INSIGHT Into Diversity®

MEDIA KIT 2020

insightintodiversity.com

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

<table>
<thead>
<tr>
<th>A.T. Still University</th>
<th>Rochester Institute of Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas State University</td>
<td>Southern Illinois University Edwardsville</td>
</tr>
<tr>
<td>California State University, Fresno</td>
<td>Stanford University</td>
</tr>
<tr>
<td>California State University, Los Angeles</td>
<td>SUNY System (64 campuses)</td>
</tr>
<tr>
<td>California State University, Northridge</td>
<td>Swarthmore College</td>
</tr>
<tr>
<td>California State University San Marcos</td>
<td>Texas A&amp;M University</td>
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<tr>
<td>Christopher Newport University</td>
<td>Texas Christian University</td>
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<tr>
<td>Clemson University</td>
<td>Texas Tech University</td>
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<tr>
<td>Colorado Mountain College</td>
<td>Tufts University</td>
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<tr>
<td>Columbia University</td>
<td>Tulane University</td>
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<tr>
<td>Cornell University</td>
<td>Union College, New York</td>
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<tr>
<td>DePaul University</td>
<td>University of Alabama Birmingham</td>
</tr>
<tr>
<td>Duke University</td>
<td>University of California, Berkeley</td>
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<tr>
<td>East Carolina University</td>
<td>University of Cincinnati</td>
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<tr>
<td>Emory University</td>
<td>University of Delaware</td>
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<tr>
<td>Florida Gulf Coast University</td>
<td>University of Florida</td>
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<tr>
<td>Florida State University</td>
<td>University of Georgia</td>
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<tr>
<td>Georgetown University</td>
<td>University of Houston</td>
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<tr>
<td>Harvard University</td>
<td>University of Illinois at Chicago</td>
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<tr>
<td>Indiana University - Bloomington</td>
<td>University of Kansas</td>
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<tr>
<td>Indiana University-Purdue University Indianapolis</td>
<td>University of Kentucky</td>
</tr>
<tr>
<td>Johns Hopkins University</td>
<td>University of Maryland, Baltimore</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>University of North Florida</td>
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<tr>
<td>Louisiana State University</td>
<td>University of North Texas</td>
</tr>
<tr>
<td>Medical University of South Carolina</td>
<td>University of Pittsburgh at Bradford</td>
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<tr>
<td>Metropolitan State University of Denver</td>
<td>University of Texas Southwestern Medical Center</td>
</tr>
<tr>
<td>Millersville University</td>
<td>University of Virginia</td>
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<tr>
<td>Northwestern University</td>
<td>University of West Florida</td>
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<tr>
<td>Ohio University</td>
<td>University of Wisconsin</td>
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<tr>
<td>Oklahoma State University</td>
<td>Virginia Commonwealth University</td>
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<tr>
<td>Oregon State University</td>
<td>Virginia Tech</td>
</tr>
<tr>
<td>Philadelphia College of Osteopathic Medicine</td>
<td>West Virginia University</td>
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<tr>
<td>Princeton University</td>
<td>Western Michigan University</td>
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<tr>
<td>Purdue University</td>
<td>Whitworth University</td>
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<tr>
<td>Quinnipiac University</td>
<td>Yale University</td>
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<tr>
<td>Rice University</td>
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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 2019, we were proud to honor 94 award recipients.

THE 2019 HEED AWARD RECIPIENTS

Adelphi University  
Arkansas State University  
Augustana College  
Ball State University  
California State University, East Bay  
California State University, Fresno  
California State University, Fullerton  
California State University, Los Angeles  
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  
DePaul University  
East Carolina University  
Eastern Washington 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  
Lehigh University  
Louisiana State University  
Maryville University  
Metropolitan State University  
Metropolitan State University of Denver  
Millersville University  
Minnesota State  
Mississippi State University  
North Carolina State University  
Northeast Wisconsin Technical College  
Northeastern University  
Ohio University  
Oklahoma State University  
Oregon State University  
Pikes Peak Community College  
Princeton University  
Rochester Institute of Technology  
Santa Rosa Junior College  
School of the Art Institute of Chicago  
Seminole State College of Florida  
Southern Illinois University Edwardsville  
State University of New York  
College at Cortland  
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 Tulsa  
Union College, NY  
University at Albany – State University of New York  
University of Central Florida  
University of Cincinnati  
University of Colorado Boulder  
University of Georgia  
University of Houston  
University of Houston-Downtown  
University of Houston Law Center  
University of Illinois at Chicago  
University of Illinois at Urbana-Champaign  
University of Kentucky  
University of Louisiana at Lafayette  
University of Louisville  
University of Maryland School of Public Health  
University of Michigan - Ann Arbor  
University of Missouri-Kansas City  
University of North Carolina at Greensboro  
University of North Florida  
University of North Texas  
University of Pittsburgh of the Commonwealth  
System of Higher Education  
University of South Carolina  
University of South Florida  
University of West Florida  
University of West Georgia  
Virginia Commonwealth University  
Virginia Polytechnic Institute and State University  
Washington State University Vancouver  
West Virginia University  
Western Michigan University  
William & Mary  
William Marsh Rice University (Rice University)  
Winston-Salem State 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 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 Dentistry  
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.
PARTNERS

IHEP
Institute for Higher Education Policy

International Consortium of Minority Cybersecurity Professionals

LEAP
Leadership Education for Asian Pacifics, Inc

NACME
National Action Council for Minorities in Engineering

NADOHE
National Association of Diversity Officers in Higher Education

NAMME
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

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
Senior Diversity Officer, Minnesota State Colleges and Universities system

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

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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>
<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><strong>Specs</strong></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>
</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>
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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

<table>
<thead>
<tr>
<th>Banner Ads</th>
<th>Rate: $899 for 30 days</th>
<th>Rate: $1,599 for 60 days</th>
<th>Specs: 730 x 150 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop-Up Ads</td>
<td>Rate: $1,999 for 30 days</td>
<td>Rate: $999 for 60 days</td>
<td>Specs: 925 x 580 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Career Center Banner Ads</th>
<th>Rate: $899 for 30 days</th>
<th>Rate: $1,599 for 60 days</th>
<th>Specs: 468 x 60 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidebar Ads</td>
<td>Rate: $599 for 30 days</td>
<td>Rate: $999 for 60 days</td>
<td>Specs: 254 x 254 pixels</td>
</tr>
</tbody>
</table>

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

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St. Louis, MO 63126

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Fax: 314.756.2036

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twitter.com/INSIGHT_News
linkedin.com/company/insight-into-diversity
facebook.com/insightintodiversity

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