

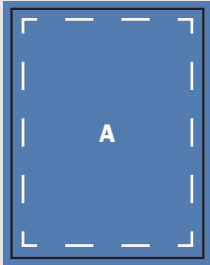
Diverse

ISSUES IN HIGHER EDUCATION

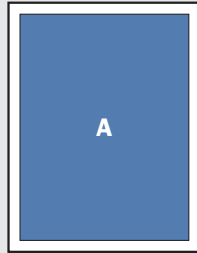


Advertising Rate Card
2012

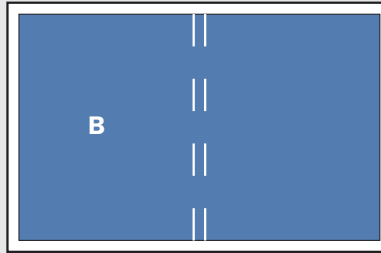
PRINT ADVERTISING RATES & SIZES



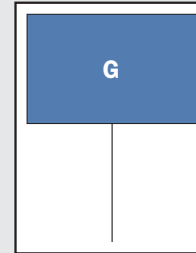
A — Full Page with bleed
8.375" x 10.875" trim
add .25" bleed around
Color \$3,815
B/W \$2,510



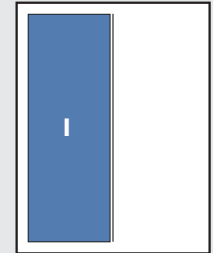
A — Full Page
7.375" x 9.875"
Color \$3,815
B/W \$2,510



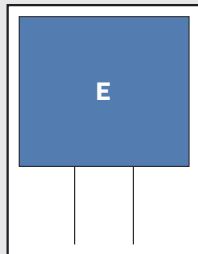
B — Full-Page Spread
15.75" x 9.875"
Color \$6,940
B/W \$4,760



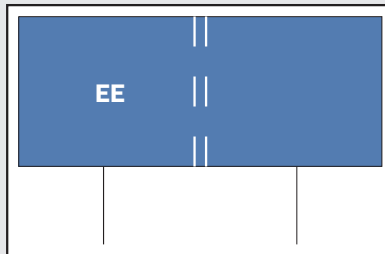
G — 1/2 Page - Horizontal
7.375" x 4.75"
Color \$2,630
B/W \$1,505



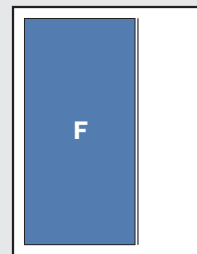
I — 1/2 Page - Vertical
3.562" x 9.875"
Color \$2,630
B/W \$1,505



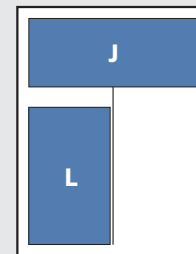
E — 2/3 Page - Horizontal
7.375" x 6.5"
Color \$3,040
B/W \$1,910



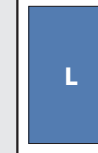
EE — 2/3 Page Spread
15.75" x 6.5"
Color \$5,010
B/W \$3,210



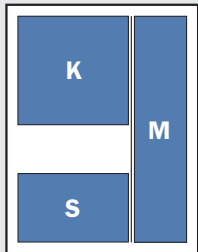
F — 2/3 Page - Vertical
4.875" x 9.875"
Color \$3,040
B/W \$1,910



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



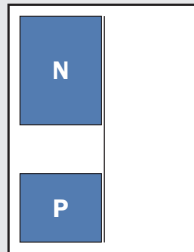
L — 1/3 Page - Vertical
3.562" x 6"
Color \$1,585
B/W \$1,135



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

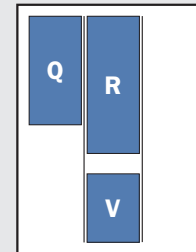
M — 1/3 Page - Vertical
2.312" x 9.875"
Color \$1,585
B/W \$1,135

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

Diverse®

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(703) 385-2400 • Fax: (703) 385-1839

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Web: www.DiverseEducation.com

DIVERSE EDITORIAL CALENDAR

2012 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
1/5/12	Focus: Emerging Scholars	*12/13/11
1/19/12		12/29/11
2/2/12	Focus: Black History Month	1/12/12
2/16/12		1/26/12
3/1/12	Focus: Women's History Month	2/9/12
3/15/12	Special Report: Technology and Online Education	2/23/12
3/29/12	Focus: Law	3/8/12
4/12/12	Special Report: Money & Finance	3/22/12
4/26/12		4/5/12
5/10/12	Special Report: Top 100 Associate Degree Producers/Tribute to John Roueche	4/19/12
5/24/12	Special Report: Arthur Ashe Sports Scholars/Asian Pacific Islander Heritage Month	5/3/12
6/7/12	Special Report: Top 100 Undergraduate Degree Producers	5/17/12
6/21/12	Special Report: Journalism, Media & Communications	5/31/12
7/5/12	Special Report: Top 100 Graduate & Professional Degree Producers	6/14/12
7/19/12		6/28/12
8/2/12	Focus: STEM	7/12/12
8/16/12	Focus: Continuing Education	7/26/12
8/30/12	Special Report: Academic Kickoff - HBCU Focus	8/9/12
9/13/12	Focus: Hispanic Heritage Month	8/23/12
9/27/12	Special Report: 2012 Elections & Education Impact	9/6/12
10/11/12	Special Report: Recruitment & Retention in Higher Education	9/20/12
10/25/12	Focus: Health Sciences	10/4/12
11/8/12	Special Report: Careers in Higher Education	10/18/12
11/22/12	Focus: American Indian Heritage Month	11/1/12
12/6/12	Focus: Performing Arts	*11/13/12
12/20/12		11/29/12

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

*Early deadline due to Thanksgiving and Christmas holidays.

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.

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

Web: www.DiverseEducation.com

Web Employment Advertising Rates For Diversejobs.net

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

Postings	Text	Duration	Rate
Single Job Posting	Unlimited	30 Days	\$235
6-10 Posting	Unlimited	30 Days	\$175 per ad
11-50 Postings	Unlimited	30 Days	\$160 per ad
Single Job Posting	Unlimited	60 Days	\$360
Single Job Posting	Unlimited	90 Days	\$500
Unlimited Institutional Postings*			
1 Year Unlimited Postings	Unlimited	60 Days	\$3,875

Premium Branded Postings

Provides a branded presence in the magazine, www.Diversejobs.net and www.DiverseEducation.com. You will reach active and passive job seekers. The 1 year unlimited branded postings will include employer profile on Diversejobs.net, an Employer Profile on DiverseEducation.com for one year, 3 months Featured Jobs in the daily e-newsletters, 12 featured ads on the 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 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
Unlimited Institutional Postings*			
1 Year Unlimited Postings	Unlimited	60 Days	\$1,875

Diversity Posting Package

Provides a branded presence on the Community College News homepage, CCNewsNow.com. The 1 year unlimited diversity postings include an employer profile on CCJobsNow.com for 12 months, an employer profile on DiverseEducation.com for 12 months, and 3 months of Featured jobs in the 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 and CCJobsNow.com directly. Cross-posting packages are also available to each site.

Banner Advertising for DiverseEducation.com, Diversejobs.net, CCNewsNow.com, CCJobsNow.com and DiverseBooks.net:

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

E-Newsletter Sponsor Banner (DiverseEducation.com and CCNewsNow.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.