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.
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% Presidents, Chancellors, Provosts
- 4% Staff
- 2% Other
Prestigious institutions, businesses, and organizations advertise with INSIGHT to find employees from underserved populations. Below is just a small sample.

COLDGUES/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
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

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.
Institute for Higher Education Policy
International Consortium of Minority Cybersecurity Professionals
National Action Council for Minorities in Engineering
Leadership Education for Asian Pacifics, Inc
National Association of Medical Minority Educators
The PhD Project
US Business Leadership Network
Women in Higher Education
National Center for Women & Information Technology
Out & Equal Workplace Advocates
National Association of Diversity Officers in Higher Education
The Steve Fund
Student Veterans of America
National Black MBA Association, Inc.
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

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

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
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<tr>
<td>Years in Business</td>
<td>48</td>
<td>38</td>
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<td>Total Readership Per Issue</td>
<td>350,000</td>
<td>100,000</td>
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<td>Shelf Life Per Issue</td>
<td>4-6 weeks</td>
<td>2 weeks</td>
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<tr>
<td>60-Day Online Posting Cost</td>
<td>$369</td>
<td>$595</td>
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<td>Ten 60-Day Online Postings Cost</td>
<td>$2,999</td>
<td>$5,150</td>
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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 | $3,210 | $2,605 | $2,060 | $1,610 | $4,720 | $4,450
2x Rate (each) | $3,985 | $3,045 | $2,560 | $2,040 | $1,555 | $4,480 | $4,230
3x Rate (each) | $3,770 | $2,885 | $2,530 | $2,015 | $1,505 | $4,250 | $4,005

CAREER CENTER ADVERTISING

Single Job Postings
- 60-Day Job Posting: $369
- Enhanced Posting:
  - Remains High in Search Results: $429
- Passive Job Seeker Package:
  - 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: $509

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: $1,599 for 60 days
- Specs: 730 x 250 pixels

Career Center Banner Ads
- Rate: $899 for 30 days
- Rate: $1,599 for 60 days
- Specs: 728 x 90 pixels

Pop-Up Ads
- Rate: $1999 for 30 days
- Rate: $3,985 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: $499  Two or more: $399 each
- Specs: 305 x 250 pixels
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<td>JANUARY/FEBRUARY 2022</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 2022</td>
<td>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION Athletics</td>
<td>Advertising Deadline: 2/3 Online Publication: 2/11 Print Publication: 2/17</td>
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<td>SCHOOLS OF EDUCATION Supplier Diversity Awards</td>
<td>Advertising Deadline: 3/8 Online Publication: 3/16 Print Publication: 3/22</td>
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<td>DIVERSE FACULTY RESEARCH LGBTQ Pride Month</td>
<td>Advertising Deadline: 5/9 Online Publication: 5/17 Print Publication: 5/23</td>
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<td>JULY/AUGUST 2022</td>
<td>SCHOOLS OF LAW Military Veterans</td>
<td>Advertising Deadline: 6/17 Online Publication: 6/25 Print Publication: 7/1</td>
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<td>SEPTEMBER 2022</td>
<td>STEM DISCIPLINES Inspiring Programs in STEM Awards</td>
<td>Advertising Deadline: 8/8 Online Publication: 8/16 Print Publication: 8/22</td>
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<td>OCTOBER 2022</td>
<td>BUSINESS SCHOOLS Schools of Architecture</td>
<td>Advertising Deadline: 9/8 Online Publication: 9/19 Print Publication: 9/22</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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<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>
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ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND