INSIGHT INTO DIVERSITY®

2024 Media Kit
insightintodiversity.com

The Leader in Advancing Best Practices in Diversity, Equity, and Inclusion
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For 50 years, Insight Into Diversity magazine has advanced the national conversation about DEI (diversity, equity, and inclusion) in higher education 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.

To honor colleges and universities that demonstrate outstanding commitment in building inclusive campus environments, we present the annual Insight Into Diversity Higher Education Excellence in Diversity (HEED) Awards. We also recognize institutions, businesses, and organizations dedicated to creating greater access to education and building a more diverse workforce with the Inspiring Programs in Business Award and the Inspiring Programs in STEM Award.

Our commitment to DEI also extends to our online Career Center, where hiring managers and job seekers alike engage with the largest national DEI-focused higher education recruitment platform available.

To help colleges and universities measure the success of DEI initiatives, Insight offers Viewfinder, an affordable, customizable campus climate survey instrument hailed by institutions across the country as an indispensable tool for advancing their DEI progress.

About Insight Into Diversity

Insight Into Diversity is the oldest and largest diversity, equity, and inclusion magazine and website in higher education today.
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 Impressions: 750,000
Prestigious institutions, businesses, and organizations advertise with Insight Into Diversity 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
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 Bitsóí  
Vice President of Diversity, Equity, and Inclusion, Brandeis University

Karen A. Clinton Jones  
Vice President, Diversity, Equity, and Inclusion, Binghamton University

Gretchen Hathaway  
Vice President for Diversity, Equity and Inclusion, Franklin & Marshall College

Paulette Patterson Dilworth  
Vice President for Diversity, Equity, and Inclusion at The University of Alabama at Birmingham

Gigi Secuban  
Vice President for Inclusive Excellence at Texas State University

Richard A. Baker  
Executive Director for Institutional Equity, EO/AA and Title IX Coordinator at Rice University

Kenneth J. Barrett  
Chief Diversity Officer, General Motors

Venessa A. Brown  
Associate Athletic Director for Diversity, Equity and Inclusion and Chief Diversity Officer, Southern Illinois University Edwardsville

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

Robin R. Means Coleman  
Vice President & Associate Provost for Institutional Diversity and Inclusion and Chief Diversity Officer, and the Ida B. Wells and Ferdinand Barnett Professor of Communication Studies at Northwestern University

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

Lee A. Gill  
Vice President for Diversity, Equity, and Inclusion at the University of Louisville

Lisa McBride  
Associate Dean for Diversity, Equity, and Inclusion at Dartmouth College Geisel School of Medicine

Menah Pratt-Clarke  
Vice President for Strategic Affairs and Diversity at Virginia Polytechnic Institute and State University

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

National Action Council for Minorities in Engineering

National Association of Medical Minority Educators

National Center for Women & Information Technology

National Association of Diversity Officers in Higher Education

The Steve Fund

Student Veterans of America

Women in Higher Education

Out & Equal Workplace Advocates

The PhD Project

US Business Leadership Network
We offer so much more for so much less!

<table>
<thead>
<tr>
<th></th>
<th>Insight Into Diversity</th>
<th>Diverse</th>
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<tr>
<td><strong>Total Print Readership Per Issue</strong></td>
<td>350,000</td>
<td>100,000</td>
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<tr>
<td><strong>Shelf Life Per Issue</strong></td>
<td>4-6 weeks</td>
<td>2 weeks</td>
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<tr>
<td><strong>60-Day Online Posting Cost</strong></td>
<td>$399</td>
<td>$595</td>
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<td><strong>Ten 60-Day Online Postings Cost</strong></td>
<td>$3,190</td>
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<tr>
<td><strong>Unlimited Job Posting Subscription</strong></td>
<td>$4,450 - $7,550</td>
<td>$5,950 - $8,225</td>
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(1) Includes FREE print advertising in Insight Into Diversity magazine, a discount on Viewfinder Campus Climate Survey administration, and the annual Higher Education Excellence in Diversity (HEED) Award Data Report.
Products

PRINT IMAGE ADVERTISING
- Magazine editorial section and premium placements

RECRUITMENT ADVERTISING
- Magazine career section

ONLINE CAREER CENTER

Our Career Center at careers.insightintodiversity.com is user-friendly and receives 750,000 job views monthly!
- Easy-to-use job board for employees and job seekers
- Online-only job postings
- Unlimited posting subscriptions
- Daily scraping of your institution’s job board available for a small development fee
- Featured Careers of the Week
- Featured Employers of the Month
- Employers can view resumes for free

BANNER ADVERTISING
- Website banner ads
- Career Center banner ads
- Digital newsletter ads
- Website popup ads
- Sidebar ads

ONLINE SPONSORED CONTENT
- Basic article packages
- Premium article packages
- Promotional banners
- Social media posts

MARKETING CONSULTATION

CAMPUS CLIMATE SURVEYS

OSU Celebrates Diversity

Oklahoma State University is a nationally recognized leader with an unwavering commitment to achieving inclusive excellence across its University system. OSU is a recipient of several nationally prestigious awards for its commitment to diversity and inclusion, including the 2019 Higher Education Excellence in Diversity award from INSIGHT Into Diversity. OSU is the only institution in Oklahoma, and one of eight schools in the nation, to be recognized as an eight-year recipient of this nationally renowned honor. OSU also continues to be the most successful university system in the nation for American Indian students earning a bachelor’s degree in STEM. OSU is focused on bright minds, building brighter futures and a brighter world for all.

Insight Into Diversity

[Image of website banner ad]

[Image of career center banner ad]

[Image of online sponsored content]

[Image of marketing consultation]

[Image of campus climate surveys]
COLOR PRINT ADVERTISING

<table>
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<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>
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<td>Specs</td>
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<td>4.75(w) x 10(h) no bleeds</td>
<td>3.8(w) x 10(h) or 8.75(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) plus .125&quot; bleeds</td>
<td>8.375(w) x 10.875(h) plus .125&quot; bleeds</td>
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<td>$3,625</td>
<td>$2,960</td>
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<td>$1,875</td>
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<td>2x Rate (each)</td>
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<td>$1,780</td>
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CAREER CENTER ADVERTISING

60-day Job Posting $399  
5 Pack of 60-day Job Postings $1,695  
10 Pack of 60-Day Job Postings $3,190  
One Year of Unlimited Job Postings* $4,700 to $7,550

*Price based on student population. Daily job scraping service is available for an additional one-time fee of $500. Includes one image ad in Insight magazine (value of $1,875 to $4,430). Also includes the HEED Award Data Report (value of $495) and a 10% discount on Viewfinder® Campus Climate Surveys (includes surveys and administration).

WEBSITE BANNER ADVERTISING

Homepage Banner Ads  
Rate: $999 for 30 days  
Rate: $1,699 for 60 days  
Rate: $2,499 for 90 days

Career Center Banner Ads  
Rate: $999 for 30 days  
Rate: $1,699 for 60 days  
Rate: $2,499 for 90 days

Sidebar Ads  
Rate: $799 for 30 days  
Rate: $1,399 for 60 days

Pop-up Ads  
Rate: $2,999 for 30 days

NEWSLETTER ADVERTISING

One placement $649  
Two or more $599 each

MARKETING CONSULTATION

Contact Holly Mendelson for information holly@insightintodiversity.com.

ONLINE SPONSORED CONTENT

Basic article packages $2,999  
Premium article package $5,999  
Promotional banners Contact us  
Social media posts Contact us

CAMPUS CLIMATE SURVEYS

Visit viewfindersurveys.com for products and pricing
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
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<tr>
<td>April 2024</td>
<td>Business Schools</td>
<td>Advertising Deadline: 3/8</td>
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<td>2024 Inspiring Programs in Business Awards</td>
<td>Online Publication: 3/18</td>
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<td>Print Publication: 3/25</td>
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<td>May 2024</td>
<td>Dental, Medical and Veterinary Schools</td>
<td>Advertising Deadline: 4/8</td>
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<td>Alumni Association Awards</td>
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<td>Performing and Fine Arts Schools</td>
<td>Online Publication: 5/20</td>
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<td>LGBTQ+ Pride Month</td>
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<td>July/August 2024</td>
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<td>Print Publication: 7/8</td>
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<td>STEM Disciplines</td>
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<td>Print Publication: 8/29</td>
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<td>October 2024</td>
<td>College Admissions</td>
<td>Advertising Deadline: 9/9</td>
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<td>Schools of Architecture</td>
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<td>2024 Higher Education Excellence in Diversity (HEED) Awards</td>
<td>Advertising Deadline: 10/22</td>
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<td>Print Publication: 11/15</td>
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<td>January/February 2025</td>
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<td>Print Publication: 12/27</td>
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<td>March 2024</td>
<td>Community Colleges</td>
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<td>2025 Library Excellence in Access and Diversity (LEAD) Awards</td>
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<td>Print Publication: 2/19</td>
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Viewfinder® Campus Climate Surveys helps colleges and universities gain perspective on campus experiences, create a data-driven baseline, and plan for the future.

Everyone deserves to live, work, and learn in an equitable campus community where they feel a strong sense of belonging and have ample opportunity to thrive.

To learn more about Viewfinder® visit viewfindersurveys.com or contact Lenore Pearlstein at lenore@viewfindersurveys.com.
Contact Us

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Phone: 314.200.9955

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facebook.com/insightintodiversity

The Leader in Advancing Best Practices in Diversity, Equity, and Inclusion