



Overview

EOEJournal is a four-color diversity publication that has been distributed every other month since 1996 to colleges, universities, tech schools, medical schools, job and career fairs, as well as executive consulting agencies, libraries, workforce offices, and government agencies.

The broad editorial content is aimed at providing detailed assistance to the specific needs of the minority job hunter. The EOEJournal publication is an effective tool for human resource departments to attract qualified applicants in general, or for specific employment opportunities. Readers get advice on the hottest job markets and the most effective methods of searching for and landing that dream job.

Our diligent dedication to diversity makes the EOEJournal a leading diversity recruiting publication servicing the needs of all ethnic backgrounds including but not limited to Asian, Black, Hispanic, Jewish, Latino, Veterans, Women, as well as Disabled communities.

EOEJournal's mission is to offer businesses a diversity recruiting magazine where they can effectively advertise specific career opportunities, for corporate image, to help meet EEO compliance requirements, to endorse diversity in the workplace or to simply show their support for diversified, minority communities. We offer valued exposure and response for the advertiser.

Distribution


EOEJournal circulates to over 1,000 colleges, universities and trade schools, government offices—including the military—executive search consultants, and workforce training centers nationwide. We email the electronic version of the EOEJournal to specific Career Center contacts, who then blast it to their thousands of students. We are now reaching millions of viewers, increasing exposure for our advertisers.

EOEJournal reaches undergraduate and graduate students as well as alumni. Our audience is the entire diverse community; all ethnic groups, women, veterans and the physically challenged. We endorse the outreach to all minority backgrounds.

Our distribution also reaches higher education facilities including minority serving institutions (MSI) as well as other employment resource centers throughout the nation who are members of the HACU, as well as HBCUs—those who are committed to serving the needs of the Hispanic and Black communities. Our circulation team researches and targets facilities and organizations who actively support the employment rights of other ethnic backgrounds.

EOEJournal continually strives to offer the best exposure for our advertisers. We are mobile-user friendly and our digital content is readily available to millions of online users.

READERSHIP FEEDBACK



"I was riding home on the subway and began reading your publication over the shoulder of another passenger on the train. I found the article about 'Reasons People Don't Get Hired' to be very interesting but I didn't get to finish the article. Would you please put me on your mailing list? I am the Career Services Director at the college."

**Career Services Director
New York City Technical College
New York, New York**

"I have received and reviewed the complimentary edition of the eoejournal. It is a very impressive publication and is a great way to showcase a company's support for diversity in the workplace."

**Sr. VP Human Resources
Fruit of the Loom, Inc.**

"I am the director of a career center at Normandale Community College in Bloomington, MN. We love the journal – the variety of information and the career articles are so relevant to our work. They are up-to-date, very well-organized and one of our best resources to provide to students. Thank you for your work and the opportunity we have to share this work with our college students."

**Carolyn Jobin
Normandale Community College
Bloomington, MN**

"I read the eoejournal because of your thoroughly engaging and substantive articles. I am a Career Coach of 19 years and most things I read are basically warmed up soup. Your topics are new and relevant. Thanks for your career-related publication."

**Candy Bennett
Orientation to Trades & Apprenticeship
Columbus State Community College**

"Every small business to large corporation in the U.S. needs to have a subscription to EOEJournal."

Tiffany H.



www.eoejournal.com

1550 E Missouri Avenue | Suite 204 | Phoenix, Arizona 85014 | graphics@eoejournal.com

PRINT SPECS

EOEJournal is produced using Macintosh platform.

Accepted formats

- Pdf preferred. Jpeg or Tiff files also accepted. 300dpi.
- Adobe Illustrator: Include all placed graphics, turn all text to paths. CMYK output.
- Adobe Photoshop: Flattened. Convert RGB files to CMYK for color output.

Accepted Media

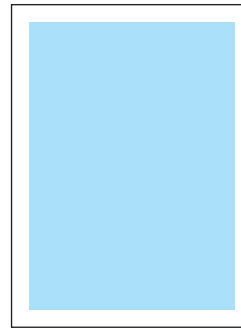
- Email/FTP
- CD/DVD

Colors

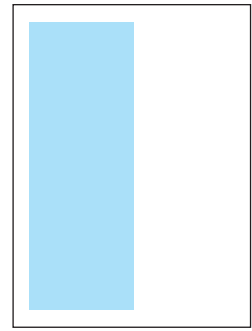
EOEJournal is printed using four color process (CYMK). PMS (Pantone) colors must be converted to process colors. Due to the nature of heatset web offset publications, exact color matching on 4-color ads is not always possible. EOEJournal does not guarantee consistent color matching throughout the print run.

Questions? Please contact

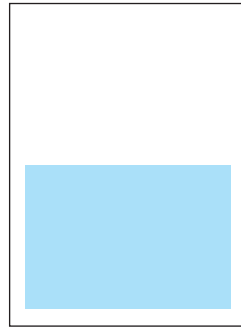
Cheri Brown
Production Manager
graphics@eoejournal.com
1-800-396-3373



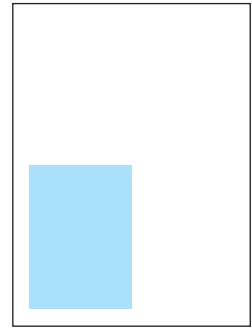
FULL PAGE
10" x 13.5"



1/2 PAGE VERTICAL
4.9" x 13.5"



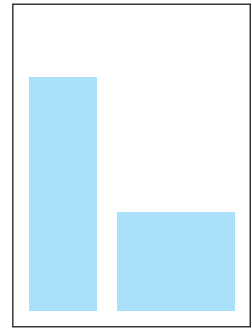
1/2 PAGE HORIZONTAL
10" x 6.65"



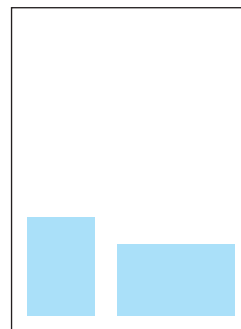
1/4 PAGE VERTICAL
4.9" x 6.65"



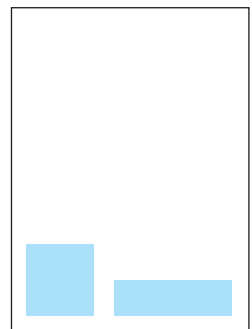
1/4 PAGE HORIZONTAL
10" x 3.25"



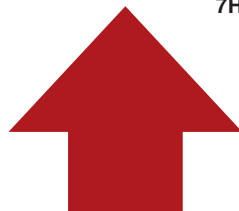
9V- 3.8" x 8"
9H- 6" x 5.25"



7V- 3.8" x 5.25"
7H- 6" x 3.25"



6V- 3.8" x 4.25"
6H- 6" x 2.6"



www.eoejournal.com

1550 E Missouri Avenue | Suite 204 | Phoenix, Arizona 85014 | graphics@eoejournal.com

WEB OPTIONS

ALL OPTIONS LINKED TO YOUR SITE!

HOME PAGE

CLICK THROUGH FOR GREAT CAREERS WITH THESE EQUAL OPPORTUNITY EMPLOYERS!

VCUHealth

HOME CURRENT ISSUE TOP DIVERSITY EMPLOYERS FIND A JOB BLOG & NEWS ABOUT US

NEWS TICKER > [October 10, 2017] October is National Employment Disability Awareness Month ▶

CURRENT ISSUE NOVEMBER 2017

RECENT BLOG POSTS

- Gratitude
- Inclusion
- Best Case Scenario

FEATURED COMPANIES

- Synchrony Financial**
Synchrony a company of individuals with different perspectives and unique ambitions. But we share strong values, a common purpose and a bold commitment to do the right thing. To us, doing what's right means helping [...]
- GENERAL DYNAMICS**
General Dynamics employees are united by our Ethos—our defining moral character as a company. This Ethos undergirds our culture and our commitment to our communities, employees, customers and shareholders. It
- PGW**
At PGW, we take pride in being part of the solution for America's future, burning the cleanest fossil fuel available, reducing pollution and keeping jobs, business and energy resources here in America. Join us and [...]

WFS Worldwide Flight Services

FOLLOW ON FACEBOOK

EOE Journal 78 likes

Like Page Share

GET INVOLVED

AWARE

EOE Journal about an hour ago

#LGBTCenterAwarenessDay CenterLink: The Community of LGBT Centers

NEWS

Save CARILIONCLINIC

ROTATING BANNER

MOVING LOGO

SOCIAL MEDIA

BLOG POST

FEATURED COMPANY

FIND A JOB PAGE

AD ON FIND A JOB

JOB POSITION POST

EVENT CALENDAR

CLICK THROUGH FOR GREAT CAREERS WITH THESE EQUAL OPPORTUNITY EMPLOYERS!

GENERAL DYNAMICS
Electric Boat

HOME CURRENT ISSUE TOP DIVERSITY EMPLOYERS FIND A JOB BLOG & NEWS ABOUT US

NEWS TICKER > [October 10, 2017] October is National Employment Disability Awareness Month ▶

HOME > Find a Job

Find a Job

LONG BEACH TRANSIT

Professional Diversity Network

NURSE.com

unitedcareers

NATIONAL CAREER FAIRS

City Career Fair

YOUR FIRST STEP TOWARD A SECURE FUTURE

Correction Officer Trainee

- \$40,890 hiring rate
- \$42,690 after 6 months
- \$48,855 after 12 months
- GREAT benefits
- Retire after 25 years AT ANY AGE

Apply on-line today or download exam information and applications at: www.cs.ny.gov/era

Additional information about the position of correction officer is available on our website at www.gonj.com

NEW YORK STATE

CORRECTIONS AND COMMUNITY SUPERVISION

ARONCE M. CORNELI, GOVERNOR - ANTHONY J. AMODEO, ACTING COMMISSIONER

An Equal Opportunity Employer

CURRENT POSITIONS

October 15, 2017

Jobs with Segal Group

October 18, 2017

Jobs with Segal Group

October 14, 2017

UNDERWRITERS

UPCOMING EVENTS

Dallas' 17th Annual Diversity Employment Day Career Fair

October 25 @ 11:00 am - 3:00 pm

Washington DC - Tech Fair - IT, Engineering and Cyber security

November 14 @ 11:00 am - 2:00 pm



PREMIER PACKAGE

AD IN MAGAZINE

Your ad linked to the url of your choice.

CURRENT ISSUE PAGE

Your ad on this page linked to the url of your choice.

HOME PAGE

A rotating banner at the top of every page linked to your website OR a moving logo on top right of "HOME" page linked to your site.

FIND A JOB PAGE

If you have a specific job listing, it will be posted on our "FIND A JOB" page and linked the url of your choice.

Your career fair or upcoming event posted on our calendar.

BLOG & NEWS PAGE

News about your company? An article of your choosing (up to 250 words) or excerpt linked to the url of your choice.

SOCIAL MEDIA

Your ad posted on Facebook, Twitter and LinkedIn.

TOP DIVERSITY EMPLOYER PAGE

Logo linked to the url of your choice.

PREMIER PACKAGE RATES

FULL PAGE AD \$5400 + \$1995 = \$7395 full rate / with 10% discount = \$6650

1/2 PAGE AD \$3220 + \$1995 = \$5215 full rate / with 10% discount = \$4690

1/4 PAGE AD \$2465 + \$1995 = \$4460 full rate / with 10% discount = \$4000

BREAK DOWN OF PREMIER PACKAGE RATES

Current Issue Page	\$450
Rotating Banner	\$650
Specific Job Listing	\$250
Blog	\$350
Social Media (Facebook, Twitter, Linked In)	\$295
Top Diversity Employer Page	n/c

www.eoejournal.com

1550 E Missouri Avenue | Suite 204 | Phoenix, Arizona 85014 | graphics@eoejournal.com



WEB OPTIONS - 30 day minimum each

Current Issue Page \$450

Logo or Banner on “HOME” page (30 day min. Start any time)

- Banner (shows on every page of web site) \$650
- Top Right Premier Logo Spot \$475
- Lower Logo Spot (right or left) \$350

Featured Company on “HOME” page - includes logo linked to your site, article about your company up to 300 words, (including hyperlinks) and linked to your site \$1950

Ad on “FIND A JOB” page linked to your site

- Center position \$1750
- Sidebar position \$650

Company name and a specific job link on “FIND A JOB” page listed under “CURRENT POSITIONS” linked to your site \$250

(Additional specific job listings \$100 each)

Video Ad on “FIND A JOB” page (i.e. you tube video) \$1825

Blog Posting w/logo \$350 (250 words) - For 2 weeks only

Career fair or event posted on events calendar \$200

FEATURED COMPANY - ADD TO ANY PACKAGE

\$1950 for 30 days. (30 day minimum)

www.eoejournal.com

1550 E Missouri Avenue | Suite 204 | Phoenix, Arizona 85014 | graphics@eoejournal.com