

# Diverse

ISSUES IN HIGHER EDUCATION



**DiverseEducation.com**

**Diversejobs.net**

**INTRODUCING...**

**CCJobsNow.com**

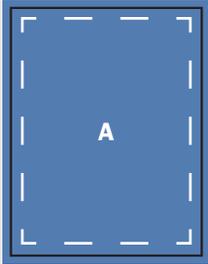
**DiverseBusinessjobs.com**

**DiversityHealthworksjobs.com**

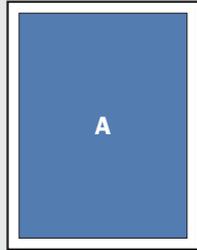
**Advertising Rate Card 2011**

# Diverse<sup>®</sup> 2011

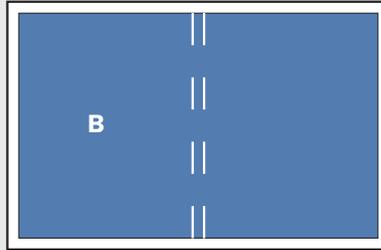
## PRINT ADVERTISING RATES & SIZES



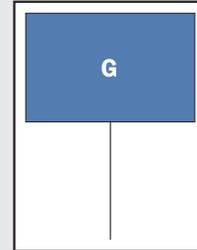
**A — Full Page with bleed**  
8.375" x 10.875" trim  
add .25" bleed around  
Color \$3,815  
B/W \$2,510



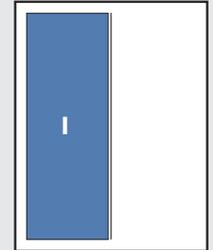
**A — Full Page**  
7.375" x 9.875"  
Color \$3,815  
B/W \$2,510



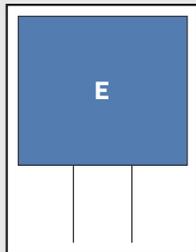
**B — Full-Page Spread**  
15.75" x 9.875"  
Color \$6,940  
B/W \$4,760



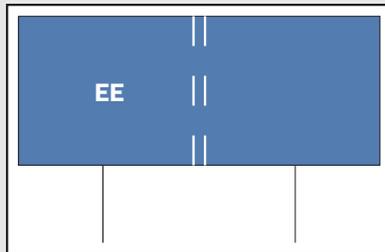
**G — 1/2 Page - Horizontal**  
7.375" x 4.75"  
Color \$2,630  
B/W \$1,505



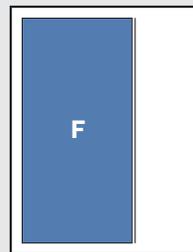
**I — 1/2 Page - Vertical**  
3.562" x 9.875"  
Color \$2,630  
B/W \$1,505



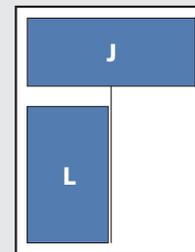
**E — 2/3 Page - Horizontal**  
7.375" x 6.5"  
Color \$3,040  
B/W \$1,910



**EE — 2/3 Page Spread**  
15.75" x 6.5"  
Color \$5,010  
B/W \$3,210

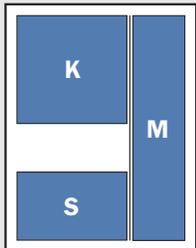


**F — 2/3 Page - Vertical**  
4.875" x 9.875"  
Color \$3,040  
B/W \$1,910



**J — 1/3 Page - Horizontal**  
7.375" x 3"  
Color \$1,585  
B/W \$1,135

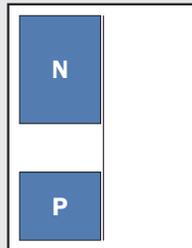
**L — 1/3 Page - Vertical**  
3.562" x 6"  
Color \$1,585  
B/W \$1,135



**K — 1/3 Page**  
4.875" x 4.75"  
Color \$1,585  
B/W \$1,135

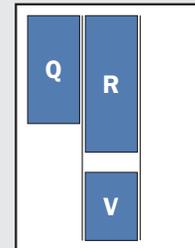
**M — 1/3 Page - Vertical**  
2.312" x 9.875"  
Color \$1,585  
B/W \$1,135

**S — 4.875" x 3"**  
B/W \$810



**N — 1/4 Page**  
3.562" x 4.75"  
Color \$1,240  
B/W \$895

**P — 1/6 Page**  
3.562" x 3"  
B/W \$670



**Q — 1/6 Page**  
2.312" x 4.75"  
B/W \$670

**R — 2.312" x 6"**  
B/W \$810

**V — 2.312" x 3"**  
B/W \$520

Four Color	Base	4X	8X	12X	16X	20X	26X
Full Page Spread	\$6,940	\$6,246	\$5,968	\$5,691	\$5,413	\$5,205	\$4,858
2/3 Page Spread	\$5,010	\$4,509	\$4,309	\$4,108	\$3,908	\$3,758	\$3,507
Full Page	\$3,815	\$3,434	\$3,281	\$3,128	\$2,976	\$2,861	\$2,671
2/3 Page	\$3,040	\$2,736	\$2,614	\$2,493	\$2,371	\$2,280	\$2,128
1/2 Page	\$2,630	\$2,367	\$2,262	\$2,157	\$2,051	\$1,973	\$1,841
1/3 Page	\$1,585	\$1,427	\$1,363	\$1,300	\$1,236	\$1,189	\$1,110
1/4 Page	\$1,240	\$1,116	\$1,066	\$1,017	\$967	\$930	\$868

Black/White	Base	4X	8X	12X	16X	20X	26X
Full Page Spread	\$4,760	\$4,284	\$4,094	\$3,903	\$3,713	\$3,570	\$3,332
2/3 Page Spread	\$3,210	\$2,889	\$2,761	\$2,632	\$2,504	\$2,408	\$2,247
Full Page	\$2,510	\$2,259	\$2,159	\$2,058	\$1,958	\$1,883	\$1,757
2/3 Page	\$1,910	\$1,719	\$1,643	\$1,566	\$1,490	\$1,433	\$1,337
1/2 Page	\$1,505	\$1,355	\$1,294	\$1,234	\$1,174	\$1,129	\$1,054
1/3 Page	\$1,135	\$1,022	\$976	\$931	\$885	\$851	\$795
1/4 Page	\$895	\$806	\$770	\$734	\$698	\$671	\$627
1/6 Page	\$670	\$603	\$576	\$549	\$523	\$503	\$469

Column/Inch Rate - \$170

### Available Premiums

Back Cover	\$4,578	Cover Wrap/Polybag Gatefold	Please contact us for rates
Inside Front Cover	\$4,387		
Inside Back Cover	\$4,387		
Page One	\$4,197		

### Diverse<sup>®</sup>

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Fairfax, VA 22030-3136

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E-mail: DiverseAds@DiverseEducation.com

Web: www.DiverseEducation.com

# DIVERSE CALENDAR 2011 Dates/Deadlines

Published bi-weekly, *Diverse* is the only national news magazine devoted to matters of access and equity for all in higher education. As a result, over 100,000 higher education professionals turn to and rely on *Diverse*.

ISSUE DATE		AD DEADLINE
1/6/11	<b>Special Report: Emerging Scholars</b>	*12/14/2010
1/20/11		12/30/10
2/3/11	<b>Focus: Black History Month</b>	1/13/11
2/17/11		1/27/11
3/3/11	<b>Focus: Women's History Month</b>	2/10/11
3/17/11	<b>Special Report: Technology &amp; Online Education</b>	2/24/11
3/31/11	<b>Focus: Law</b>	3/10/11
4/14/11	<b>Special Report: Money &amp; Finance</b>	3/24/11
4/28/11	<b>Special Report: Arthur Ashe Sports Scholars</b>	4/7/11
5/12/11	<b>Special Report: Top 100 Associate Degree Producers/Asian Pacific Islander Heritage Month</b>	4/21/11
5/26/11	<b>State Focus: Michigan</b>	5/5/11
6/9/11	<b>Special Report: Top 100 Undergraduate Degree Producers</b>	5/19/11
6/23/11		6/2/11
7/7/11	<b>Special Report: Top 100 Graduate &amp; Professional Degree Producers</b>	6/16/11
7/21/11	<b>State Focus: Florida</b>	6/30/11
8/4/11		7/14/11
8/18/11	<b>Special Report: Academic Kickoff - HBCU Focus</b>	7/28/11
9/1/11		8/11/11
9/15/11	<b>Focus: Hispanic Heritage Month</b>	8/25/11
9/29/11		9/8/11
10/13/11	<b>Special Report: Recruitment and Retention in Higher Education</b>	9/22/11
10/27/11	<b>Focus: Health</b>	10/6/11
11/10/11	<b>Special Report: Careers in Higher Education</b>	10/20/11
11/24/11	<b>Focus: American Indian Heritage Month</b>	11/3/11
12/8/11		*11/15/11
12/22/11		12/1/11
1/5/12	<b>Special Report: Emerging Scholars</b>	*12/13/11

As an added value, all special reports receive bonus distribution.

\*Early deadline due to Thanksgiving and Christmas holidays.

[www.DiverseEducation.com/Advertise](http://www.DiverseEducation.com/Advertise)

## PRINT MECHANICAL SPECIFICATIONS:

**TRIM SIZE:** 8.375" x 10.875"

**PAGE SIZE:** 7.375" x 9.875"

**BLEED SIZES:** Accepted for Full Page Spread (17.2" x 11.375") and Full Page (8.85" x 11.375") ads.

**GUTTER:** 1"

**PAGE FORMAT:** 3 columns / 2 columns

**SCREEN:** 133-line screen 4/C

**SPOT COLOR:** Available only for cover premium positions.

**BINDING:** Saddle stitch or Perfect bind

**PRINTING:** Web offset

**ISSUANCE AND CLOSING DATES:** Published bi-weekly. Complete, high resolution art due on Thursday, 21 days prior to issue date. Cancellations or changes in orders must be received in writing by the closing date. No cancellations or changes accepted after the closing date.

### ELECTRONIC FILES:

**E-mail:** Send materials to [DiverseAds@DiverseEducation.com](mailto:DiverseAds@DiverseEducation.com). Include advertiser's

name in the subject line. Also include name of contact person, phone number and address. Logo and images should be 1200 dpi TIF format. Photos should be in grayscale or CMYK mode and at least 300 dpi as .TIF or EPS formats.

**Disk:** Accepted with all fonts and images included. Mac and PC platforms are accepted. Logos and illustrations included in the ad must be at 1200 dpi TIF format. Photos should be grayscale or CMYK mode and at least 300 dpi as TIF or EPS formats.

**Supported Files:** High-resolution PDF (preferred), Quark Xpress, Creative Suite; Indesign, Photoshop, and Adobe Illustrator. PDF files should be optimized for high-resolution printing.

**ALTERATION CHARGES:** Logo and text set at no charge for simple ad layouts with one round of corrections. All other alterations charged \$65 per hour (logo must be provided in EPS format).

**ADVERTISING POLICY:** *Diverse* has the right to hold advertisers and its advertising agencies jointly and severally liable for such monies as are due and payable to *Diverse*. All advertisements

are subject to the publisher's approval. The publisher reserves the right to cancel or reject any advertisement at any time without cause. Placement of the ad is at the discretion of the publisher. Only publication of an advertisement constitutes final acceptance of the advertiser's order. Credit is subject to approval. Payment is due upon receipt of invoice.

**AGENCY COMMISSION:** A commission equal to 15% of the gross billing for supplied ads is allowed to advertising agencies listed in the Standard Directory of Advertising Agencies or members of recognized agency associations. No agency commission will be paid on ads that require typesetting, illustrations or other services from *Diverse*. Invoices 60 days past due are not commissionable.

**Diverse®**

10520 Warwick Avenue, Suite B-8,  
Fairfax, VA 22030-3136

(703) 385-2400 • Fax: (703) 385-1839

E-mail: [DiverseAds@DiverseEducation.com](mailto:DiverseAds@DiverseEducation.com)

Web: [www.DiverseEducation.com](http://www.DiverseEducation.com)

# Web Employment Advertising Rates For Diversejobs.net & DiversityHealthworksjobs.com

*If multiple postings are selected, you have 365 days to complete your postings.*

Postings	Text	Duration	Rate
Single Job Posting	Unlimited	30 Days	\$210
6-10 Postings	Unlimited	30 Days	\$165 per ad
11-25 Postings	Unlimited	30 Days	\$150 per ad
Single Job Posting	Unlimited	60 Days	\$335
Single Job Posting	Unlimited	90 Days	\$475
<b>Unlimited Department Postings*</b>			
1 Year Unlimited Postings	Unlimited	60 Days	\$1,925
<b>Unlimited Institutional Postings*</b>			
1 Year Unlimited Postings	Unlimited	60 Days	\$3,875

## Premium Branded Postings

Provides a branded presence in the magazine, [www.Diversejobs.net](http://www.Diversejobs.net) and [www.DiverseEducation.com](http://www.DiverseEducation.com). You will reach active and passive job seekers. The 1 year unlimited branded postings will include employer profile on [Diversejobs.net](http://Diversejobs.net), an Employer Profile on [DiverseEducation.com](http://DiverseEducation.com) for one year, 3 months Featured Jobs in the daily e-newsletters, 12 featured ads on the [DiverseEducation.com](http://DiverseEducation.com) homepage and a featured employer listing in the print edition of *Diverse*.

1 Year Unlimited Postings	Unlimited	60 Days	\$5,900
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## Additional Options for Diversejobs.net

Employer Profile		1 Year	\$599
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The employer profile includes a detailed description of your institution that will also link to your ads in the [Diversejobs.net](http://Diversejobs.net) database as well as your website. Additional multimedia options are available in your profile.

Feat. Job/Employer ( <i>Diverse</i> Homepage)		1 Week/\$125	Month/\$455
Feat. Job/Employer ( <i>Diverse</i> Daily e-newsletter)		1 Week/\$150	Month/\$465
Feat. Job/Employer (ROS on <i>Diverse</i> website)		1 Week/\$105	Month/\$355
All 3		1 Week/\$300	Month/\$850

## CCJobsNow.com

Postings	Text	Duration	Rate
Single Job Posting	Unlimited	30 Days	\$145
6-10 Postings	Unlimited	30 Days	\$110 per ad
11-25 Postings	Unlimited	30 Days	\$95 per ad
Single Job Posting	Unlimited	60 Days	\$235
Single Job Posting	Unlimited	90 Days	\$305
<b>Unlimited Department Postings*</b>			
1 Year Unlimited Postings	Unlimited	60 Days	\$1,295
<b>Unlimited Institutional Postings*</b>			
1 Year Unlimited Postings	Unlimited	60 Days	\$1,875

## Diversity Posting Package

Provides a branded presence on the Community College News homepage, [CCNewsNow.com](http://CCNewsNow.com). The 1 year unlimited diversity postings include an employer profile on [CCJobsNow.com](http://CCJobsNow.com) for 12 months, an employer profile on [DiverseEducation.com](http://DiverseEducation.com) for 12 months, and 3 months of Featured jobs in the [CCNewsNow.com](http://CCNewsNow.com) e-newsletter.

1 Year Branded Unlimited Posts	Unlimited	60 Days	\$2,995
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For more options and packages please visit [Diversejobs.net](http://Diversejobs.net), [CCJobsNow.com](http://CCJobsNow.com) & [DiversityHealthworksjobs.com](http://DiversityHealthworksjobs.com) directly. Cross-posting packages are also available to each site.

Banner Advertising for [DiverseEducation.com](http://DiverseEducation.com), [Diversejobs.net](http://Diversejobs.net), [CCNewsNow.com](http://CCNewsNow.com), [CCJobsNow.com](http://CCJobsNow.com), [DiverseBooks.net](http://DiverseBooks.net), [DiversityHealthworks.com](http://DiversityHealthworks.com), [DiversityHealthworksjobs.com](http://DiversityHealthworksjobs.com):

Header & Footer Banners	728 x 90 (pixels)	\$45/1000 Impressions
Right Side Large Banners	300 x 600 (pixels)	\$40/1000 Impressions
Right Side Medium Banners	300 x 250 (pixels)	\$40/1000 Impressions

E-Newsletter Sponsor Banner ([DiverseEducation.com](http://DiverseEducation.com), [CCNewsNow.com](http://CCNewsNow.com) & [DiversityHealthworks.com](http://DiversityHealthworks.com))

Week	\$1,500
Month	\$4,800

Note: You have one year to use multiple posting purchases. All web banners are sold based upon impressions and can be run of site (ROS).

\*Unlimited postings include an employer profile.