

INSIGHT INTO ACADEMIA®

2025 Media Kit | insightintoacademia.com



**The Leader In Advancing Best Practices
In Higher Education Excellence**

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Why Advertise With Insight Into Academia?



At **Insight Into Academia**, we connect you with the leaders shaping higher education today. With over **250,000 print and online readers per issue** and a digital reach of **60,000+ subscribers**, we offer unparalleled visibility across academia. Our flexible print, digital, and career center advertising options help you stand out and get results. Whether you're promoting open positions, academic programs, or institutional achievements, we'll help you reach the right audience—**quickly, affordably, and effectively.**

INSIGHT
INTO ACADEMIA®

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Career Center



In today's competitive academic job market, posting a job isn't enough. If you're not reaching the right candidates—dynamic, qualified, and ready to lead—you're missing out on the people who can move your institution forward. That's where Insight Into Academia comes in.

We're more than just a job board—we're your go-to platform for talent in higher education. Whether you're hiring for faculty, leadership, administrative, or specialized roles in medicine, law, business, engineering, or the humanities, we make it easier to connect with the best candidates from all backgrounds who actually belong in your inbox. Discover those with broad-ranging perspectives and experiences that reflect the evolving landscape of higher education.



Flexible Plans for Any Budget

Whether you're testing the waters with a single post or want unlimited listings all year long, we offer pricing plans to match every institution's hiring needs.

Featured Employer Status

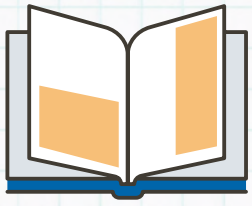
Stand out in a crowded field. With every unlimited subscription, you'll receive several featured placements that highlight your institution as an employer of choice.

Multi-Channel Reach

Every annual subscription includes free print advertising in our award-winning publication, giving your organization even more reach and visibility.

Designed to Attract the Best

Our career center is intentionally built to attract driven, mission-aligned talent—people looking for meaningful careers in higher education. And because access and belonging matter, our career center is designed to attract the very best candidates with wide-ranging backgrounds and perspectives.



Print Advertising in Insight Magazine

Want to Reach the Right Audience in Higher Ed?

In a noisy market flooded with content and competition, getting your message in front of the *right people*—those who make decisions, influence change, and represent the future of higher education—is more challenging than ever.

That's where **Insight Into Academia** delivers.

As the most highly-regarded publication covering best practices in higher education, Insight Into Academia reaches over **250,000 engaged readers** per issue.

Our readers aren't just skimming—they're *tuning in*. University presidents, deans, department chairs, faculty leaders, staff, graduate students, and alumni across all disciplines—from law and medicine to STEM and business—turn to Insight for timely reporting, thought leadership, and proven strategies that work.

Each of our **nine annual issues** features:

- **Actionable best practices** in higher education
- Coverage of **access, belonging, innovation, and institutional success**
- Timely **higher ed news and trends**
- Special sections on **health professions, law, STEM, business, research**, and more
- Recognition of excellence through **our many prestigious award programs**

See our [publication calendar](#) for the magazine schedule and deadlines.

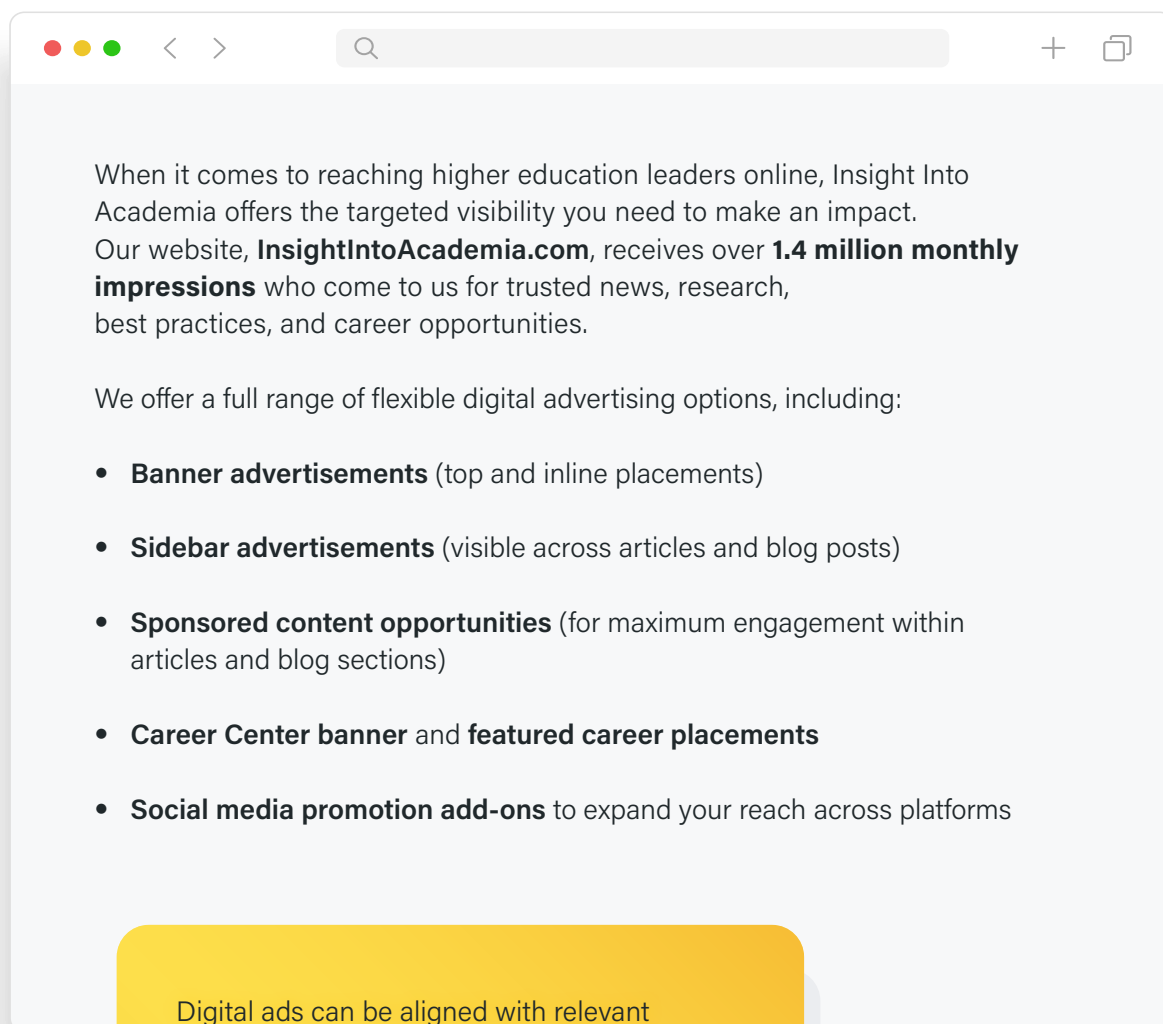


Advertising That Actually Works

Want to promote your school's programs, events, accomplishments, or hiring goals? Whether you advertise in one issue or build a year-long presence, we offer flexible packages to help you connect with your ideal audience. Bonus: **Every issue is also published digitally** and delivered directly to **60,000+ subscribers**—giving your message even more reach and staying power.

Align your ad with one of our special focus editions or award features, or craft a custom campaign that elevates your institution's brand and mission.

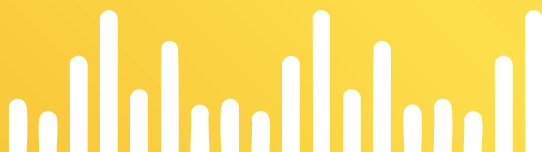
Amplify Your Reach with Digital Advertising



Digital ads can be aligned with relevant blog topics, news articles, or special reports, putting your message directly in front of engaged readers when they're most attentive. Plus, with **fast turnaround times**, your ad can go live the next business day—you'll never miss a strategic opportunity.

Ready to amplify your brand or hiring message?

See page 13 for digital advertising specs, options, and pricing.



Newsletter Advertising



Insight Into Academia Partnership Program Grow Your Reach, Amplify Your Impact

At Insight Into Academia, we believe collaboration is key to advancing higher education. That's why we're launching the Newsletter Partnership Program—a mutually beneficial opportunity for institutions, associations, and organizations looking to expand their reach. **There's no fee to join the partnership—just a simple exchange of visibility and support.**

Here's how it works:

- **You share:** Promote the Insight Into Academia newsletter to your audience—through your website, email lists, social media, or other channels.
- **We share:** In return, we'll feature your institution, organization, program, or event in an upcoming issue of our newsletter—through a Partner Spotlight, a resource mention, or a social media shoutout to our national audience. See our newsletter advertising rates or contact us for more information.

Partnership Benefits:

Boost Your Brand Visibility

Reach 60,000+ engaged higher ed leaders, faculty, staff, and professionals driving innovation through our digital newsletter and social media channels.

Strengthen Your Academic Network

Align your institution or organization with a trusted and respected voice in higher education journalism.

Amplify Your Initiatives

Spotlight academic programs, open positions, conferences, award announcements, or institutional achievements.

Exclusive Newsletter Ad Opportunities

Looking to get your message in front of an audience invested in higher education with maximum impact? Our newsletter advertising is available to *all institutions and organizations*, whether or not you're part of our partnership program. Newsletter ads are one of the most effective ways to:

Newsletter ads are a highly effective way to:

- Promote **upcoming events** like conferences, webinars, or symposiums
- Highlight **program launches, award deadlines, or calls for proposals**
- Reach key decision-makers **directly in their inboxes**, where engagement is highest

In fact, newsletter readers are **more likely to click, share, and take action** than on general website ads—making this a smart investment for institutions that want visibility where it counts.

INSIGHT^{INTO}ACADEMIA®

Brings you:

BEYOND
the
QUAD

Newsletter • Podcast • Exclusives

Don't miss a beat.

Get the news that matters, tools you can actually use, and a heads-up on award deadlines—straight to your inbox.

Subscribe and stay in the loop.





Podcast Sponsorship

At **Beyond the Quadcast**, we bring higher education's most critical conversations to life. Through in-depth interviews with university leadership, faculty experts, high-level administrators, and other key voices in higher education, we explore insights that shape institutional strategy and drive meaningful change.

From access and innovation to policy shifts and leadership strategies, Beyond the Quadcast delivers thoughtful, real-world insights that today's higher ed decision-makers—and tomorrow's leaders—trust and act on.

Listen. Learn. Lead.



Look for **Beyond the Quadcast** episodes wherever you find your favorite podcasts

Are you ready to join the conversation that's shaping higher education's future?

Contact our team to explore sponsorship packages. See page 13 for details and pricing.

Why Sponsor Beyond the Quadcast?

Engaged, Targeted Audience

Reach a national community of higher education leaders, administrators, faculty, and changemakers—people actively shaping policy, programs, and campus culture.

The Power of Podcasts

- Podcast listeners are **68% more likely** to research a brand they hear about on a show.
- **81%** of podcast listeners say they pay more attention to podcast ads than to radio, TV, or social media ads.
- Higher ed professionals increasingly consume podcasts during commutes, research, and professional development time, giving your brand a lasting and authentic presence.

Authentic Alignment

Position your brand alongside important conversations about leadership, innovation, access, and the future of academia.

Multi-Channel Reach

Our episodes are promoted through Insight Into Academia's print, digital, newsletter, and social media platforms, maximizing your visibility across multiple touchpoints.

Flexible Sponsorship Opportunities

Choose from:

- Mid-roll and end-roll podcast ads
- Sponsored episode series
- Newsletter mentions
- Social media spotlights
- Custom packages tailored to your goals

Trusted Reputation

Built by the editorial team behind Insight Into Academia, Beyond the Quadcast delivers the same credibility and quality higher education content professionals rely on.

Viewfinder®

Campus Climate Surveys

Helping Institutions Build Stronger, Healthier Campuses

At Insight Into Academia, we understand that a thriving campus community starts with truly understanding the experiences, challenges, and needs of students, faculty, and staff. That's why we offer Viewfinder® Campus Climate Surveys—the most comprehensive and trusted survey instruments in higher education.

Designed for colleges and universities of every size and type, Viewfinder® surveys provide actionable insights that help institutions:

- Assess campus climate around belonging, access, inclusion, and overall well-being
- Identify strengths, gaps, and opportunities for improvement
- Foster transparency, accountability, and trust within their communities
- Create strategic plans that support student success, faculty retention, and organizational growth

For more information and pricing, contact Lenore Pearlstein at lenore@insightintoacademia.com.



Why Choose Viewfinder®?

Proven Expertise

Our team has conducted hundreds of successful campus climate surveys, partnering closely with institutions to ensure seamless design, administration, and reporting.

Customized to Your Campus

Surveys are tailored to reflect your institution's unique mission, demographics, and goals—while still offering benchmarking against national peers.

Comprehensive Support

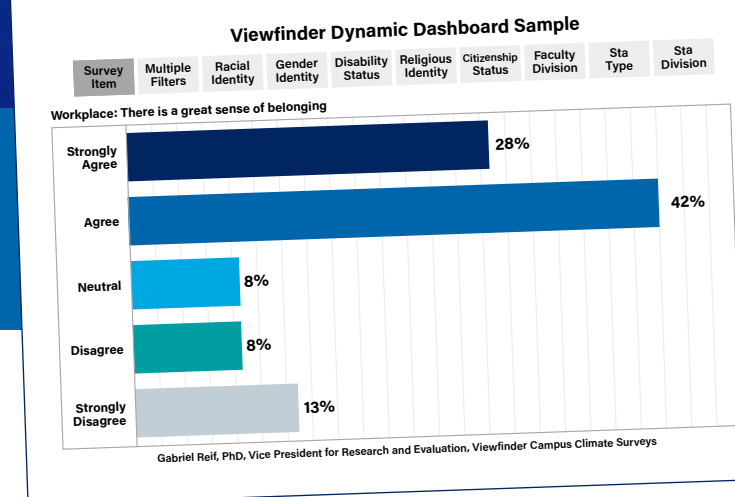
From planning to launch to reporting and presentations, we guide you every step of the way to maximize participation and turn data into action.

Dynamic Dashboards

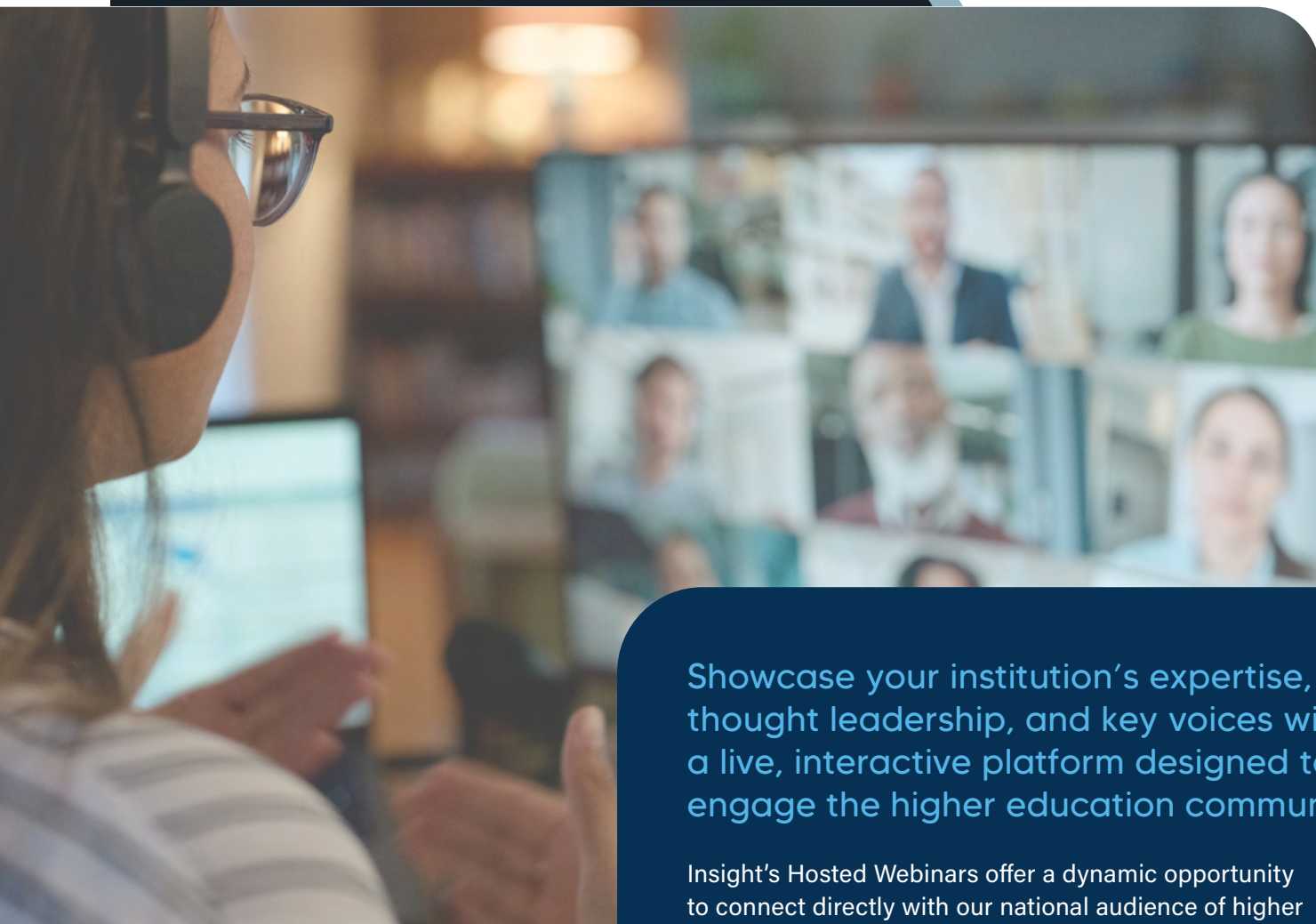
Easily visualize results with interactive dashboards designed for real-time analysis and campus-wide transparency.

Actionable Results

Use survey insights to strengthen initiatives, strategic planning, recruitment and retention efforts, and accreditation reporting.



Hosted Webinars



Showcase your institution's expertise, thought leadership, and key voices with a live, interactive platform designed to engage the higher education community.

Insight's Hosted Webinars offer a dynamic opportunity to connect directly with our national audience of higher education professionals and beyond. Whether you're promoting a new initiative, sharing research, or highlighting campus innovation, we'll help you create a polished, professional presentation from start to finish.

From managing registration and promotion to moderating the session and collecting attendee data, Insight handles the details—so you can focus on delivering your message.



Webinars are co-hosted by Insight and up to three of your organization's representatives and are promoted to our 60,000+ subscribers through dedicated email campaigns, homepage banners, and newsletter placements.

Contact Holly Mendelson at
holly@insightintoacademia.com
for more information.

Sponsored Content Opportunities

Tell Your Story. Engage Our Readers.

Want to do more than place an ad? Sponsored content lets you share your story, insights, or initiatives in a way that feels natural, trusted, and highly engaging to our readers.

Through sponsored articles, thought leadership pieces, case studies, or expert interviews, you can position your institution or organization as a forward-thinking leader in higher education—all while reaching an audience that's actively seeking solutions, innovation, and inspiration.

Why Choose Sponsored Content?

✓ Deeper Audience Engagement

Readers spend more time with sponsored content than with traditional ads—building familiarity, trust, and action.

✓ High-Impact Visibility

Your content will be featured in **Insight Into Academia magazine**, on **InsightIntoAcademia.com**, shared in our newsletter to 60,000+ subscribers, and amplified across our social media platforms for maximum reach.

✓ Storytelling That Resonates

Showcase your initiatives, research, academic programs, faculty achievements, events, and more—in your own authentic voice.

✓ Editorial Support Available

Need help crafting your message? Our editorial team can assist with content development to ensure your story shines while meeting our publishing standards.

✓ Multi-Format Flexibility

We offer options for written articles, Q&A-style interviews, resource guides, case studies, and more to fit your goals and style.



**Ready to connect
with our audience
through storytelling?**

Contact Holly Mendelson at
holly@insightintoacademia.com
to discuss opportunities and
pricing information.

Strategic Marketing Consultation

We're Here to Help You Succeed

At Insight Into Academia, we don't just offer ad space—we work with you to create a message and campaign that drives real results. Whether you're promoting a new program, a major event, career opportunities, or a university initiative, our team can help you craft a strategy that fits your goals, your brand, and your budget.

How We Support You

Message Development Assistance

Need help crafting an ad, article, or sponsorship message that resonates with higher education leaders? Our experienced marketing and editorial team can help refine your messaging to make sure it speaks to our audience—and gets noticed.

Custom Campaign Packages

We'll work with you to build a tailored package that may include a mix of:

- Print advertising
- Digital advertising (website, Career Center, newsletter)
- Sponsored content
- Hosted webinars
- Podcast sponsorship
- Social media amplification

Audience Targeting Recommendations

Based on your goals, we'll help you choose the best timing, placement, and focus to reach the readers, job seekers, or decision-makers you want to connect with most.

Creative Collaboration

Want to go beyond traditional ads? We're happy to brainstorm ideas for content series, feature collaborations, event promotions, and more.

Stress-Free Execution

Our team will guide you through deadlines, specs, and best practices—making the process easy, efficient, and effective.



Ready to build a custom campaign that delivers real results?

Contact us today to schedule
a free marketing consultation.

See page 13 for package
information and next steps.



Pricing and Specs

Print Advertising

See our [publication calendar](#) for the magazine schedule and deadlines.

Back Cover Advertisement (Full-Page)
Specs: 8.375"(w) x 10.875"(h) plus .125" bleeds
Format: 4-color PDF
Price: \$4,990
2x: \$4,740 3x: \$4,490

Inside Front or Inside Back Cover (Full-Page)
Specs: 8.375"(w) x 10.875"(h) plus .125" bleeds
Format: 4-color PDF
Price: \$4,750
2x: \$4,510 3x: \$4,275

Full-Page Advertisement
Specs: 8.375"(w) x 10.875"(h) plus .125" bleeds
Format: 4-color PDF
Price: \$4,430
2x: \$4,210 3x: \$3,990

Two-Page Spread Advertisement
Specs: 16.75"(w) x 10.875"(h) plus .125" bleeds
Format: 4-color PDF
Price: \$7,920
2x: \$7,524 3x: \$7,130

2/3-Page Advertisement
Specs: 4.75"(w) x 10"(h), no bleeds
Format: 4-color PDF
Price: \$3,625
2x: \$3,450 3x: \$3,260

1/2-Page Advertisement
Specs: 3.8"(w) x 10"(h) or
7.875"(w) x 4.8625"(h), no bleeds
Format: 4-color PDF
Price: \$2,960
2x: \$2,810 3x: \$2,665

1/3-Page Advertisement
Specs: 2.5"(w) x 10"(h), no bleeds
Format: 4-color PDF
Price: \$2,395
2x: \$2,275 3x: \$2,160

1/4-Page Advertisement
Specs: 3.8"(w) x 4.8625"(h), no bleeds
Format: 4-color PDF
Price: \$1,875
2x: \$1,780 3x: \$1,690

Digital Advertising

Homepage Banner Advertisement
Specs: 730 pixels wide x 150 pixels high
Format: JPEG or PNG
30-day: \$999 60-day: \$1,699 90-day: \$2,499

Career Center Banner Advertisement
Specs: 728 pixels wide x 90 pixels high
Format: JPEG or PNG
30-day: \$999 60-day: \$1,699 90-day: \$2,499

Homepage/Career Center Banner Combo
30-day: \$1,299 60-day: \$2,299

Website Pop-Up Advertisement
Specs: 925 pixels wide x 580 pixels high
Format: JPEG or PNG
30-day: \$2,999

Sidebar Block Advertisement
Specs: 254 pixels wide x 254 pixels high
Format: JPEG or PNG
30-day: \$799 60-day: \$1,399

Newsletter Advertising

Large Newsletter Banner Advertisement
Specs: 1200 pixels wide x 1244 pixels high
Format: JPEG or PNG
One placement: \$949
Two or more placements: \$899 each

Small Newsletter Banner Advertisement
Specs: 1200 pixels wide x 247 pixels high
Format: JPEG or PNG
One placement: \$649
Two or more placements: \$599 each

Podcast Advertising

Pricing & Packages

Pre-Episode Advertisement (15 seconds)
Price: \$750 per episode
Placement: Before the host introduces the episode and guest

Mid-Episode Advertisement (30 seconds)
Price: \$1,000 per episode
Placement: During a natural break in the conversation, listener retention is ensured

Package Discount: Pre-Episode and Mid-Episode Advertisements:
Price: \$1,600 per episode

Bulk Discount: 10% off for 5 or more episodes

Additional Opportunities

Sponsored Episodes
Price: \$2,500 per episode
Feature your organization or initiatives in an exclusive episode tailored to your brand.

Custom Content
Price: Contact us
Collaborate with our team to create tailored content that aligns with your goals.

Newsletter/Website/Social Media Bundles
Price: Contact us
Combine your podcast ad with a banner ad on our website, newsletter or social media channels for maximum reach.

Viewfinder® Surveys

For information and pricing, visit [viewfindersurveys.com](#)

Hosted Webinars

Pricing: \$5,500

What's included:

- One-hour webinar hosted by Insight including introduction of presenters
- Recording of webinar by request
- Presentation co-hosted by a maximum of three representatives from your organization
- Registration managed by Insight
- Pre-webinar practice session
- Your organization's logo, presenter names, titles, and photos on all email blasts
- Email list of attendees at end of webinar

How Insight Into Academia attracts registrants (minimum four weeks before the event):

- Minimum of four email blasts announcing webinar to Insight's 60,000 contacts
- Minimum of four weekly newsletter banner ads announcing webinar
- One 30-day banner ad announcing webinar on Insight's homepage

Sponsored Content

Premium Sponsored Article Package:

- Your prewritten article posted on our website and a print issue of Insight Into Academia
- Banner advertisements promoting your article on our homepage for a 30-day period of your choosing
- Banner advertisements in our weekly newsletter over four consecutive weeks
- One post each week for one month promoting the article on our social media accounts

Estimated Retail Value: \$10,025
Our Price: \$5,999 (40% discount!)

Sponsored Article Package:

- Your prewritten article posted on our website
- Banner advertisements promoting your article on our homepage for a 30-day period of your choosing

Estimated Retail Value: \$4,285
Our Price: \$2,999 (30% discount!)

To purchase our sponsored article package, please contact Holly Mendelson at holly@insightintoacademia.com.

Marketing Consultation

For marketing consultation rates, email Holly Mendelson at holly@insightintoacademia.com.

Ready to Get Started?

Let's get your message in front of the people who matter most in higher education.

Contact our team to build your custom advertising package.

General Information:

insightintoacademia.com
info@insightintoacademia.com

Advertising, Award, and Survey Information:

Lenore Pearlstein
lenore@insightintoacademia.com

Connect with Insight



INSIGHT_{INTO}ACADEMIA®

The Leader In Advancing Best Practices
In Higher Education Excellence