INSIGHT Into Diversity®
MEDIA KIT 2021
insightintodiversity.com

ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>ABOUT INSIGHT</td>
</tr>
<tr>
<td>4</td>
<td>DISTRIBUTION</td>
</tr>
<tr>
<td>5</td>
<td>ADVERTISERS</td>
</tr>
<tr>
<td>6</td>
<td>THE HEED AWARD</td>
</tr>
<tr>
<td>7</td>
<td>THE HEALTH PROFESSIONS HEED AWARD</td>
</tr>
<tr>
<td>8</td>
<td>DIVERSITY CHAMPIONS</td>
</tr>
<tr>
<td>9</td>
<td>PARTNERS</td>
</tr>
<tr>
<td>11</td>
<td>EDITORIAL BOARD</td>
</tr>
<tr>
<td>12</td>
<td>COMPARE INSIGHT TO THE COMPETITION</td>
</tr>
<tr>
<td>13</td>
<td>ADVERTISING OPTIONS</td>
</tr>
<tr>
<td>14</td>
<td>AD RATES AND SPECS</td>
</tr>
<tr>
<td>15</td>
<td>PUBLICATION CALENDAR</td>
</tr>
<tr>
<td>16</td>
<td>CONTACT</td>
</tr>
</tbody>
</table>
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
Augustana 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.
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

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

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)

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><strong>INSIGHT</strong></th>
<th><strong>Diverse</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Years in Business</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>Total Readership Per Issue</td>
<td>350,000</td>
<td>100,000</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>Ten 60-Day Online Postings Cost</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>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) 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) 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>
<td></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

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
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><strong>MAY 2021</strong></td>
<td><strong>DENTAL, MEDICAL, AND VETERINARY SCHOOLS</strong></td>
<td>Advertising Deadline: 4/8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 4/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 4/22</td>
</tr>
<tr>
<td><strong>JUNE 2021</strong></td>
<td><strong>SOCIAL SCIENCE SCHOOLS</strong></td>
<td>Advertising Deadline: 5/10</td>
</tr>
<tr>
<td></td>
<td><em>LGBTQ Community in Higher Education</em></td>
<td>Online Publication: 5/18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 5/24</td>
</tr>
<tr>
<td><strong>JULY/AUGUST 2021</strong></td>
<td><strong>SCHOOLS OF LAW</strong></td>
<td>Advertising Deadline: 6/17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 6/25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 7/1</td>
</tr>
<tr>
<td><strong>SEPTEMBER 2021</strong></td>
<td><strong>STEM PROGRAMS</strong></td>
<td>Advertising Deadline: 8/9</td>
</tr>
<tr>
<td></td>
<td><em>Inspiring Programs in STEM Awards</em></td>
<td>Online Publication: 8/17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 8/23</td>
</tr>
<tr>
<td><strong>OCTOBER 2021</strong></td>
<td><strong>BUSINESS SCHOOLS</strong></td>
<td>Advertising Deadline: 9/8</td>
</tr>
<tr>
<td></td>
<td><em>Schools of Architecture</em></td>
<td>Online Publication: 9/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 9/22</td>
</tr>
<tr>
<td><strong>NOVEMBER 2021</strong></td>
<td><strong>2021 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</strong></td>
<td>Advertising Deadline: 10/1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 10/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 10/22</td>
</tr>
<tr>
<td><strong>DECEMBER 2021</strong></td>
<td><strong>2021 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</strong></td>
<td>Advertising Deadline: 11/1</td>
</tr>
<tr>
<td></td>
<td><em>Health Professions Schools</em></td>
<td>Online Publication: 11/16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 11/24</td>
</tr>
<tr>
<td><strong>JANUARY/FEBRUARY 2022</strong></td>
<td><strong>NURSING AND PHARMACY SCHOOLS</strong></td>
<td>Advertising Deadline: 12/14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 12/22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 12/28</td>
</tr>
<tr>
<td><strong>MARCH 2022</strong></td>
<td><strong>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</strong></td>
<td>Advertising Deadline: 2/3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Publication: 2/11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 2/17</td>
</tr>
<tr>
<td><strong>APRIL 2022</strong></td>
<td><strong>SCHOOLS OF EDUCATION</strong></td>
<td>Advertising Deadline: 3/8</td>
</tr>
<tr>
<td></td>
<td><em>Supplier Diversity Awards</em></td>
<td>Online Publication: 3/8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Publication: 3/16</td>
</tr>
</tbody>
</table>