INSIGHT Into Diversity is the oldest and largest diversity magazine and website in higher education today. For almost 50 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.
IN HIGHER EDUCATION

- Academic/Professional/Diversity Associations
- Accredited Postsecondary Minority-Serving Institutions
- Administrative Leadership
- Business School Deans
- 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
- Presidents/Chancellors
- Schools of Science Deans
- Tribal Colleges
- University Medical Centers
- Veterinary School Deans

OUTSIDE HIGHER EDUCATION

- Agencies
- Diversity consultants
- 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: 750,000

ONLINE AND PRINT AUDIENCE

- 45% Faculty Members
- 18% Deans and Department Chairs
- 13% Directors of Diversity, AA/EOO, Disability Services
- 12% Presidents, Chancellors, Provosts
- 6% Directors of Human Resources
- 4% Staff
- 2% Other

INSIGHT Into Diversity’s distribution is vast and broad.
Prestigious institutions, businesses, and organizations advertise with INSIGHT to find employees from underserved populations. Below is just a small sample.

**Colleges/Universities**
(Undergraduate, Graduate, Professional Schools)

- A.T. Still University
- Arkansas State University
- California State University, Fresno
- California State University, Los Angeles
- California State University, Northridge
- California State University San Marcos
- Christopher Newport University
- Clemson University
- Colorado Mountain College
- Columbia University
- Cornell University
- DePaul University
- Duke University
- East Carolina University
- Emory University
- Florida Gulf Coast University
- Florida State University
- Georgetown University
- Harvard University
- Indiana University - Bloomington
- Indiana University-Purdue University Indianapolis
- Johns Hopkins University
- Kansas State University
- Louisiana State University
- Medical University of South Carolina
- Metropolitan State University of Denver
- Millersville University
- Northwestern University
- Ohio University
- Oklahoma State University
- Oregon State University
- Philadelphia College of Osteopathic Medicine
- Princeton University
- Purdue University
- Quinnipiac University
- Rice University
- Rochester Institute of Technology
- Southern Illinois University Edwardsville
- Stanford University
- SUNY System (64 campuses)
- Swarthmore College
- Texas A&M University
- Texas Christian University
- Texas Tech University
- Tufts University
- Tulane University
- Union College, New York
- The University of Alabama at Birmingham
- University of California, Berkeley
- University of Cincinnati
- University of Delaware
- University of Florida
- University of Georgia
- University of Houston
- University of Illinois at Chicago
- University of Kansas
- University of Kentucky
- University of Maryland, Baltimore
- University of North Florida
- University of North Texas
- University of Pittsburgh at Bradford
- University of Texas Southwestern Medical Center
- University of Virginia
- University of West Florida
- University of Wisconsin
- Virginia Commonwealth University
- Virginia Tech
- West Virginia University
- Western Michigan University
- Whitworth University
- Yale University
The INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award, the only annual recognition of its kind, recognizes an institution’s superior achievement and commitment to making diversity and inclusion on campus a top priority.

In 2022, we were proud to honor 104 award recipients.

The 2022 HEED Award Recipients

Adelphi University
Agnes Scott College
Arkansas State University
Augustana College
Ball State University
Berklee
Binghamton University
Broward College
California State University Los Angeles
California State University San Marcos
California State University, Fresno
Case Western Reserve University
Clemson University
Colorado School of Mines
Columbia University in the City of New York
Cuyahoga Community College
Davenport University
East Carolina University
El Paso County Community College District
Emory University
Farmingham State College
Florida Atlantic University
Florida State University
Franklin & Marshall College
Georgia Institute of Technology
Greeneville Technical College
Hope College
Hudson County Community College
Indiana University – Purdue
University Indianapolis
Indiana University Bloomington
J ames Madison University
J ohn Hopkins University
Kansas State University
Kent State University
Lehigh University
 Metropolitan State University of Denver
Miami University
Millersville University
Mississippi State University
Mount Holyoke College
Northern Illinois University
Northwestern University
Ohio University
Oklahoma State University
Oregon State University
Portland State University
Princeton University
Regis College
Rochester Institute of Technology
Rockland Community College
Rowan University
Saginaw Valley State University
San Diego State University
Santa Clara University
Smith College
Southern Illinois University Edwardsville
Southern Illinois University System
Southwestern Law School
Stetson University College of Law
Suffolk University
SUNY Old Westbury
Swarthmore College
Temple University
Texas A & M University
Texas A & M University – San Antonio
Texas Christian University
Texas Tech University
The University of Alabama
The University of Alabama at Birmingham
The University of Texas at Arlington
The University of Texas at Austin

The University of Texas at San Antonio
The University of Tulsa
Towson University
Tulane University
University at Albany
University of California, Berkeley
University of Central Florida
University of Cincinnati
University of Florida
University of Georgia
University of Houston
University of Houston Law Center
University of Illinois Chicago
University of Illinois Urbana-Champaign
University of Kentucky
University of Louisiana at Lafayette
University of Louisville
University of Massachusetts Lowell
University of Missouri – St. Louis
University of North Carolina Charlotte
University of North Carolina Greensboro
University of North Florida
University of North Texas
University of Oklahoma
University of Oregon
University of Pittsburgh
University of South Florida
University of West Florida
Virginia Commonwealth University
Virginia Polytechnic Institute
and State University
West Chester University of Pennsylvania
Widener University
William & Mary
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 2022 we were proud to honor 63 award recipients.
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.
Our editorial board is made up of distinguished professionals committed to furthering all aspects of diversity and inclusion.

Linda Akutagawa
President and CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)

Kenneth J. Barrett
Chief Diversity Officer, General Motors

LeManuel “Lee” Bitsóí
Vice President of Diversity, Equity, and Inclusion, Brandeis University

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

Elissa H. Buxbaum
National Director, College & University Programs, ADL

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

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

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

Sonja Feist-Price
Provost and Vice Chancellor For Academic Affairs, University of Michigan-Flint

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

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

Erika Henderson
Associate Provost for Faculty Recruitment, Retention, Equity, and Diversity, University of Houston

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

Lisa McBride
Associate Dean of Diversity and Inclusion, Texas Christian University School of Medicine

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

Nereida (Neddy) Perez
Global Head of Diversity, McCormick & Company, Inc.

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

Gigi Secuban
Vice President for Inclusive Excellence at Texas State University

Shirley J. Wilcher
Executive Director of the American Association for Access, Equity, and Diversity
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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<tbody>
<tr>
<td><strong>Total Print Readership Per Issue</strong></td>
<td>350,000</td>
<td>100,000</td>
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<td><strong>Shelf Life Per Issue</strong></td>
<td>4-6 weeks</td>
<td>2 weeks</td>
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<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>
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<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.
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
- 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 also continues to be the most successful university system 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.
AD RATES AND SPECS

PRINT ADVERTISING

<table>
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<tr>
<th>Size</th>
<th>Full Page</th>
<th>2/3-Page</th>
<th>1/2-Page</th>
<th>1/3-Page</th>
<th>1/4-Page</th>
<th>Back Cover</th>
<th>Inside Front/Back Cover</th>
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<tr>
<td>Specs</td>
<td>8.375”(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 4.8625”(h) no bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
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<td>$3,625</td>
<td>$2,960</td>
<td>$2,395</td>
<td>$1,875</td>
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<td>2x Rate (each)</td>
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<td>$3,450</td>
<td>$2,810</td>
<td>$2,275</td>
<td>$1,780</td>
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<td>$2,160</td>
<td>$1,690</td>
<td>$4,490</td>
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CAREER CENTER ADVERTISING

Single Job Postings

- 60-Day Job Posting: $399
- Enhanced Posting: $499
  Your 60-Day job posting will stay near the top of the search results for the duration of the posting ensuring that it is one of the first opportunities job seekers see.

Passive Job Seeker Package: $549
- 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: $1,695
- 10 Pack of 60-Day Job Postings: $3,190
- One Year of Unlimited Job Postings*: $4,450 to $7,550

Including one image ad in INSIGHT magazine (value of $1,875 to $4,4430). 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.

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: $649  Two or more: $599 each
Specs: 305 x 305 pixels

WEBSITE BANNER ADVERTISING

Homepage Banner Ads
Rate: $999 for 30 days
Rate: $1,699 for 60 days
Rate: $2,499 for 90 days
Specs: 730 x 150 pixels

Career Center Banner Ads
Rate: $999 for 30 days
Rate: $1,699 for 60 days
Rate: $2,499 for 90 days
Specs: 728 x 90 pixels

Pop-Up Ads
Rate: $2,999 for 30 days
Specs: 925 x 580 pixels

Sidebar Ads
Rate: $799 for 30 days
Rate: $1,399 for 60 days
Specs: 254 x 254 pixels
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<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
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<tr>
<td>SEPTEMBER 2023</td>
<td>STEM DISCIPLINES&lt;br&gt;Inspiring Programs in STEM Awards</td>
<td>Advertising Deadline: 8/8&lt;br&gt;Online Publication: 8/18&lt;br&gt;Print Publication: 8/29</td>
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<td>OCTOBER 2023</td>
<td>HOSPITALITY MANAGEMENT SCHOOLS, SCHOOLS OF ARCHITECTURE</td>
<td>Advertising Deadline: 9/8&lt;br&gt;Online Publication: 9/20&lt;br&gt;Print Publication: 9/29</td>
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<td>NOVEMBER/DECEMBER 2023</td>
<td>2023 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS</td>
<td>Advertising Deadline: 10/23&lt;br&gt;Online Publication: 11/1&lt;br&gt;Print Publication: 11/8</td>
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<td>JANUARY/FEBRUARY 2024</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/14&lt;br&gt;Online Publication: 12/22&lt;br&gt;Print Publication: 12/28</td>
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<td>MARCH 2024</td>
<td>COMMUNITY COLLEGES&lt;br&gt;Colleges in Northeast U.S.</td>
<td>Advertising Deadline: 2/2&lt;br&gt;Online Publication: 2/14&lt;br&gt;Print Publication: 2/23</td>
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<td>APRIL 2024</td>
<td>BUSINESS SCHOOLS&lt;br&gt;Inspiring Programs in Business</td>
<td>Advertising Deadline: 3/8&lt;br&gt;Online Publication: 3/20&lt;br&gt;Print Publication: 3/29</td>
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<td>MAY 2024</td>
<td>DENTAL, MEDICAL AND VETERINARY SCHOOLS</td>
<td>Advertising Deadline: 4/8&lt;br&gt;Online Publication: 4/16&lt;br&gt;Print Publication: 4/30</td>
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<td>JUNE 2024</td>
<td>PERFORMING AND FINE ARTS SCHOOLS&lt;br&gt;LGBTQ+ Pride Month</td>
<td>Advertising Deadline: 5/8&lt;br&gt;Online Publication: 5/16&lt;br&gt;Print Publication: 5/29</td>
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<td>JULY/AUGUST 2024</td>
<td>SCHOOLS OF LAW&lt;br&gt;Military Veterans</td>
<td>Advertising Deadline: 6/19&lt;br&gt;Online Publication: 6/27&lt;br&gt;Print Publication: 7/10</td>
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<td>SEPTEMBER 2024</td>
<td>STEM DISCIPLINES&lt;br&gt;Inspiring Programs in STEM Awards</td>
<td>Advertising Deadline: 8/8&lt;br&gt;Online Publication: 8/18&lt;br&gt;Print Publication: 8/29</td>
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THE LEADER IN ADVANCING BEST PRACTICES IN DIVERSITY, EQUITY, AND INCLUSION