



Overview

EOEJournal is a digital recruiting 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 equal opportunity employment makes the EOEJournal a leading 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 recruiting magazine where they can effectively advertise specific career opportunities, for corporate image, to help meet EEO compliance requirements, to encourage equality 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 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, 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

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ALL OPTIONS LINKED TO YOUR SITE!

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NEWS TICKER > [January 10, 2025] 'I'm standing on his shoulders': Jimmy Carter's legacy of championing diversity, equity and inclusion lives on >

CURRENT ISSUE: FEB /MAR 2025

NEWS

What Does Equal Opportunity Employer Mean?
An equal opportunity employer is a company that provides equal employment opportunities to all applicants and employees regardless of race, religion, gender identity, national origin, age, disability, or genetic information. This includes [...]

'I'm standing on his shoulders': Jimmy Carter's legacy of championing diversity, equity and inclusion lives on
ROCHESTER, N.Y. — President Jimmy Carter will be remembered for many things, including his efforts to advance women and people of color. Lonnie Haynes models much of his work at [...]

The Inclusion Imperative: How to Lead the Next Chapter of Diversity & Inclusion
by Candace Nortey SVP & Practice Leader, People & Culture Strategy, Slone Partners
There are not many other emerging trends in recent years that have captured the American public's attention [...]

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NEWS TICKER > [December 16, 2024] Takasago > FEATURED COMPANY

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WHY CHOOSE US?

Here in the First National Family First National Bank, First Citizens Bank, First Haven National Bank, First Community Mortgage and First Community Services, we are fiercely proud of our past and excited about our bright future. Independently owned, with more than 200 locations in Texas, Arizona, Arkansas and New Mexico, we offer growth and advancement in a fun and fast-paced environment. Our company provides an educational atmosphere, enabling employees to achieve their highest career potential. We are very diverse, and we are proud to accommodate them with a diverse workforce that includes bilingual employees.

POSITIONS AVAILABLE

No matter what your specialty is, chances are there is a position for you with the First National Family. Positions range from front-line customer service, clerical, support services and managerial positions. Our accommodations are very diverse, and we are proud to accommodate them with a diverse workforce that includes bilingual employees.

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To find a specific position that is available and suited for you, please visit our website at www.1stnb.com/careers

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Current Positions

February 6, 2025
Federal Reserve Bank of Philadelphia
February 6, 2025

February 5, 2025
Robley Rex VA Medical Center
February 5, 2025

February 5, 2025
New York Power Authority
February 5, 2025

All Rates are NET to eojournal

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

Additional exposure on www.eojournal.com:

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

Specific Geographic Recruiting Campaign - \$550 each

The **eojournal** is a recruiting 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@eojournal.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.

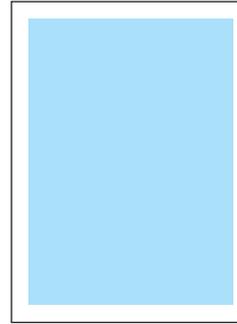
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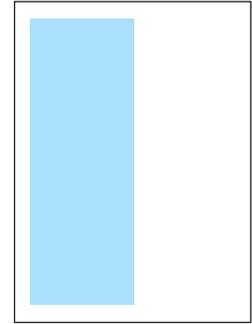
Questions?

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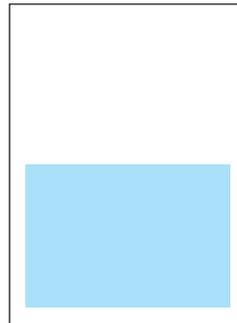
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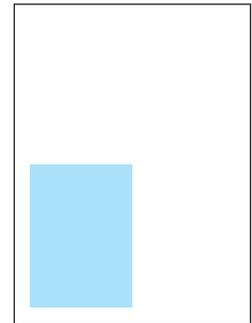
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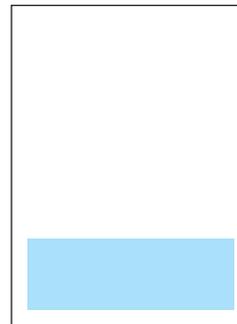
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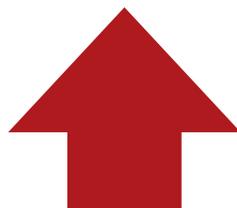
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