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 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
- 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
- The University of Alabama at 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 2020, we were proud to honor 90 award recipients.

### THE 2020 HEED AWARD RECIPIENTS

- Adelphi University
- Arkansas State University
- Augusta College (IL)
- Ball State University
- Brown University
- California State University, Fresno
- California State University, Fullerton
- 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
- East Carolina 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
- Lawrence University
- Lehigh University
- Louisiana State University
- Metropolitan State University of Denver
- Miami University
- Millersville University
- Morgridge College of Education at the University of Denver
- Ohio University
- Oklahoma State University
- Oregon State University
- Pikes Peak Community College
- Regis College
- Rochester Institute of Technology
- Santa Rosa Junior College
- Seminole State College of Florida
- Southern Illinois University Edwardsville
- Stetson University College of Law
- 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 Missouri-Saint Louis
- The University of Texas at Austin
- The University of Tulsa
- Towson University
- Union College, NY
- University at Albany, State University of New York
- University of Central Florida
- University of Cincinnati
- University of Colorado Boulder
- University of Dayton
- University of Georgia
- University of Houston
- University of Houston Law Center
- University of Houston-Downtown
- 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 at Greensboro
- University of North Florida
- University of North Texas
- University of Oregon
- University of Pittsburgh of the Commonwealth System of Higher Education
- University of Rochester
- University of South Florida
- University of West Florida
- Virginia Commonwealth University
- Virginia Polytechnic Institute and State University
- West Chester University of Pennsylvania
- West Virginia University
- Western Michigan University
- Whitworth University
- William & Mary
- William Marsh Rice University
- Worcester Polytechnic Institute (WPI)
- Xavier 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 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.
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)

Kenneth J. Barrett  
Chief Diversity Officer, General Motors

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

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

Cheryl Gonzalez  
Chief Diversity Officer, Hillsborough Community College

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

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

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)

Shirley J. Wilcher  
Executive Director of the American Association for Access, Equity, and Diversity
## Compare Insight to the Competition

<table>
<thead>
<tr>
<th></th>
<th>Insight Into Diversity</th>
<th>Diverse Issues in Higher Education</th>
</tr>
</thead>
<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>
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<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><strong>Specs</strong></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><strong>1x Rate</strong></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><strong>2x Rate (each)</strong></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><strong>3x Rate (each)</strong></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><strong>5x Rate (each)</strong></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

### Career Center Banner Ads
- Rate: $899 for 30 days
- Rate: $1,599 for 60 days
- Specs: 468 x 60 pixels

### Pop-Up Ads
- Rate: $1,999 for 30 days
- Rate: $1,999 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>APRIL 2021</td>
<td><strong>SCHOOLS OF EDUCATION</strong>&lt;br&gt;Supplier Diversity Awards</td>
<td>Advertising Deadline: 3/8&lt;br&gt;Online Publication: 3/16&lt;br&gt;Print Publication: 3/22</td>
</tr>
<tr>
<td>MAY 2021</td>
<td><strong>DENTAL, MEDICAL, AND VETERINARY SCHOOLS</strong></td>
<td>Advertising Deadline: 4/8&lt;br&gt;Online Publication: 4/16&lt;br&gt;Print Publication: 4/22</td>
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<tr>
<td>JUNE 2021</td>
<td><strong>INSPIRING AFFINITY GROUP AWARDS</strong>&lt;br&gt;<strong>LGBTQ Community in Higher Education</strong></td>
<td>Advertising Deadline: 5/10&lt;br&gt;Online Publication: 5/18&lt;br&gt;Print Publication: 5/24</td>
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<tr>
<td>JULY/AUGUST 2021</td>
<td><strong>SCHOOLS OF LAW</strong></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 2021</td>
<td><strong>STEM PROGRAMS</strong>&lt;br&gt;<strong>Inspiring Programs in STEM Awards</strong></td>
<td>Advertising Deadline: 8/9&lt;br&gt;Online Publication: 8/17&lt;br&gt;Print Publication: 8/23</td>
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<td>OCTOBER 2021</td>
<td><strong>BUSINESS SCHOOLS</strong>&lt;br&gt;Schools of Architecture</td>
<td>Advertising Deadline: 9/8&lt;br&gt;Online Publication: 9/16&lt;br&gt;Print Publication: 9/22</td>
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<td>NOVEMBER 2021</td>
<td><strong>2021 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</strong></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><strong>2021 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</strong>&lt;br&gt;<strong>Health Professions Schools</strong></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><strong>NURSING AND PHARMACY SCHOOLS</strong></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><strong>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</strong></td>
<td>Advertising Deadline: 2/3&lt;br&gt;Online Publication: 2/11&lt;br&gt;Print Publication: 2/17</td>
</tr>
</tbody>
</table>
CONTACT

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50 Crestwood Executive Center, Suite 526
St. Louis, MO 63126

Phone: 314.200.9955
Fax: 314.756.2036

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twitter.com/INSIGHT_News
linkedin.com/company/insight-into-diversity
facebook.com/insightintodiversity

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