INSIGHT Into Diversity®

MEDIA KIT 2019

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.

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 HEED AWARD

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
- **LeManuel Lee Bitsóí**, Chief Diversity Officer, Stony Brook University
- **Lynette Chappell-Williams**, Chief Diversity Officer and Associate Dean for Diversity and Inclusion at Penn State Health Milton S. Hershey Medical Center and Penn State College of Medicine
- **Deborah 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
- **Gretchel 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
### Compare Insight to the Competition

<table>
<thead>
<tr>
<th></th>
<th>Insight Into Diversity</th>
<th>Black Issues in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Previous Name</strong></td>
<td>Affirmative Action Register</td>
<td>Black Issues in Higher Education</td>
</tr>
<tr>
<td><strong>Years in Business</strong></td>
<td>45</td>
<td>32</td>
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<tr>
<td><strong>Print Circulation</strong></td>
<td>20,000</td>
<td>3,400 (1)</td>
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<tr>
<td><strong>Online Subscribers</strong></td>
<td>50,000</td>
<td>17,000 (1)</td>
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<tr>
<td><strong>Total Readership</strong></td>
<td>300,000</td>
<td>100,000 (1)</td>
</tr>
<tr>
<td><strong>Focused Content</strong></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><strong>Editorial Board</strong></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>HEED Award Advisory Board</strong></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>HEED Award Summit</strong></td>
<td>✓</td>
<td></td>
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<tr>
<td><strong>Administers Campus Climate Surveys</strong></td>
<td>✓</td>
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<tr>
<td><strong>Partner Organizations</strong></td>
<td>29</td>
<td>0</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>$339</td>
<td>$570</td>
</tr>
<tr>
<td><strong>Unlimited Online Posting Subscription</strong></td>
<td>$3,750 - $6,950(2)</td>
<td>$7,850</td>
</tr>
<tr>
<td><strong>Free Print Display Advertising (3)</strong></td>
<td>✓</td>
<td></td>
</tr>
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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).
**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 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&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 10&quot;(h) plus .125&quot; bleeds</td>
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</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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### 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
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<th>ISSUE</th>
<th>SPECIAL REPORT</th>
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<td>SEPTEMBER 2019</td>
<td>STEM PROGRAMS</td>
<td>Advertising Deadline: 8/8</td>
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<td></td>
<td>Inspiring Programs in STEM Awards</td>
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<td>Print Publication: 8/22</td>
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<td>BUSINESS SCHOOLS</td>
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<td></td>
<td>Schools of Architecture</td>
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<td>NOVEMBER 2019</td>
<td>2019 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
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<td>DECEMBER 2019</td>
<td>2019 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
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<tr>
<td>JANUARY/FEBRUARY 2020</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/9</td>
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<td>Schools of Public Health</td>
<td>Online Publication: 12/16</td>
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<td>Print Publication: 12/26</td>
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<td>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</td>
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<td>SCHOOLS OF JOURNALISM AND COMMUNICATIONS</td>
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<td>Print Publication: 3/23</td>
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<td>MAY 2020</td>
<td>MEDICAL, DENTAL, AND VETERINARY SCHOOLS</td>
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<td>JUNE 2020</td>
<td>LGBTQ COMMUNITY IN HIGHER EDUCATION</td>
<td>Advertising Deadline: 5/8</td>
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<td>Print Publication: 5/22</td>
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<td>JULY/AUGUST 2020</td>
<td>SCHOOLS OF LAW</td>
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<td>Print Publication: 7/1</td>
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Fax: 314.756.2036

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facebook.com/insightintodiversity

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