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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  
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 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

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### Compare Insight to the Competition

<table>
<thead>
<tr>
<th></th>
<th>Insight</th>
<th>Diverse</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>
</tr>
<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

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 as an eight-year recipient of this nationally renowned honor.

OSU also continues to be the most successful university system for American Indians earning a college degree. At OSU, diversity is the expectation rather than the exception. 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>
</tr>
</thead>
<tbody>
<tr>
<td>Specs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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 |
|                     | 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: 728 x 90 pixels |
| Sidebar Ads             | Rate: $599 for 30 days |
|                         | Rate: $999 for 60 days |
|                         | Specs: 254 x 254 pixels |

### ENEWSLETTER ADVERTISING

<table>
<thead>
<tr>
<th>eNewsletter Banner Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<p>| One placement: $499 Two or more: $399 each |
| Specs: 305 x 250 pixels |</p>
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE 2021</td>
<td>SCHOOLS OF SOCIAL AND BEHAVIORAL SCIENCES</td>
<td>Advertising Deadline: 5/10</td>
</tr>
<tr>
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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

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