IN\textsc{SIGHT} Into Diversity®

M\textsc{EDIA KIT} 2021

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: 600,000

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.
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” 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)

Joe Santana  
President, Joseph Santana, LLC

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

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Insight Into Diversity</th>
<th>Diverse Issues in Higher Education</th>
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<tbody>
<tr>
<td>Years in Business</td>
<td>47</td>
<td>34</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>
<tr>
<td>Similar Unlimited Online Posting Subscription</td>
<td>$3,950 - $6,950</td>
<td>$6,150 - $8,225</td>
</tr>
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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 600,000 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>
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<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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<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) 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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<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>
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<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>
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<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  
  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

### EnNewsletter 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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<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
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<td>MARCH 2021</td>
<td>SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION</td>
<td>Advertising Deadline: 2/3</td>
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<td></td>
<td>Globalization</td>
<td>Online Publication: 2/11</td>
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<td>APRIL 2021</td>
<td>SCHOOLS OF EDUCATION</td>
<td>Advertising Deadline: 3/8</td>
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<td>Supplier Diversity Awards</td>
<td>Online Publication: 3/16</td>
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<td>MAY 2021</td>
<td>DENTAL, MEDICAL, AND VETERINARY SCHOOLS</td>
<td>Advertising Deadline: 4/8</td>
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<td>JUNE 2021</td>
<td>INSPIRING AFFINITY GROUP AWARDS</td>
<td>Advertising Deadline: 5/10</td>
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<td>LGBTQ Community in Higher Education</td>
<td>Online Publication: 5/18</td>
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<td>Print Publication: 5/24</td>
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<td>JULY/AUGUST 2021</td>
<td>SCHOOLS OF LAW</td>
<td>Advertising Deadline: 6/17</td>
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<td>Online Publication: 6/25</td>
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<td>Print Publication: 7/1</td>
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<td>STEM PROGRAMS</td>
<td>Advertising Deadline: 8/9</td>
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<td>Inspiring Programs in STEM Awards</td>
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<td>OCTOBER 2021</td>
<td>BUSINESS SCHOOLS</td>
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<td>NOVEMBER 2021</td>
<td>2021 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED)</td>
<td>Advertising Deadline: 10/1</td>
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<td>AWARDS</td>
<td>Online Publication: 10/16</td>
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<td>DECEMBER 2021</td>
<td>2021 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 11/1</td>
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<td>Health Professions Schools</td>
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<td>Print Publication: 11/22</td>
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<td>JANUARY/FEBRUARY 2022</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/14</td>
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St. Louis, MO 63126

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Fax: 314.756.2036

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facebook.com/insightintodiversity