



### Overview

EOEJournal is a digital 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, LGBTQ, 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 1,900 colleges, universities and trade schools, government offices, and workforce training centers nationwide. We email the electronic version to specific Career Center contacts, who then blast it to their thousands of students. 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.

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.

*EOEJournal is an equal opportunity employer, supporting diversity and inclusion, and does not discriminate because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state, or federal laws.*

# 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](http://www.eoejournal.com)

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## WEB OPTIONS

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**DIVERSITY & INCLUSION NEWS**

**D& NEWS**

**ROTATING BANNER**

**MOVING LOGO**

**SOCIAL MEDIA**

**FEATURED COMPANY**

**STIVING FOR A FUTURE WHERE... DIVERSITY IS CELEBRATED. DISABILITIES ARE RESPECTED. ALL PEOPLE ARE VALUED.**

**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 [...]

**Diversity & Inclusion: Making More Than Cosmetic Changes**

Cosmetics retailer Sephora closed all of its US-based stores today for diversity and inclusion training. The focus? What it means to be a diverse and inclusive workplace. In addition to [...]

**Belongingness is Important to Diversity and Inclusion in the Workplace**

BY MONTRECE MCNEILL RANSOM In March 2019, I was presented with the ABA Health Law Section's Champion of Diversity and Inclusion Award. I was incredibly honored to receive this particular [...]

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View available opportunities here: **Synchro Careers**

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Firelands Regional

00:00 01:05

**CLICK HERE FOR CAREERS AT FIRELANDS!**

**CURRENT POSITIONS**

**Patrol**

June 11, 2019

**Careers at the U.S. Secret Service**

**GETIDGE**

*All Rates are NET to eoejournal*

<b>Full Page</b>	<b>10 x 13.5</b>	<b>\$ 5900</b>
<b>17H - 1/2 Page Horizontal</b> <b>17V - 1/2 Page Vertical</b>	<b>10 x 6.65</b> <b>4.90 x 13.5</b>	<b>\$ 3820</b>
<b>12H - 1/4 Page Horizontal</b> <b>12V - 1/4 Page Vertical</b>	<b>10 x 3.25</b> <b>4.90 x 6.65</b>	<b>\$ 2765</b>

**Additional exposure on [www.eoejournal.com](http://www.eoejournal.com):**

	<u>2 mo.</u>		<u>2 mo.</u>
<i>Rotating Web Banner on HOME PAGE</i>	<b>\$ 850</b>	<i>Placement on FIND A JOB PAGE</i>	
<i>Feature Company on HOME PAGE</i>	<b>\$ 750</b>	<i>Current Positions</i>	<b>\$ 450</b>
<i>Feature Logo on HOME PAGE</i>	<b>\$ 350</b>	<i>AD-Center</i>	<b>\$ 1750</b>
<i>Ad on CURRENT ISSUE PAGE</i>	<b>\$ 750</b>	<i>AD - Sidebar</i>	<b>\$ 1825</b>
		<i>Video</i>	<b>\$ 1825</b>
		<i>Logo on TOP DIVERSITY EMPLOYER PAGE all year</i>	

**Specific Geographic Recruiting Campaign - \$550 each**

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

**Ad Specs**

Digital files may be submitted to [graphics@eoejournal.com](mailto:graphics@eoejournal.com).

Files are best created in the current versions of **Adobe InDesign, Illustrator, or Photoshop** and exported to a **jpeg or pdf**. (Please make sure fonts are embedded.)

**WE DO NOT ACCEPT WORD PROCESSING FILES.**

Resolution should be 200 dpi or higher.

**Digital Specs**

**Featured Banner**

728 x 90 pixels - 150 resolution or higher - jpeg

**Featured Logo & Logo for TDE PAGE**

400 x 400 pixels - 150 resolution or higher - jpeg

**Social Media Posting**

1200 x 675 pixels

4" x 2.25" - 150 resolution or higher - jpeg

# AD 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.
- Adobe Photoshop: Flattened.

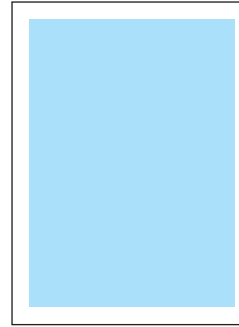
## Accepted Media

- Email
- FTP (call for instructions)

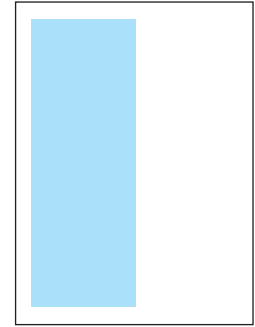
## Questions?

## Please contact

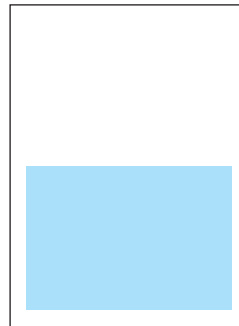
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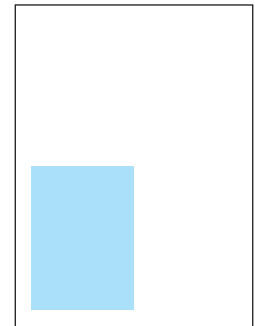
**FULL PAGE**  
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**1/2 PAGE VERTICAL**  
4.9" x 13.5"



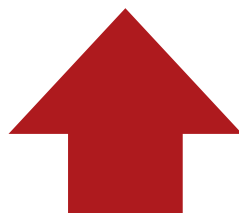
**1/2 PAGE HORIZONTAL**  
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**1/4 PAGE VERTICAL**  
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