

DiversityInc

Rate Card and Circulation

MAGAZINE

Circulation: 250,000	1X	3X	5X
4 Color & B/W Page:	\$20,873	\$17,739	\$15,650

Specialty units: Rates for gatefolds, inserts and multiple-page units are available on request.

For every three ads you buy, we'll give you a free ad to donate to the nonprofit of your choice*.

CIRCULATION AND DISTRIBUTION INFORMATION

Total Circulation: 250,000

Non-Profit Partners

ALPFA – Association of Latino Professionals in Finance and Accounting

AMAC – Association of Minority Airport Councils

American Association for Affirmative Action
ASCENT

Beta Alpha Psi

Beta Gamma Sigma

COSD – Career Opportunities for Students with Disabilities

GLSEN

Golden Key International Honour Society

HBCUConnect Network

HACE – Hispanic Alliance for Career Enhancement

HACR – Hispanic Association on Corporate Responsibility

INROADS

Institute for Diversity in Health Management

Jackie Robinson Foundation

NABA – Native American Business Alliance

NCCJ – National Center for Community and Justice



NHBA – National Hispanic Business Association

NSHMBA – National Society of Hispanic MBAs

OCA – Organization of Chinese Americans

The PhD Project

PRIMER – Puerto Ricans in Management

UNCF – The United Negro College Fund

Sierra Group Workplace Foundation (targets veterans in the workplace)

MAGAZINE THEMES AND CLOSE DATES

Winter 2012 (January–February)

Resource Groups

AD CLOSE: JAN 25, 2012 **MATERIALS DUE:** JAN 27, 2012

2012 DiversityInc Top 50 Issue (April)

The 2012 DiversityInc Top 50 Companies for Diversity

AD CLOSE: APR 15, 2012 **MATERIALS DUE:** APR 16, 2012

Spring 2012 (June)

Innovation Fest!

AD CLOSE: MAY 15, 2012 **MATERIALS DUE:** MAY 16, 2012

Early Fall 2012 (September–October)

Talent Development

AD CLOSE: AUG 15, 2012 **MATERIALS DUE:** AUG 17, 2012

Late Fall 2012 (November–December)

Accountability

AD CLOSE: OCT 15, 2012 **MATERIALS DUE:** OCT 17, 2012

WEB ADVERTISING

Ad Type	Website CPM	Monthly Flat Rate	Newsletter Rate**	Ad Capability
Full Banner	\$8	\$4,500*	n/a	Animation/Video
Big Square Ad	\$20	\$7,000*	n/a	Animation/Video
E-Newsletter Insertion			\$1,000	Text only, 60 character limit

*Above monthly rates are based on delivery of 250,000 impressions

All rates gross. *At published rates.

ADVERTISING SALES

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