INSIGHT Into Diversity®

MEDIA KIT 2022

insightintodiversity.com

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.

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**About Insight**

**TEN YEARS OF RECOGNIZING EXCELLENCE**

**Upholding in a New Wave of Physicians**

**CRITICAL RACE THEORY UNDER ATTACK**

**AMERICA’S HEROES**

**Rainbow Capitalism, Woke Washing, and the Co-opting of Social Justice Movements**

**COMBATING CLIMATE CHANGE**
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: 750,000

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)

<table>
<thead>
<tr>
<th>University Name</th>
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<tbody>
<tr>
<td>A.T. Still University</td>
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<tr>
<td>Arkansas State University</td>
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<tr>
<td>California State University, Fresno</td>
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<tr>
<td>California State University, Los Angeles</td>
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<tr>
<td>California State University, Northridge</td>
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<td>California State University San Marcos</td>
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<td>Christopher Newport University</td>
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<tr>
<td>Clemson University</td>
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<tr>
<td>Colorado Mountain College</td>
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<td>Columbia University</td>
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<td>Cornell University</td>
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<td>DePaul University</td>
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<td>Duke University</td>
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<td>East Carolina University</td>
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<td>Emory University</td>
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<td>Florida Gulf Coast University</td>
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<td>Florida State University</td>
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<tr>
<td>Georgetown University</td>
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<td>Harvard University</td>
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<tr>
<td>Indiana University - Bloomington</td>
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<tr>
<td>Indiana University-Purdue University Indianapolis</td>
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<tr>
<td>Johns Hopkins University</td>
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<td>Kansas State University</td>
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<tr>
<td>Louisiana State University</td>
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<tr>
<td>Medical University of South Carolina</td>
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<tr>
<td>Metropolitan State University of Denver</td>
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<tr>
<td>Millersville University</td>
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<tr>
<td>Northwestern University</td>
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<tr>
<td>Ohio University</td>
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<tr>
<td>Oklahoma State University</td>
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<tr>
<td>Oregon State University</td>
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<tr>
<td>Philadelphia College of Osteopathic Medicine</td>
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<tr>
<td>Princeton University</td>
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<tr>
<td>Purdue University</td>
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<tr>
<td>Quinnipiac University</td>
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<tr>
<td>Rice University</td>
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<tr>
<td>Rochester Institute of Technology</td>
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<tr>
<td>Southern Illinois University Edwardsville</td>
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<tr>
<td>Stanford University</td>
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<tr>
<td>SUNY System (64 campuses)</td>
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<tr>
<td>Swarthmore College</td>
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<tr>
<td>Texas A&amp;M University</td>
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<tr>
<td>Texas Christian University</td>
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<td>Texas Tech University</td>
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<tr>
<td>Tufts University</td>
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<tr>
<td>Tulane University</td>
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<tr>
<td>Union College, New York</td>
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<tr>
<td>The University of Alabama at Birmingham</td>
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<tr>
<td>University of California, Berkeley</td>
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<tr>
<td>University of Cincinnati</td>
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<tr>
<td>University of Delaware</td>
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<td>University of Florida</td>
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<tr>
<td>University of Georgia</td>
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<tr>
<td>University of Houston</td>
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<tr>
<td>University of Illinois at Chicago</td>
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<tr>
<td>University of Kansas</td>
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<tr>
<td>University of Kentucky</td>
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<tr>
<td>University of Maryland, Baltimore</td>
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<tr>
<td>University of North Florida</td>
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<td>University of North Texas</td>
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<tr>
<td>University of Pittsburgh at Bradford</td>
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<tr>
<td>University of Texas Southwestern Medical Center</td>
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<tr>
<td>University of Virginia</td>
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<tr>
<td>University of West Florida</td>
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<tr>
<td>University of Wisconsin</td>
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<tr>
<td>Virginia Commonwealth University</td>
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<tr>
<td>Virginia Tech</td>
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<td>West Virginia University</td>
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<td>Western Michigan University</td>
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<td>Whitworth University</td>
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<td>Yale University</td>
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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
California State University, Fresno
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 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
Oklahoma 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 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 HEALTH PROFESSIONS 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 2021, we were proud to honor 51 award recipients.

The 2021 Health Professions HEED Award Recipients

Albert Einstein College of Medicine
A.T. Still University of Health Sciences
Columbia University College of Dental Medicine
Duke University School of Nursing
Florida State University College of Medicine
Frontier Nursing University
Johns Hopkins University School of Nursing
Kansas State University College of Veterinary Medicine
Louisiana State University School of Veterinary Medicine
Medical College of Wisconsin
The Medical University of South Carolina
MGH Institute of Health Professions
Michigan State University College of Veterinary Medicine
New York University Rory Meyers College of Nursing
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 Public Health
The Ohio State University College of Veterinary Medicine
Oklahoma State University Center for Health Sciences
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 Irma Lerma Rangel College of Pharmacy
The University of Alabama at Birmingham School of Public Health
University of Arkansas for Medical Sciences
University of California, Davis Betty Irene Moore School of Nursing
University of California, Riverside School of Medicine
University of Cincinnati College of Nursing
University of Cincinnati College of Allied Health Sciences
University of Cincinnati James L. Winkle College of Pharmacy
University of Florida College of Dentistry
University of Florida College of Pharmacy
University of Houston College of Nursing
University of Kentucky College of Medicine
University of Louisville Health Sciences Center
University of Maryland School of Nursing
University of Miami Miller School of Medicine
University of Michigan Medical School
University of Minnesota School of Nursing
University of Mississippi Medical Center
UNC Gillings School of Global Public Health
University of Rochester School of Nursing
University of Texas Health Science Center at Houston, McGovern Medical School
UT Southwestern Medical Center
University of Virginia School of Medicine
University of Wisconsin-Madison School of Nursing
Vanderbilt University 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)

Kenneth J. Barrett
Chief Diversity Officer, General Motors

LeManuel “Lee” Bitsói
Vice President of Diversity, Equity, and Inclusion, Brandeis University

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

Karen A. Clinton Jones
Vice President, Diversity, Equity and Inclusion, Franklin & Marshall College

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

Gretchen Hathaway
Vice President for Diversity, Equity and Inclusion, Franklin & Marshall College

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

Lisa McBride
Associate Dean of Diversity and Inclusion, Texas Christian University School of Medicine

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

LeManuel “Lee” Bitsói
Vice President of Diversity, Equity, and Inclusion, Brandeis University

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

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

Karen A. Clinton Jones
Vice President, Diversity, Equity and Inclusion, Franklin & Marshall College

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

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

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<thead>
<tr>
<th></th>
<th>Insight</th>
<th>Diverse</th>
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<tr>
<td><strong>Years in Business</strong></td>
<td>48</td>
<td>38</td>
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<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>$399</td>
<td>$595</td>
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<tr>
<td><strong>Ten 60-Day Online Postings Cost</strong></td>
<td>$3,190</td>
<td>$5,150</td>
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</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 750,000 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

Size | Full Page | 2/3-Page | 1/2-Page | 1/3-Page | 1/4-Page | Back Cover | Inside Front/Back Cover
---|---|---|---|---|---|---|---
Specs | 8.375”(w) x 10.875”(h) plus .125” bleeds | 4.75”(w) x 10”(h) no bleeds | 3.8”(w) x 10”(h) or 7.875”(w) x 4.8625”(h) no bleeds | 2.5”(w) x 10”(h) no bleeds | 3.8”(w) x 4.8625”(h) no bleeds | 8.375”(w) x 10.875”(h) plus .125” bleeds | 8.375”(w) x 10.875”(h) plus .125” bleeds
1x Rate | $4,190 | $2,605 | $2,060 | $1,610 | $4,720 | $4,450
2x Rate (each) | $3,985 | $2,560 | $2,040 | $1,555 | $4,480 | $4,230
3x Rate (each) | $3,770 | $2,530 | $2,015 | $1,505 | $4,250 | $4,005

CAREER CENTER ADVERTISING

Single Job Postings

60-Day Job Posting | $399
Basic Posting + Print | $549
• Also lists your open position in the recruitment advertising section of the next print edition of INSIGHT Into Diversity magazine
Passive Job Seeker Package | $549
• 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 | $1,695
10 Pack of 60-Day Job Postings | $3,190
One Year of Unlimited Job Postings* | $4,450 to $6,950
Including one image ad in INSIGHT magazine (value of $1,610 to $4,190). 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: $2,999 for 30 days
Rate: $599 for 30 days
Specs: 925 x 580 pixels

Career Center Banner Ads
Rate: $899 for 30 days
Rate: $1,599 for 60 days
Specs: 728 x 90 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: $599 Two or more: $499 each
Specs: 305 x 305 pixels
<table>
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<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>JUNE 2022</td>
<td>SCHOOLS OF FINE ARTS</td>
<td>Advertising Deadline: 5/9 Online Publication: 5/17 Print Publication: 5/23</td>
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<tr>
<td></td>
<td>LGBTQ Pride Month</td>
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<td>JULY/AUGUST 2022</td>
<td>SCHOOLS OF LAW</td>
<td>Advertising Deadline: 6/17 Online Publication: 6/25 Print Publication: 7/1</td>
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<td></td>
<td>Military Veterans</td>
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<tr>
<td>SEPTEMBER 2022</td>
<td>STEM DISCIPLINES</td>
<td>Advertising Deadline: 8/8 Online Publication: 8/16 Print Publication: 8/22</td>
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<td>Inspiring Programs in STEM Awards</td>
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<tr>
<td>OCTOBER 2022</td>
<td>BUSINESS SCHOOLS</td>
<td>Advertising Deadline: 9/9 Online Publication: 9/19 Print Publication: 9/22</td>
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<td>Schools of Architecture</td>
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<td>NOVEMBER 2022</td>
<td>2022 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 10/10 Online Publication: 10/19 Print Publication: 10/24</td>
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<tr>
<td>DECEMBER 2022</td>
<td>2022 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 11/8 Online Publication: 11/16 Print Publication: 11/24</td>
</tr>
<tr>
<td>JANUARY/FEBRUARY 2023</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/14 Online Publication: 12/22 Print Publication: 12/28</td>
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<td>MARCH 2023</td>
<td>COMMUNITY COLLEGES</td>
<td>Advertising Deadline: 2/3 Online Publication: 2/14 Print Publication: 2/17</td>
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<td>APRIL 2023</td>
<td>SCHOOLS OF EDUCATION</td>
<td>Advertising Deadline: 3/8 Online Publication: 3/16 Print Publication: 3/22</td>
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</table>
INSIGHT Into Diversity
50 Crestwood Executive Center, Suite 526
St. Louis, MO 63126

Phone: 314.200.9955
Fax: 314.756.2036

insightintodiversity.com
info@insightintodiversity.com

Lenore Pearlstein
lpearlstein@insightintodiversity.com

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