



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 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 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**

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

Tiffany H.



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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

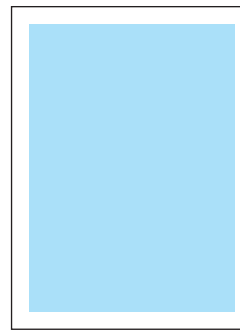
- Email/FTP
- CD/DVD

Colors

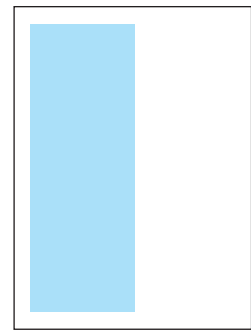
EOEJournal is printed using four color process (CYMK). PMS (Pantone) colors must be converted to process colors. Due to the nature of heatset web offset publications, exact color matching on 4-color ads is not always possible. EOEJournal does not guarantee consistent color matching throughout the print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

Questions? Please contact

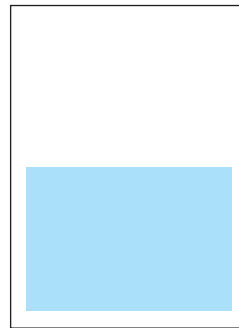
Cheri Brown
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1-800-396-3373



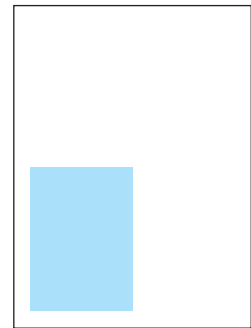
FULL PAGE
10" x 13.5"



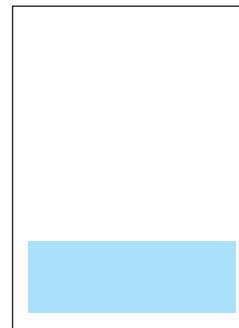
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4.9" x 13.5"



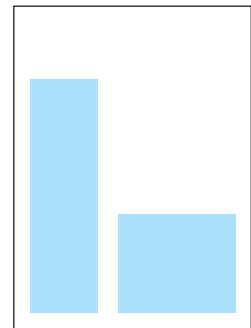
1/2 PAGE HORIZONTAL
10" x 6.65"



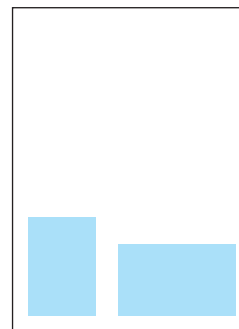
1/4 PAGE VERTICAL
4.9" x 6.65"



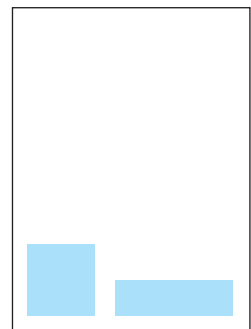
1/4 PAGE HORIZONTAL
10" x 3.25"



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

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WEB OPTIONS

ALL OPTIONS LINKED TO YOUR SITE!

HOME
PAGE

BLOG
POST

FEATURED
COMPANY

AD ON
FIND A JOB

JOB
POSITION
POST

FIND
A JOB
PAGE

EVENT
CALENDAR

ROTATING
BANNER

MOVING
LOGO

SOCIAL
MEDIA

The screenshot displays the EOE ONLINE website interface. At the top, the header includes the EOE ONLINE logo, a navigation bar with links like HOME, CURRENT ISSUE, TOP DIVERSITY EMPLOYERS, FIND A JOB, BLOG & NEWS, and ABOUT US, and a search bar. A rotating banner for VCU Health is featured. Below the banner, a news ticker and a 'CURRENT ISSUE' section for November 2017 are visible. The 'RECENT BLOG POSTS' section includes articles on Gratitude, Inclusion, and Best Case Scenario. The 'FEATURED COMPANIES' section highlights Synchrony Financial, General Dynamics, and PGW. A 'FOLLOW ON FACEBOOK' section shows social media links. The 'FIND A JOB' page is also shown, featuring job listings for Long Beach Transit, Professional Diversity Network, NURSE.com, and United Career Fairs. An 'EVENT CALENDAR' section lists upcoming events like the Dallas' 17th Annual Diversity Employment Day Career Fair and the Washington DC - Tech Fair.



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 \$295

(Facebook, Twitter, Linked In)

Top Diversity Employer Page n/c

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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)



BASIC PACKAGE

AD in MAGAZINE

Your ad linked to your page

TOP DIVERSITY EMPLOYER PAGE

Logo on "TOP DIVERSITY EMPLOYER" page

UPGRADE to "CURRENT ISSUE" PAGE

Full ad on "CURRENT ISSUE" page \$450/30 day minimum