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INSIGHT Into Diversity is the oldest and largest diversity magazine and website in higher education today. For over 40 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 hope to engage readers in the goal of achieving a more truly inclusive culture on both academic and corporate campuses.

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.

The INSIGHT Into Diversity Career Center successfully connects employers to the most highly qualified individuals regardless of race, color, national origin, religion, gender, age, disability, medical condition or history, veteran status, gender identity or expression, and sexual orientation.
INSIGHT Into Diversity’s distribution is vast and broad.

IN HIGHER EDUCATION
- 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
- Higher Ed Assn Consortiums
- 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
- 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: 300,000
Online Monthly Visitors: 250,000

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 2018, we were proud to honor 96 award recipients.

| Adelphi University             | Miami Dade College          | University of California, Riverside |
| Amherst College               | Millersville University     | University of Central Florida       |
| Anne Arundel Community College| Morgridge College of Education at the University of Denver | University of Cincinnati           |
| Arkansas State University     | Mount Holyoke College       | University of Colorado Boulder      |
| Ball State University         | North Carolina State University | University of Delaware             |
| Berea College                 | Northeastern University     | University of Georgia              |
| California State University,  | Ohio University             | University of Houston              |
| California State University,  | Oklahoma State University   | University of Houston Law Center   |
| California State University,  | Old Dominion University     | University of Illinois at Chicago  |
| California State University,  | Oregon State University     | University of Illinois at Urbana-Champaign |
| Fullerton                    | Pikes Peak Community College| University of Kentucky             |
| California State University,  | Queens College – CUNY       | University of Louisville           |
| Los Angeles                  | Rochester Institute of Technology | University of Michigan – Ann Arbor |
| California State University   | Saginaw Valley State University | University of North Carolina Greensboro |
| San Marcos                   | Seminole State College of Florida | University of North Carolina Wilmington |
| Case Western Reserve University | Southern Illinois University Edwardsville | University of North Florida* |
| Central Washington University | Stockton University         | University of Pittsburgh of the Commonwealth System of Higher Education |
| Clark University             | Stony Brook University      | University of South Carolina       |
| Clemson University           | SUNY Buffalo State College  | University of West Florida          |
| Columbia University in the   | SUNY Old Westbury           | University of West Georgia          |
| City of New York             | SUNY System Administration  | Virginia Commonwealth University    |
| Cuyahoga Community College   | Swarthmore College          | Virginia Polytechnic Institute and State University |
| East Carolina University     | Texas Christian University  | University of Virginia             |
| Eastern Kentucky University  | Texas Tech University       | West Virginia University           |
| Eastern Washington University| The University of Alabama at Birmingham | Western Michigan University |
| El Paso County Community College District | The University of North Carolina at Chapel Hill | Whitworth University |
| Florida State University     | The University of North Texas| Widener University                 |
| Framingham State University  | The University of Texas at Austin | William & Mary                     |
| Georgia Institute of Technology | The University of Tulsa        | William Marsh Rice University      |
| Greenville Technical College | Union College in New York   | William Rainey Harper College      |
| Indiana State University     | University at Albany – State University of New York | Winston-Salem State University |
| Indiana University Bloomington |                  |                               |
| Indiana University-Purdue    |                              |                               |
| University Indianapolis      |                              |                               |
| Kansas State University      |                              |                               |
| Kent State University        |                              |                               |
| Metropolitan State University|                              |                               |
| Metropolitan State University of Denver |                  |                               |

THE 2018 HEED AWARD RECIPIENTS
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 2018, we were proud to honor 35 award recipients.

THE 2018 HEALTH PROFESSIONS HEED AWARD RECIPIENTS

A.T. Still University of Health Sciences
California State University, Los Angeles, Patricia A. Chin School of Nursing
College of Veterinary Medicine at The Ohio State University
Columbia University College of Dental 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
Michigan State University College of Veterinary Medicine
Penn State College of Medicine and Penn State Health Milton S. Hershey Medical Center
Philadelphia College of Osteopathic Medicine
Rush University
Texas A&M College of Veterinary Medicine and Biomedical Sciences
The George Washington University School of Nursing
The Medical University of South Carolina*
The Ohio State University College of Medicine
The Ohio State University College of Nursing
University of California, Riverside, School of Medicine
University of Cincinnati College of Nursing
University of Cincinnati James L. Winkle College of Pharmacy
University of Colorado School of Dental Medicine
University of Florida College of Dentistry
University of Houston College of Nursing
University of Maryland School of Nursing
University of Maryland, Baltimore, School of Social Work
University of Miami Miller School of Medicine
University of Minnesota School of Nursing
University of Missouri-Kansas City School of Medicine
University of Rochester School of Nursing
University of Texas Southwestern Medical Center
University of Virginia School of Medicine
University of Virginia School of Nursing
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.
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)

LeManuel Lee Bitsói
Chief Diversity Officer, Stony Brook University

James A. Felton
Chief Diversity Officer, SUNY Cortland

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

Ajay Nair
President, Arcadia University

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

Brooke Barnett
Associate Provost for Inclusive Community, Elon University

Lynette Chappell-Williams
Chief Diversity Officer and Associate Dean for Diversity and Inclusion at Penn State Health Milton S. Hershley Medical Center and Penn State College of Medicine

Cheryl Gonzalez
Chief Diversity Officer, Hillsborough Community College

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

Joe Santana
President, Joseph Santana, LLC

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

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

Kenneth J. Barrett
Chief Diversity Officer, General Motors

Deborah Dagit
Former Chief Diversity Officer, Vice President, Global Diversity & Inclusion, Merck; President, Deb Dagit Diversity LLC

Tia T. Gordon
Vice President, Global Communications at Catalyst

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
Principal Business Consultant in the Workforce Compliance and Diversity Solutions Division for Peoplefluent Research Institute

Brooke Barnett
Associate Provost for Inclusive Community, Elon University

Clyde Wilson Pickett
Senior Diversity Officer, Minnesota State Colleges and Universities system
### Compare Insight to the Competition

<table>
<thead>
<tr>
<th>Previous Name</th>
<th>Affirmative Action Register</th>
<th>Black Issues in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years in Business</td>
<td>45</td>
<td>32</td>
</tr>
<tr>
<td>Print Circulation</td>
<td>20,000</td>
<td>3,400 (1)</td>
</tr>
<tr>
<td>Online Subscribers</td>
<td>50,000</td>
<td>17,000 (1)</td>
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<tr>
<td>Total Readership</td>
<td>300,000</td>
<td>100,000 (1)</td>
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<tr>
<td>Focused Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Asian American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native American</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Women</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Veterans</td>
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<td>✓</td>
</tr>
<tr>
<td>LGBTQ community</td>
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<td></td>
</tr>
<tr>
<td>People with disabilities</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Other underrepresented groups</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Editorial Board</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>HEED Award Advisory Board</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>HEED Award Summit</td>
<td>✓</td>
<td></td>
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<tr>
<td>Administers Campus Climate Surveys</td>
<td>✓</td>
<td></td>
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<tr>
<td>Partner Organizations</td>
<td>29</td>
<td>0</td>
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<tr>
<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>$339</td>
<td>$570</td>
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<tr>
<td>Unlimited Online Posting Subscription</td>
<td>$3,750 - $6,950 (2)</td>
<td>$7,850</td>
</tr>
<tr>
<td>Free Print Display Advertising (3)</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

(2) Pricing determined by full-time student enrollment.
(3) With purchase of an unlimited online posting subscription, receive up to a full-page color print ad free (valued at $3,880).
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 300,000 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
## 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>
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<tbody>
<tr>
<td>Specs</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.375&quot;(w) x 10.875&quot;(h) plus .125&quot; bleeds</td>
<td>8.375&quot;(w) x 10&quot;(h) or 7.875&quot;(w) x 4.8625&quot;(h) no bleeds</td>
<td>3.8&quot;(w) x 10&quot;(h) no bleeds</td>
<td>2.5&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>
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</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>
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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>
</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>
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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**: $339
- **Enhanced Posting**: $399
  - Remains High in Search Results
- **Passive Job Seeker Package**: $479
  - 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**: $1,499
- **10 Pack of 60-Day Job Postings**: $2,799
- **One Year of Unlimited Job Postings***: $3,750 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 $495) 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: $749 for 30 days
  - Rate: $1,199 for 60 days
  - Specs: 730 x 150 pixels

- **Career Center Banner Ads**
  - Rate: $749 for 30 days
  - Rate: $1,199 for 60 days
  - Specs: 468 x 60 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>
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</table>
| SEPTEMBER 2019        | STEM PROGRAMS  
*Inspiring Programs in STEM Awards* | Advertising Deadline: 8/8  
Online Publication: 8/15  
Print Publication: 8/22 |
| OCTOBER 2019          | BUSINESS SCHOOLS  
*Schools of Architecture* | Advertising Deadline: 9/9  
Online Publication: 9/16  
Print Publication: 9/23 |
| NOVEMBER 2019         | 2019 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS  
*Health Professions Schools* | Advertising Deadline: 10/1  
Online Publication: 10/15  
Print Publication: 10/22 |
| DECEMBER 2019         | 2019 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS  
*Health Professions Schools* | Advertising Deadline: 11/1  
Online Publication: 11/15  
Print Publication: 11/22 |
| JANUARY/FEBRUARY 2020 | NURSING AND PHARMACY SCHOOLS  
*Schools of Public Health* | Advertising Deadline: 12/9  
Online Publication: 12/16  
Print Publication: 12/26 |
| MARCH 2020            | SCHOOLS OF PUBLIC POLICY AND PUBLIC ADMINISTRATION | Advertising Deadline: 2/3  
Online Publication: 2/10  
Print Publication: 2/17 |
| APRIL 2020            | SCHOOLS OF JOURNALISM AND COMMUNICATIONS | Advertising Deadline: 3/9  
Online Publication: 3/16  
Print Publication: 3/23 |
| MAY 2020              | MEDICAL, DENTAL, AND VETERINARY SCHOOLS | Advertising Deadline: 4/8  
Online Publication: 4/15  
Print Publication: 4/22 |
| JUNE 2020             | RESEARCH INSTITUTIONS | Advertising Deadline: 5/8  
Online Publication: 5/15  
Print Publication: 5/22 |
| JULY/AUGUST 2020      | SCHOOLS OF LAW | Advertising Deadline: 6/17  
Online Publication: 6/24  
Print Publication: 7/1 |