INSIGHT
Into Diversity®

MEDIA KIT 2020

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  
University of Alabama 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.

<table>
<thead>
<tr>
<th>Institution</th>
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<tbody>
<tr>
<td>Adelphi University</td>
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<tr>
<td>Arkansas State University</td>
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<tr>
<td>augustana College (IL)</td>
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<tr>
<td>Ball State University</td>
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<tr>
<td>Brown University</td>
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<tr>
<td>california State University, Fresno</td>
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<tr>
<td>California State University, Fullerton</td>
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<tr>
<td>California State University, Northridge</td>
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<tr>
<td>California State University San Marcos</td>
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<tr>
<td>Case Western Reserve University</td>
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<tr>
<td>Central Washington University</td>
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<tr>
<td>clemson University</td>
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<tr>
<td>Columbia University in the City of New York</td>
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<tr>
<td>Cuyahoga Community College</td>
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<tr>
<td>Davenport University</td>
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<tr>
<td>East Carolina University</td>
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<tr>
<td>El Paso County Community College District</td>
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<tr>
<td>Florida State University</td>
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<tr>
<td>Framingham State University</td>
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<tr>
<td>Georgia Institute of Technology</td>
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<tr>
<td>Georgia State University</td>
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<tr>
<td>Grand Valley State University</td>
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<tr>
<td>Greenville Technical College</td>
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<tr>
<td>Hillsborough Community College</td>
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<tr>
<td>Indiana University Bloomington</td>
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<tr>
<td>Indiana University-Purdue University</td>
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<tr>
<td>Indianapolis</td>
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<tr>
<td>Kansas State University</td>
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<tr>
<td>Kent State University</td>
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<tr>
<td>Lawrence University</td>
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<tr>
<td>Lehigh University</td>
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<tr>
<td>Louisiana State University</td>
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<tr>
<td>Metropolitan State University of Denver</td>
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<tr>
<td>Miami University</td>
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<tr>
<td>Millersville University</td>
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<tr>
<td>Morgridge College of Education at the University of Denver</td>
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<tr>
<td>Ohio University</td>
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<tr>
<td>Oklahoma State University</td>
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<tr>
<td>Oregon State University</td>
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<tr>
<td>Pikes Peak Community College</td>
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<tr>
<td>Regis College</td>
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<tr>
<td>Rochester Institute of Technology</td>
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<tr>
<td>Santa Rosa Junior College</td>
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<tr>
<td>Seminole State College of Florida</td>
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<tr>
<td>Southern Illinois University Edwardsville</td>
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<tr>
<td>Stetson University College of Law</td>
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<tr>
<td>SUNY Buffalo State College</td>
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<tr>
<td>SUNY Old Westbury</td>
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<tr>
<td>Swarthmore College</td>
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<tr>
<td>Texas A&amp;M University</td>
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<tr>
<td>Texas Christian University</td>
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<tr>
<td>Texas Tech University</td>
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<tr>
<td>The University of Alabama at Birmingham</td>
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<tr>
<td>The University of Missouri-Saint Louis</td>
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<tr>
<td>The University of Texas at Austin</td>
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<tr>
<td>The University of Tulsa</td>
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<tr>
<td>Towson University</td>
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<tr>
<td>Union College, NY</td>
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<tr>
<td>University at Albany, State University of New York</td>
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<tr>
<td>University of Central Florida</td>
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<tr>
<td>University of Cincinnati</td>
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<tr>
<td>University of Colorado Boulder</td>
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<tr>
<td>University of Dayton</td>
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<tr>
<td>University of Georgia</td>
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<tr>
<td>University of Houston</td>
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<tr>
<td>University of Houston Law Center</td>
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<tr>
<td>University of Houston-Downtown</td>
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<tr>
<td>University of Illinois at Chicago</td>
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<tr>
<td>University of Illinois at Urbana-Champaign</td>
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<tr>
<td>University of Kentucky</td>
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<tr>
<td>University of Louisiana at Lafayette</td>
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<tr>
<td>University of Louisville</td>
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<tr>
<td>University of Michigan - Ann Arbor</td>
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<tr>
<td>University of North Carolina at Greensboro</td>
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<tr>
<td>University of North Florida</td>
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<tr>
<td>University of North Texas</td>
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<tr>
<td>University of Oregon</td>
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<tr>
<td>University of Pittsburgh of the Commonwealth System of Higher Education</td>
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<tr>
<td>University of Rochester</td>
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<tr>
<td>University of South Florida</td>
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<tr>
<td>University of West Florida</td>
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<tr>
<td>Virginia Commonwealth University</td>
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<tr>
<td>Virginia Polytechnic Institute and State University</td>
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<tr>
<td>West Chester University of Pennsylvania</td>
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<tr>
<td>West Virginia University</td>
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<tr>
<td>Western Michigan University</td>
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<tr>
<td>Whittier University</td>
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<tr>
<td>William &amp; Mary</td>
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<tr>
<td>William Marsh Rice University</td>
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<tr>
<td>Worcester Polytechnic Institute (WPI)</td>
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<tr>
<td>Xavier University</td>
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</tbody>
</table>
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 2019, we were proud to honor 43 award recipients.

THE 2019 HEALTH PROFESSIONS HEED AWARD RECIPIENTS

A.T. Still University of Health Sciences
California State University, Los Angeles
Columbia University College of Dental Medicine
Edward Via College of Osteopathic Medicine
Florida State University College of Medicine
Frontier Nursing University
Icahn School of Medicine at Mount Sinai
Johns Hopkins School of Nursing
MGH Institute of Health Professions
Penn State College of Medicine and Penn State Health Milton S. Hershey Medical Center
Philadelphia College of Osteopathic Medicine
Rush University
Texas A&M University College of Veterinary Medicine & Biomedical Sciences
The College at Brockport, State University New York
The Medical University of South Carolina
The Ohio State University College of Nursing
The Ohio State University College of Optometry
The Ohio State University College of Veterinary Medicine
The Ohio State University College of Medicine
The University of Arizona College of Medicine - Phoenix
The University of Illinois at Chicago College of Pharmacy
Touro College of Osteopathic Medicine
UNC Gillings School of Global Public Health
University of California, Irvine, School of Medicine
University of California, Riverside School of Medicine
University of California, San Francisco
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 Florida College of Dentistry
University of Houston College of Nursing
University of Louisville Health Sciences Center
University of Maryland School of Nursing
University of Michigan Medical School
University of Minnesota School of Nursing
University of Mississippi Medical Center
University of Rochester School of Medicine and Dentistry
University of Rochester School of Nursing
University of Virginia School of Medicine
University of Virginia School of Nursing
University of Texas Southwestern Medical Center
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.
<table>
<thead>
<tr>
<th>Partners</th>
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<tbody>
<tr>
<td>Institute for Higher Education Policy</td>
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<tr>
<td>International Consortium of Minority Cybersecurity Professionals</td>
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<tr>
<td>Leadership Education for Asian Pacifics, Inc</td>
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<tr>
<td>National Action Council for Minorities in Engineering</td>
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<tr>
<td>National Association of Diversity Officers in Higher Education</td>
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<tr>
<td>National Association of Medical Minority Educators</td>
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<tr>
<td>National Black MBA Association, Inc.</td>
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<tr>
<td>National Center for Women &amp; Information Technology</td>
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<tr>
<td>Out &amp; Equal Workplace Advocates</td>
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<tr>
<td>The PhD Project</td>
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<tr>
<td>The Steve Fund</td>
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<tr>
<td>Student Veterans of America</td>
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<tr>
<td>US Business Leadership Network</td>
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<tr>
<td>Women in Higher Education</td>
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</tbody>
</table>
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

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

James A. Felton III  
Vice President for Inclusive Excellence, The College of New Jersey

Cheryl Gonzalez  
Chief Diversity Officer, Hillsborough Community College

Gretchel Hathaway  
Dean of Diversity and Inclusion and Chief Diversity Officer, Union College, NY

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

Julia Méndez Achée  
Principal Business Consultant for Affirmity

Ajay Nair  
President, Arcadia University

Clyde Wilson Pickett  
Vice Chancellor for Diversity and Inclusion, University of Pittsburgh

Joe Santana  
President, Joseph Santana, LLC

Shirley J. Wilcher  
Executive Director of the American Association for Access, Equity, and Diversity

Anise D. Wiley-Little  
Author, Profitable Diversity; How Economic Inclusion Can Lead to Success

Damon A. Williams  
Chief Catalyst for the Center for Strategic Diversity Leadership & Social Innovation and Senior Scholar and Innovation Fellow at the Wisconsin Equity and Inclusion (WEI) Laboratory of the University of Wisconsin-Madison
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

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 is also one of the most successful universities in the nation 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.

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

OSU CELEBRATES DIVERSITY
# 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”(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 10”(h) no bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” 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>
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<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>
</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

*Price based on student population. Daily job scraping service is available for an additional one-time fee of $500. Also includes the HEED Award Data Report (value of $395) and a 10% discount on Viewfinder® Campus Climate Surveys (includes surveys and administration).

## 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: $3,999 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

## Email Newsletter 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>
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</table>
| NOVEMBER 2020             | 2020 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS | Advertising Deadline: 10/1  
Online Publication: 10/15  
Print Publication: 10/22 |
| DECEMBER 2020             | 2020 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS  
Health Professions Schools | Advertising Deadline: 11/2  
Online Publication: 11/16  
Print Publication: 11/23 |
| JANUARY/FEBRUARY 2021     | DENTAL AND NURSING SCHOOLS  
Schools of Public Health | Advertising Deadline: 12/14  
Online Publication: 12/21  
Print Publication: 12/28 |
| MARCH 2021                | SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION  
Globalization | Advertising Deadline: 2/3  
Online Publication: 2/10  
Print Publication: 2/17 |
| APRIL 2021                | PRESIDENTS AND CHANCELLORS LEADERSHIP AWARDS | Advertising Deadline: 3/8  
Online Publication: 3/15  
Print Publication: 3/22 |
| MAY 2021                  | MEDICAL, PHARMACY, AND VETERINARY SCHOOLS | Advertising Deadline: 4/8  
Online Publication: 4/15  
Print Publication: 4/22 |
| JUNE 2021                 | LGBTQ COMMUNITY IN HIGHER EDUCATION | Advertising Deadline: 5/10  
Online Publication: 5/17  
Print Publication: 5/24 |
| JULY/AUGUST 2021          | SCHOOLS OF LAW  
Affinity Groups | Advertising Deadline: 6/17  
Online Publication: 6/24  
Print Publication: 7/1 |
| SEPTEMBER 2021            | STEM PROGRAMS  
Inspiring Programs in STEM Awards | Advertising Deadline: 8/9  
Online Publication: 8/16  
Print Publication: 8/23 |
| OCTOBER 2021              | BUSINESS SCHOOLS  
Schools of Architecture | Advertising Deadline: 9/8  
Online Publication: 9/15  
Print Publication: 9/22 |
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Fax: 314.756.2036

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facebook.com/insightintodiversity