MEDIA KIT 2020

insightintodiversity.com

ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND
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**ABOUT INSIGHT**

*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: 600,000

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 2019, we were proud to honor 94 award recipients.

THE 2019 HEED AWARD RECIPIENTS

Adelphi University
Arkansas State University
Augustana College
Ball State University
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
Clemson University
Columbia University in the City of New York
Cuyahoga Community College
Davenport University
DePaul University
East Carolina University
Eastern Washington University
El Paso County Community College District
Florida State University
Framingham State University
Georgia Institute of Technology
Georgia State University
Grand Valley State University
Greenville Technical College
Hillsborough Community College
Indiana University Bloomington
Indiana University-Purdue University Indianapolis
Kansas State University
Kent State University
Lehigh University
Louisiana State University
Maryville University
Metropolitan State University
Metropolitan State University of Denver
Millersville University
Minnesota State
Mississippi State University
North Carolina State University
Northeast Wisconsin Technical College
Northeastern University
Ohio University
Oklahoma State University
Oregon State University
Pikes Peak Community College
Princeton University
Rochester Institute of Technology
Santa Rosa Junior College
School of the Art Institute of Chicago
Seminole State College of Florida
Southern Illinois University Edwardsville
State University of New York College at Cortland
SUNY Buffalo State College
SUNY Old Westbury
Swarthmore College
Texas A&M University
Texas Christian University
Texas Tech University
The University of Alabama at Birmingham
The University of Tulsa
Union College, NY
University at Albany – State University of New York
University of Central Florida
University of Cincinnati
University of Colorado Boulder
University of Georgia
University of Houston
University of Houston-Downtown
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 Maryland School of Public Health
University of Michigan - Ann Arbor
University of Missouri-Kansas City
University of North Carolina at Greensboro
University of North Florida
University of North Texas
University of Pittsburgh of the Commonwealth
University of Pittsburgh
Virginia Commonwealth University
Virginia Polytechnic Institute and State University
Washington State University Vancouver
West Virginia University
Western Michigan University
William & Mary
William Marsh Rice University (Rice University)
Winston-Salem State University

The HEED AWARD
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 2019, we were proud to honor 43 award recipients.

THE 2019 HEALTH PROFESSIONS HEED AWARD RECIPIENTS

A.T. Still University of Health Sciences
California State University, Los Angeles
Columbia University College of Dental Medicine
Edward Via College of Osteopathic 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
Penn State College of Medicine and Penn State Health Milton S. Hershey Medical Center
Philadelphia College of Osteopathic Medicine
Rush University
Texas A&M University College of Veterinary Medicine & Biomedical Sciences
Th e College at Brockport, State University New York
The Medical University of South Carolina
The Ohio State University College of Nursing
The Ohio State University College of Optometry
The Ohio State University College of Veterinary Medicine
The Ohio State University College of Medicine
The University of Arizona College of Medicine - Phoenix
The University of Illinois at Chicago College of Pharmacy
Touro College of Osteopathic Medicine
UNC Gillings School of Global Public Health
University of California, Irvine, School of Medicine
University of California, Riverside School of Medicine
University of California, San Francisco
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 Florida College of Dentistry
University of Houston College of Nursing
University of Louisville Health Sciences Center
University of Maryland School of Nursing
University of Michigan Medical School
University of Minnesota School of Nursing
University of Mississippi Medical Center
University of Rochester School of Medicine and Dentistry
University of Rochester School of Nursing
University of Virginia School of Medicine
University of Virginia School of Nursing
University of Texas Southwestern Medical Center
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.
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

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 III
Vice President for Equity and Inclusion, The College of New Jersey

Cheryl Gonzalez
Chief Diversity Officer, Hillsborough Community College

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

Ajay Nair
Senior Diversity Officer, Minnesota State Colleges and Universities system

Joe Santana
President, Joseph Santana, LLC

Clyde Wilson Pickett
Senior Diversity Officer, Minnesota State Colleges and Universities system

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
## Compare Insight to the Competition

<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>
<td>3,400 (1)</td>
</tr>
<tr>
<td>Online Subscribers</td>
<td>50,000</td>
<td>17,000 (1)</td>
</tr>
<tr>
<td>Total Readership</td>
<td>350,000</td>
<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>
</tr>
<tr>
<td>HEED Award Advisory Board</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>HEED Award Summit</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Administers Campus Climate Surveys</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Partner Organizations</td>
<td>29</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>$369</td>
<td>$595</td>
</tr>
<tr>
<td>Unlimited Online Posting Subscription</td>
<td>$3,950 - $6,950(2)</td>
<td>$8,225</td>
</tr>
<tr>
<td>Free Print Display Advertising (3)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Full-page Color Print Ad</td>
<td>$3,880</td>
<td>$3,925</td>
</tr>
<tr>
<td>Half-page Color Print Ad</td>
<td>$2,410</td>
<td>$2,675</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 $3,880).
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 600,000 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
## 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 4.8625”(h) no bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</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>
</tr>
<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>
</tr>
<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>
</tr>
<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>
</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 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 $1,599
- 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 $1,490 to $3,880), 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: $1,599 for 60 days
- Specs: 730 x 150 pixels

**Pop-Up Ads**
- Rate: $1,999 for 30 days
- Specs: 925 x 580 pixels

**Career Center Banner Ads**
- Rate: $899 for 30 days
- Rate: $1,599 for 60 days
- Specs: 468 x 60 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>
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</thead>
<tbody>
<tr>
<td>MAY/JUNE 2020</td>
<td>MEDICAL, PHARMACY, AND VETERINARY SCHOOLS</td>
<td>Advertising Deadline: 5/8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 5/15</td>
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<tr>
<td></td>
<td></td>
<td>Print Publication: 5/22</td>
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<tr>
<td>JULY/AUGUST 2020</td>
<td>SCHOOLS OF LAW</td>
<td>Advertising Deadline: 6/17</td>
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<tr>
<td></td>
<td>Affinity Groups</td>
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<tr>
<td></td>
<td>LGBTQ Community in Higher Education</td>
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<tr>
<td>SEPTEMBER 2020</td>
<td>STEM PROGRAMS</td>
<td>Advertising Deadline: 8/10</td>
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<tr>
<td></td>
<td>Inspiring Programs in STEM Awards</td>
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<td>OCTOBER 2020</td>
<td>BUSINESS SCHOOLS</td>
<td>Advertising Deadline: 9/8</td>
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<tr>
<td></td>
<td>Schools of Architecture</td>
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<tr>
<td>NOVEMBER 2020</td>
<td>2020 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED)</td>
<td>Advertising Deadline: 10/1</td>
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<tr>
<td></td>
<td>AWARDS</td>
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<tr>
<td></td>
<td></td>
<td>Online Publication: 10/15</td>
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<tr>
<td></td>
<td></td>
<td>Print Publication: 10/22</td>
</tr>
<tr>
<td>DECEMBER 2020</td>
<td>2020 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE</td>
<td>Advertising Deadline: 11/2</td>
</tr>
<tr>
<td></td>
<td>IN DIVERSITY (HEED) AWARDS</td>
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<tr>
<td></td>
<td>Health Professions Schools</td>
<td></td>
</tr>
<tr>
<td>JANUARY/FEBRUARY 2021</td>
<td>DENTAL AND NURSING SCHOOLS</td>
<td>Advertising Deadline: 12/14</td>
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<td></td>
<td>Schools of Public Health</td>
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</tr>
<tr>
<td>MARCH 2021</td>
<td>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</td>
<td>Advertising Deadline: 2/3</td>
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<tr>
<td></td>
<td>Globalization</td>
<td></td>
</tr>
<tr>
<td>APRIL 2021</td>
<td>PRESIDENTS AND CHANCELLORS LEADERSHIP AWARDS</td>
<td>Advertising Deadline: 3/8</td>
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<tr>
<td></td>
<td></td>
<td>Online Publication: 3/15</td>
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<tr>
<td></td>
<td></td>
<td>Print Publication: 3/22</td>
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