Louisville
University of Memphis
University of Missouri-St. Louis
University of North Florida
University of North Texas
University of Oklahoma
University of Oregon
University of Pittsburgh
University of Rochester
University of South Carolina
University of West Florida
Virginia Commonwealth University
Virginia Polytechnic Institute and State University
Virginia Wesleyan University
West Chester University of Pennsylvania
West Virginia University
William & Mary
Worcester Polytechnic Institute (WPI)
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 2020, we were proud to honor 46 award recipients.

THE 2020 HEALTH PROFESSIONS HEED AWARD RECIPIENTS

A.T. Still University  
California State University, Los Angeles  
Columbia University, College of Dental Medicine  
Duke University School of Nursing  
Edward Via College of Osteopathic Medicine (VCOM)  
Florida State University College of Medicine  
Frontier Nursing University  
Icahn School of Medicine at Mount Sinai (ISMMS)  
Johns Hopkins School of Nursing  
Louisiana State University School of Veterinary Medicine  
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  
TCU and UnTHSC School of Medicine  
Texas A&M University – College of Veterinary Medicine & Biomedical Sciences  
Texas A&M University College of Dentistry  
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 Optometry  
The Ohio State University College of Veterinary Medicine  
The University of Arizona College of Medicine – Phoenix  
Touro College of Osteopathic Medicine – New York  
UNC Gillings School of Global Public Health  
University of Alabama at Birmingham School of Public Health  
University of California, Riverside School of Medicine  
University of Cincinnati College of Nursing  
University of Cincinnati James L. Winkle College of Pharmacy  
University of Cincinnati, College of Allied Health Sciences  
University of Colorado School of Dental Medicine  
University of Florida College of Dentistry  
University of Louisville Health Sciences Center  
University of Maryland School of Nursing  
University of Miami Leonard M. Miller School of Medicine  
University of Michigan Medical School  
University of Minnesota School of Nursing  
University of Rochester School of Medicine and Dentistry  
University of Rochester School of Nursing  
University of Texas at Austin College of Pharmacy  
University of the Incarnate Word Feik School of Pharmacy  
University of Virginia School of Medicine  
UT Southwestern Medical Center  
Vanderbilt University School of Nursing (VUSN)  
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)

Kenneth J. Barrett  
Chief Diversity Officer, General Motors

LeManuel “Lee” Bitsóí  
Director of the Diversity Collaborative, Fort Lewis College

Venessa A. Brown  
Associate Athletic Director for Diversity, Equity and Inclusion and Chief Diversity Officer, Southern Illinois University Edwardsville

Elissa H. Buxbaum  
National Director, College & University Programs, ADL

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

Sonja Feist-Price  
Provost and Vice Chancellor For Academic Affairs, University of Michigan-Flint

James A. Felton III  
Vice President for Inclusive Excellence, The College of New Jersey

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

Erika Henderson  
Associate Provost for Faculty Recruitment, Retention, Equity, and Diversity, University of Houston

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

Ajay Nair  
President, Arcadia University

Erika Henderson  
Associate Provost for Faculty Recruitment, Retention, Equity, and Diversity, University of Houston

Clyde Wilson Pickett  
Vice Chancellor for Diversity and Inclusion, University of Pittsburgh

Menah Pratt-Clarke  
Vice President for Strategic Affairs and Diversity at Virginia Polytechnic Institute and State University (Virginia Tech)

Nereida (Neddy) Perez  
Global Head of Diversity, McCormick & Company, Inc.

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

Gigi Secuban  
Vice President for Diversity and Inclusion at Ohio University
## Compare Insight 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>Years in Business</strong></td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td><strong>Total Readership Per Issue</strong></td>
<td>350,000</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Shelf Life Per Issue</strong></td>
<td>4-6 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td><strong>60-Day Online Posting Cost</strong></td>
<td>$369</td>
<td>$595</td>
</tr>
<tr>
<td><strong>Ten 60-Day Online Postings Cost</strong></td>
<td>$2,999</td>
<td>$5,150</td>
</tr>
</tbody>
</table>
ADVERTISING OPTIONS

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 700,000 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
• Website popup ads
• Sidebar ads
AD RATES AND SPECS

PRINT ADVERTISING

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>2/3-Page</th>
<th>1/2-Page</th>
<th>1/3-Page</th>
<th>1/4-Page</th>
<th>Back Cover</th>
<th>Inside Front/Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specs</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>4.75&quot;(w) x 10&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 10&quot;(h) or 7.875&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>2.5&quot;(w) x 10&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
</tr>
<tr>
<td>1x Rate</td>
<td>$4,190</td>
<td>$3,210</td>
<td>$2,605</td>
<td>$2,060</td>
<td>$1,610</td>
<td>$4,720</td>
<td>$4,450</td>
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<tr>
<td>2x Rate (each)</td>
<td>$3,985</td>
<td>$3,045</td>
<td>$2,560</td>
<td>$2,040</td>
<td>$1,555</td>
<td>$4,480</td>
<td>$4,230</td>
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<tr>
<td>3x Rate (each)</td>
<td>$3,770</td>
<td>$2,885</td>
<td>$2,530</td>
<td>$2,015</td>
<td>$1,505</td>
<td>$4,250</td>
<td>$4,005</td>
</tr>
</tbody>
</table>

CAREER CENTER ADVERTISING

Single Job Postings

- 60-Day Job Posting: $369
- Enhanced Posting: $429
  - Remains High in Search Results
- Passive Job Seeker Package: $509
  - TalentBoost upgrade distributes job to network of 1000+ 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: $1,599
- 10 Pack of 60-Day Job Postings: $2,999
- One Year of Unlimited Job Postings*: $3,950 to $6,950
  Including one image ad in INSIGHT magazine (value of $1610 to $4190). Also includes the HEED Award Data Report (value of $395) 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: $899 for 30 days
Rate: $1599 for 60 days
Specs: 730 x 250 pixels

Career Center Banner Ads
Rate: $899 for 30 days
Rate: $1599 for 60 days
Specs: 728 x 90 pixels

Pop-Up Ads
Rate: $1999 for 30 days
Specs: 925 x 580 pixels

Sidebar Ads
Rate: $599 for 30 days
Rate: $999 for 60 days
Specs: 254 x 254 pixels

Enewsletter Advertising

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

One placement: $499  Two or more: $399 each
Specs: 305 x 250 pixels
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2021</td>
<td>2021 Higher Education Excellence in Diversity (HEED) Awards</td>
<td>Advertising Deadline: 10/1&lt;br&gt;Online Publication: 10/16&lt;br&gt;Print Publication: 10/22</td>
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<tr>
<td>December 2021</td>
<td>2021 Health Professions Higher Education Excellence in Diversity (HEED) Awards&lt;br&gt;Health Professions Schools</td>
<td>Advertising Deadline: 11/1&lt;br&gt;Online Publication: 11/16&lt;br&gt;Print Publication: 11/24</td>
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<tr>
<td>January/February 2022</td>
<td>Nursing and Pharmacy Schools</td>
<td>Advertising Deadline: 12/14&lt;br&gt;Online Publication: 12/22&lt;br&gt;Print Publication: 12/28</td>
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<tr>
<td>March 2022</td>
<td>Schools of Public Policy and Public Administration&lt;br&gt;Athletics&lt;br&gt;Globalization</td>
<td>Advertising Deadline: 2/3&lt;br&gt;Online Publication: 2/11&lt;br&gt;Print Publication: 2/17</td>
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<tr>
<td>April 2022</td>
<td>Schools of Education</td>
<td>Advertising Deadline: 3/8&lt;br&gt;Online Publication: 3/16&lt;br&gt;Print Publication: 3/22</td>
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<tr>
<td>May 2022</td>
<td>Dental, Medical, and Veterinary Schools</td>
<td>Advertising Deadline: 4/8&lt;br&gt;Online Publication: 4/18&lt;br&gt;Print Publication: 4/22</td>
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<tr>
<td>June 2022</td>
<td>Alumni Associations&lt;br&gt;Gay Pride Month</td>
<td>Advertising Deadline: 5/9&lt;br&gt;Online Publication: 5/17&lt;br&gt;Print Publication: 5/23</td>
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<tr>
<td>July/August 2022</td>
<td>Schools of Law&lt;br&gt;Military Veterans</td>
<td>Advertising Deadline: 6/17&lt;br&gt;Online Publication: 6/25&lt;br&gt;Print Publication: 7/1</td>
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<tr>
<td>September 2022</td>
<td>STEM Programs&lt;br&gt;Inspiring Programs in STEM Awards</td>
<td>Advertising Deadline: 8/8&lt;br&gt;Online Publication: 8/16&lt;br&gt;Print Publication: 8/22</td>
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<tr>
<td>October 2022</td>
<td>Business Schools&lt;br&gt;Schools of Architecture</td>
<td>Advertising Deadline: 9/8&lt;br&gt;Online Publication: 9/19&lt;br&gt;Print Publication: 9/22</td>
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</tbody>
</table>
CONTACT

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St. Louis, MO 63126

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Fax: 314.756.2036

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