EDITORIAL MISSION

We believe that the development of Science, Technology, Engineering, and Mathematics (STEM) industries is integral to our country’s continued advancement. Our publications offer a blueprint for this advancement by highlighting all stages of the STEM pipeline; from the college student taking their first engineering courses to the senior executive managing the projects that will change the ways we live.

We celebrate extraordinary individuals whose career paths serve as inspirational templates; we collaborate with industry insiders to provide our readers with current information about STEM sectors; we contribute insight and advice about the current job horizon. Our features help these students and professionals navigate an ever-changing world. We introduce diverse perspectives.

We are the voice of change.
EDITORIAL CONTENT

**PROFILES IN INNOVATION**
Celebrates the individuals and employers who are re-inventing and re-energizing STEM, business, and government.

**BEST PRACTICES FOR SUCCESS**
The pieces in this section function as strategic guides toward advancement in STEM, government, and business careers by offering practical advice on negotiating the social and “political” aspects of the workplace, and offering general “do’s” and “don’ts.” These pieces teach readers in all stages of their careers how to be examples within their fields.

**PROFESSIONAL DEVELOPMENT**
These pieces teach readers in all stages of their careers how to be examples within their fields. Functions as strategic guides for women who want to advance in STEM, government, and business careers by offering practical advice on how to crack the glass ceiling.

**EDUCATION**
Uncovers and celebrates remarkable educators, schools and students. We also focus on trends and developments in STEM education.

**GLOBAL**
Addresses how developments in STEM are bettering the world. This section also examines the beneficial partnerships forming between American STEM professionals and professionals overseas; study and work-abroad options for STEM students and professionals should be highlighted.

**DIVERSITY**
Examines the individuals and companies who are working to expand diversity initiatives in STEM, government and business. These pieces also analyze trends in STEM diversity, establishing a context for where we’ve been and where we’re headed.

**FAMILY & COMMUNITY/DIVERSITY**
This section is divided into smaller sub-sections: My family (la familia) and my community (la comunidad). La Familia addresses work-life balance and overall health and wellness issues facing Hispanic professionals. La Comunidad highlights the community of Hispanic-oriented STEM organizations and programs by spotlighting their achievements.
“It recognizes the successes of women of color, which empowers and encourages other women of color (young and seasoned) to reach higher.”

—BEVERLY HODGES, NEXTEL

EDITORIAL CONTENT

SCIENCE SPECTRUM

Addresses how current science and technology is being used to solve significant world problems. Special emphasis is paid to the individuals and companies developing and applying these technologies.

LIFESTYLES SECTION

Features insights and advice from individuals in the health industry or from high-level professional women who have integrated a health-minded approach to their everyday lives while attempting to balance the pressures and pleasures of work and home.

CAREER OUTLOOK

This section is divided into four distinct components that hinge upon multiple aspects of a pivotal industry in STEM or business. The divisions and their descriptions are as follows:

• Spotlight on the Industry: An overview of the industry surveyed and its needs. This section addresses the following questions: What fields are in this industry? What are these fields about and what do they accomplish? What careers are available? What kinds of degrees are useful, even necessary to obtain a position in this industry? What do people in these careers do and what is the overall value of their contribution?

• Top Employers: An analytical look at who is hiring within this industry and why prospective job seekers should want to invest in applying to them. We can begin with a narrative-style piece that establishes context, and then move into a list-form of the companies with the following information: # of divisions/departments, # of jobs added/filled within the past year, and one reason why you really want to work there.

• Rising Stars: A look at the forces to be reckoned with inside this field, individuals ranging from executives and senior fellows to entry-level workers.

• Career Guide: Solid, common-sense advice for applying to jobs within this industry. Emphasis should be paid on how job searchers can utilize social media (since many industries have very specific job sites/search engines—particularly within government sectors), and what kinds of things they need to emphasize on their resumes. This section should also include tips for interviewing that are particular to this industry.
Distribution

Our magazines are distributed to 384 colleges and universities including Historically Black Colleges & Universities (HBCUs) and the Hispanic Serving Institutions (HSIs) to the offices of the deans of engineering, career centers, and key active student organizations. Combined, the magazines reach 67 percent of all enrolled science and engineering minority students. The magazines also reach 8,000 professionals, including community and corporate leaders.

Of the undergraduate students majoring in Engineering, the disciplines of our readership break down into the following percentages:

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<th>Engineering Disciplines of College Students</th>
<th>Engineering Majors</th>
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<tr>
<td>Medical/Biomedical Engineering</td>
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Value added: Online distribution

The online version is posted to www.diversitygps.com that has over 1 million page views with an average of 8 minutes per visit each averaging 7 pages read. Diversity GPS has a monthly audience of 180,000.

Reader demographics

Magazine readers

Our readership includes African-Americans, Hispanics, and minority women. The majority (72%) are between the ages of 18 and 34. The remaining 28% are largely between 35 and 44 years of age, 80% of our undergraduate student readers maintain a 3.0 grade point average or greater.

Online readers

Online readers are 55% male and 45% women. 75% of our online readers have attended or graduated from college and 20% have earned an advanced degree. The majority (70%) is in the professional/managerial ranks in the workplace, 20% are students, and 10% are self-employed.
MECHANICAL REQUIREMENTS

Trim size: 8.125” x 10.875” | Live area: 7.625” x 10.375” | Bleeds 0.25” from trim area

AD PRODUCTION GUIDELINES
Files must be saved as a press optimized PDF file with fonts embedded with all ads. Images are to be in CMYK format, and should be high-resolution (at least 300 dpi). JPEG, GIF, BMP, or PICT files are not accepted and should not be used. Include all screen and printer fonts needed in the document and all fonts used in any EPS of the document. TrueType fonts and multiple master fonts are not accepted and should not be used.

UPLOAD AD MATERIALS:
HOST: ftp.powweb.com
USER NAME/ID: publishingads
PASSWORD: ccgmag729#
Files should be saved in the folder “Upload Ads Here.” Each publication has a designated folder. Place ads in the appropriate folder. (A fax must accompany any file placed on the FTP server. This fax should include the name of the file, in which magazine issue the ad is to be placed, and a thumbnail of the ad itself. Fax number is 410-752-1834.)

POSTAL:
Career Communications Group, Inc.
Attention: Art Director
729 East Pratt Street, 5th Floor
Baltimore, MD 21202

PHOTO GUIDELINES
These guidelines apply to all Career Communications Group publications. To ensure the quality of our publications, we have established the following guidelines for photography used.

Full or quarter-body action shots are preferred over headshots. Try to show the subject interacting comfortably in a familiar environment. Please avoid bright backgrounds such as hot pink, fluorescent green etc., cluttered desk or background area. Also, avoid sending inkjet printouts of photos.

- Color photographs - maximum size 8x10”; minimum size 5x7”.
- Black and White photographs - maximum size 8x10”; minimum size 5x7”.
- Digital photographs—High-resolution only. Minimum 300 dpi resolution. EPS, JPEG, or TIFF format. Minimum size 5x7”. Please do not send photos in Microsoft Word or in PowerPoint. Save files as “firstname_lastname.filetype,” such as “John_Smith.jpg.”

For further information, please contact the Production Department at artdirector@ccgmag.com

“The Women of Color Technology conference magazine is a clear demonstration that it is consistently possible for African Americans and other minorities to excel in technology and related pursuits. The stories behind the pursuit of excellence that each of the other honorees shared were inspiring to me personally.”

—KARLA MIDDLEBROOKS, CHRYSLER GROUP LLC
ADVERTISING RATES

US Black Engineer & Information Technology, Hispanic Engineer & Information Technology, and Women of Color Magazine Includes: Ad banner on diversitygps.com for 3 months, banner in weekly newsletter, free classified ad on diversitygps.com plus listing in our weekly employment alert sent to professionals and students, and recognition as employer of the week.

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Back Cover

| Premium-Level     | $7125| $6413| $6056| $5753|

Inside Cover

| Premium-Level     | $7125| $6413| $6056| $5753|

Add 5 percent premium for these special positions: Center Spread, Page One, Opposite Inside Cover, Opposite Feature Article, Last Page, Opposite Inside Back Cover, Opposite Publisher’s Page/Editor’s Page, Opposite Table of Contents.

SPECIAL COLLEGE RATES AVAILABLE

Contact your Account Executive for special college rates or call us at 410-244-7101
Visit www.diversitygps.com for online advertising opportunities.

ADVERTISING COPY AND CONTRACT TERMS AND CONDITIONS

a. All copy is subject to approval of CCG (publisher). Publisher reserves the right to cancel any advertising at any time.

b. Neither the advertiser nor its agency may cancel (or make changes in) insertion orders after closing date. Cancellations or changes in insertion orders must be in writing, and are not considered accepted until confirmed in writing by publisher.

c. All advertisements are accepted and published by publisher or warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.

d. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, its officials, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

e. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which any advertisement accepted by publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher’s control.

f. All advertisements must clearly and prominently identify the advertiser by trademark or signature. Advertisements that in the opinion of publisher simulate the editorial format of USBE&IT, HE&IT, and Women of Color magazines, are not acceptable. Advertisements prepared in editorial style of any kind may be subject to the inclusion of the word “advertisement” at the top.

g. Any reference to USBE&IT, HE&IT, and Women of Color magazines in advertisements, promotional material or merchandising by the advertiser of the agency is subject to prior written approval by publisher for each use.

h. All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, publisher cannot guarantee fixed positioning.

i. Publisher is not responsible for errors in printing key numbers.

j. Publisher may change the rates published herein at any time provided that no increase in rates will apply to advertisements whose closing date precedes the announcement of increased rates.

k. Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks, proofs or copy instructions when such conditions conflict with the conditions set forth in this rate card.

l. Agency commission to recognized advertising agencies is 15% of gross when paid within 30 days. Interest will be charged at a rate of 1.5% per month on past due balances.

m. Cash discount 2% of the net allowed for payment within 10 days.

n. Due date: (Upon receipt of Invoice)

o. In the event publisher does not receive payment, advertiser and/or its agency agree they shall jointly and severally liable for such monies as publisher is entitled to receive.

p. In the event publisher does not receive payment or advertiser otherwise breaches the terms of this contract, advertiser and/or its agency shall pay all of the publisher’s costs and expenses in connection with enforcement and/or collection proceedings.