

# DiversityInc

## Rate Card

### MAGAZINE

Circulation: 341,849  
(BPA Applicant)

	1X	3X	5X
4 Color & B/W Page:	\$20,873	\$17,739	\$15,650
2nd Cover:	\$24,004		
4th Cover:	\$28,005		

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\*.

### WEB ADVERTISING

Ad Type	Web Site CPM	Monthly Flat Rate	Newsletter Rate	Ad Capability
Full Banner	\$17	\$7,500*	\$1,200 per day	Animation
Wide Skyscraper	\$30	\$13,000*	\$3,100 per day	Animation
Big Square Ad	\$40	\$14,500*	N/A	Animation/Video

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

### CLOSE DATES 2010

Issue	Theme	Ad Materials Due
Jan/Feb	Mentoring	12/14/09
March/April/May	Work/Life	2/4/10
June	DiversityInc Top 50 Companies for Diversity®	4/18/10
July/Aug/Sept	Employee-Resource Groups	5/26/10
Oct/Nov/Dec	Lessons Learned From the DiversityInc Top 50	9/22/10

### CAREER CENTER

**Parking Slots, Wraps and Single Postings Available**

For further information, please contact Veronica McCoy at (973) 494-0506 (vmccoy@DiversityInc.com)

**Job Posting Packs, Career Center Packages and Platinum Sponsorships Available**

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### RESOURCE GUIDE

Contact Veronica McCoy at (973) 494-0506 (vmccoy@DiversityInc.com)

### CORPORATE SUBSCRIPTIONS

Contact Kim Stewart at (973) 494-0507 (kstewart@DiversityInc.com)

### BENCHMARKING

Contact Barbara Frankel at (973) 494-0515 (bfrankel@DiversityInc.com)



**New Trim Size!**  
Effective  
November/  
December  
2009 issue

### ADVERTISING SALES

**Stuart Arnold**

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