



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 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 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

"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 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



www.eoejournal.com

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WEB OPTIONS

ALL OPTIONS LINKED TO YOUR SITE!

HOME PAGE

ROTATING BANNER: U.S. NAVAL RESEARCH LABORATORY. Advancing your career further than you can imagine.

D&I NEWS: DIVERSITY & INCLUSION NEWS. **Diverse Workplaces Generate 19 Percent More Revenue Than Less Diverse Competitors**. by Danielle Sabrina Working with people just like you is so comfortable that less gets done. A multicultural workplace offers a wealth of opportunities, as well as plenty of traps [...]

MOVING LOGO: FEDERAL RESERVE BANK OF PHILADELPHIA

SOCIAL MEDIA: NEW ENGLAND CENTER FOR CHILDREN. Hannah - Work at NE...

FEATURED COMPANY: ENERGY SOLUTIONS. TRANSPORTATION SECURITY ADMINISTRATION. FEDERAL BUREAU OF INVESTIGATION. AIR FORCE CIVILIAN SERVICE.

FIND A JOB PAGE

AD ON FIND A JOB: synchrony. Synchrony is hiring! View available opportunities here: Synchrony Careers

JOB POSITION POST: FIRELANDS REGIONAL MEDICAL CENTER. CLICK HERE FOR CAREERS AT FIRELANDS! CURRENT POSITIONS: Patrol June 11, 2019. Careers at the U.S. Secret Service



WEB OPTIONS - 30 day minimum each

Current Issue Page \$550

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

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

All Rates are NET to eoejournal

Full Page	10 x 13.5	\$ 5600
17H - 1/2 Page Horizontal 17V - 1/2 Page Vertical	10 x 6.65 4.90 x 13.5	\$ 3220
12H - 1/4 Page Horizontal 12V - 1/4 Page Vertical	10 x 3.25 4.90 x 6.65	\$ 2465

Additional exposure on www.eoejournal.com:

Rotating Web Banner on HOME PAGE	\$ 650/mo.
Featured Company on HOME PAGE	\$ 550/mo.
Ad on CURRENT ISSUE PAGE	\$ 550/mo.
Placement on FIND A JOB PAGE	
Current Postion	\$ 250/mo.
Video	\$ 1825/mo.
AD	\$ 1750/mo.
Featured Logo on HOME PAGE	\$ 350/mo.
Logo on TOP DIVERSITY EMPLOYER PAGE	\$ 300/mo.

eoejournal is a diversity publication released six times a year.
 Publication size is 10.5" x 14.5"
 Each release is also available digitally on our website.

Digital files may be submitted via e-mail to graphics@eoejournal.com.

Files are best created in the current versions of QuarkXpress, Photoshop, or InDesign, and exported to a PDF format. (Please make sure fonts are embedded.)

WE DO NOT ACCEPT WORD PROCESSING FILES OF ANY TYPE.

For logos or other graphic files, we accept the following formats: PDF, TIFF or EPS.
 The final resolution should not be less than 200 dpi.

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 (call for instructions)

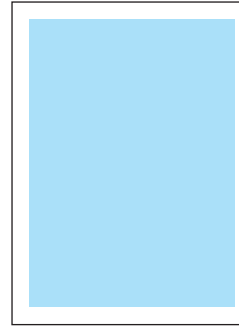
Colors

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.

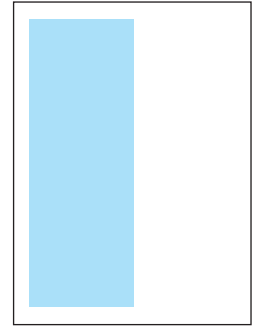
Questions?

Please contact

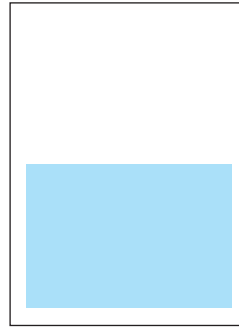
Cheri Brown
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graphics@eoejournal.com
1-800-396-3373



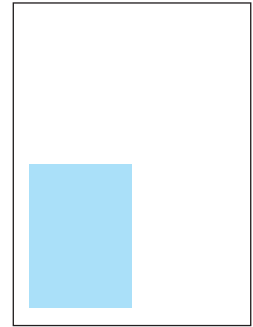
FULL PAGE
10" x 13.5"



1/2 PAGE VERTICAL
4.9" x 13.5"



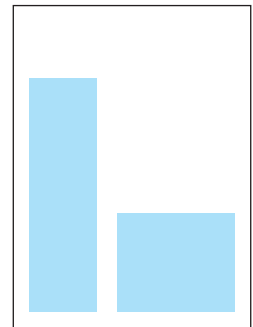
1/2 PAGE HORIZONTAL
10" x 6.65"



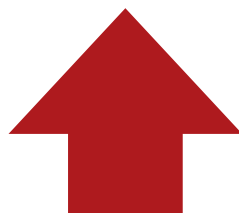
1/4 PAGE VERTICAL
4.9" x 6.65"



1/4 PAGE HORIZONTAL
10" x 3.25"



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



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