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: 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)

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 2021 we were proud to honor 101 award recipients.

The 2021 HEED Award Recipients

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

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

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

Lynette Chappell-Williams  
Chief Diversity Officer and Associate Dean for Diversity and Inclusion at Penn State Health Milton S. Hershey Medical Center and Penn State College of Medicine

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

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

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

Gigi Secuban  
Vice President for Diversity and Inclusion at Ohio University

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>
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<tbody>
<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>
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<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>$369</td>
<td>$595</td>
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<td><strong>Ten 60-Day Online Postings Cost</strong></td>
<td>$2,999</td>
<td>$5,150</td>
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</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

OSU CELEBRATES DIVERSITY

Oklahoma State University is a nationally recognized leader with an unwavering commitment to achieving inclusive excellence across its University system.

OSU is a recipient of several nationally prestigious awards for its commitment to diversity and inclusion. As a 2019 Higher Education Excellence in Diversity awardee from INSIGHT Into Diversity magazine, OSU is one of eight schools in the nation, and the only institution in Oklahoma, to be recognized for eight consecutive years. OSU is also a recipient of the most successful diversity program in the nation for American Indian and Alaska Native students.

OSU is focused on bright minds, building brighter futures and the brightest world for all.

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## 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>
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<tbody>
<tr>
<td><strong>specs</strong></td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>4.75&quot;(w) x 10&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 10&quot;(h) or 7.875&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>2.5&quot;(w) x 10&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
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<td>$1,610</td>
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### 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 $1610 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: $1599 for 60 days
- Specs: 730 x 350 pixels

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

**Pop-Up Ads**
- Rate: $1999 for 30 days
- Rate: $999 for 60 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:** $599  Two or more: $499 each
- Specs: 305 x 305 pixels
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<th>ISSUE</th>
<th>SPECIAL REPORT</th>
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<td>APRIL 2022</td>
<td>SCHOOLS OF EDUCATION</td>
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<td>Supplier Diversity Awards</td>
<td>Online Publication: 3/16</td>
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<td>MAY 2022</td>
<td>DENTAL, MEDICAL, AND VETERINARY SCHOOLS</td>
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<td>DIVERSE FACULTY RESEARCH</td>
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<td>LGBTQ Pride Month</td>
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<td>STEM DISCIPLINES</td>
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<td>BUSINESS SCHOOLS</td>
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<td>2022 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
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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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facebook.com/insightintodiversity

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