Advancing the scientific study of language...

The Linguistic Society of America (LSA) is the largest national organization in the world devoted to advancing the scientific study of language, and is the publisher of the prestigious quarterly journal, *Language*. The LSA provides a forum for those seeking to reach professional linguists, linguistics students, and others with an interest in the field of linguistics. The LSA offers a number of avenues for reaching the linguistics community, including its website, journals, the LSA Update, Annual Meeting, biennial Linguistic Institute, social media, and mailing list rental. A description of each of these options, along with current rates for 2013, is provided within.
The LSA’s website provides a dynamic and growing body of information and resources for the linguistics community. It is also the main portal for LSA members wishing to register for meetings, apply for fellowships, update their member profiles, and renew their memberships. The site is also popular with the news media, students considering a degree in linguistics, and those seeking general information about language-related topics and the field of linguistics.

### Website visitation statistics
- 2012: 796,668 page visits
- 2011: 707,961 page visits
- 2010: 624,843 page visits

<table>
<thead>
<tr>
<th>URL</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.linguisticsociety.org">www.linguisticsociety.org</a></td>
<td>248525</td>
</tr>
<tr>
<td>/My Account</td>
<td>53700</td>
</tr>
<tr>
<td>content/why-major-linguistics</td>
<td>52836</td>
</tr>
<tr>
<td>/lsa-publications</td>
<td>50135</td>
</tr>
<tr>
<td>/what-linguistics</td>
<td>38199</td>
</tr>
<tr>
<td>/meetings-institutes</td>
<td>25280</td>
</tr>
<tr>
<td>/meetings-institutes/annual-meetings/2013</td>
<td>22559</td>
</tr>
<tr>
<td>/jobs-center</td>
<td>22200</td>
</tr>
<tr>
<td>/content/directory-programs-and-departments</td>
<td>22122</td>
</tr>
<tr>
<td>/user/login</td>
<td>21186</td>
</tr>
</tbody>
</table>

### Website Ad Placement
The LSA accepts graphic advertising space (196x150 pixels) on its home page, located to the right of the News Room area, and also sponsored text links, appearing immediately below the graphic ads. A maximum of one ad may appear in each of these two areas at any given time. Ad space not currently available may be reserved for future placement. Graphic ads may be purchased for most sub-pages (196x150 pixels) and appear in the middle of the subpage, immediately above the blue text box. Only one ad is permitted per subpage. Job ads are placed in the “Jobs Center” section of the site and follow a different format (see next page for details).
Rates

Ad spaces are offered on a monthly schedule, and may be purchased at a discounted rate per quarter, up to one full year.

<table>
<thead>
<tr>
<th>Website Ad Rates</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page graphic ad</td>
<td>$500</td>
<td>$1200</td>
<td>$4500</td>
</tr>
<tr>
<td>Home page sponsored link</td>
<td>$250</td>
<td>$600</td>
<td>$2200</td>
</tr>
<tr>
<td>Subpage graphic ad</td>
<td>$100</td>
<td>$275</td>
<td>$1000</td>
</tr>
</tbody>
</table>

Job Ads: $100 for 200 words or less; $50 for each additional 200 words or less.

*Job listings do not adhere to a set schedule.*

Procedure for placing ads

For home page or sub-page ads, please contact Alyson Reed. Please indicate which type of ad you are interested in, the preferred duration, and provide the proposed text or graphic to be placed on the website.

For job ads, please submit the text of your ad directly online. Please contact Rita Lewis, for further assistance:
Circulation Figures
The premier scholarly journal covering the field of linguistics, *Language* is received by approximately 4,000 individual subscribers throughout the world. It is also available at over 1,000 institutions and libraries used by thousands of scholars each year. In addition, *Language* is available online through institutional site licenses offered by Project MUSE (2005–present) and JSTOR (1925–2007). In 2012, *Language* received almost 75,000 downloads via Project MUSE, and over 360,000 “article views” via JSTOR.

Print Ad Rates and Specifications
Full Page 5½" x 8½" $650.00
Half Page 5½" x 4¼" $500.00 (horizontal)
Cover III* 5½" x 4¼" $550.00 (horizontal)  *On a space available basis

Job Ads (not to exceed 400 words): $300 (includes complimentary online listing)

Please submit PDF copy only; copy to be typeset cannot be accepted (exception: job ads, please see format for LSA website ads on previous page).

Deadlines for reservations and pdf copy:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>March issue</td>
<td>1 February</td>
</tr>
<tr>
<td>June issue</td>
<td>1 May</td>
</tr>
<tr>
<td>September issue</td>
<td>1 August</td>
</tr>
<tr>
<td>December issue</td>
<td>1 November</td>
</tr>
</tbody>
</table>

To place an ad in the print edition, please contact *Rita Lewis*. 
Online Ad Rates and Specifications

Appearing on the Project MUSE pages for *Language*

- Ad on *Language* “home page”: $500 (see sample ad below)
- Ad on Table of Contents (ToC) for current issue: $700
- Ad on Table of Contents for any of the 10 Most Popular Issues: $400
- Ad on any other Table of Contents page: $300
- Exclusive ad for every page of *Language* (all ToCs, plus home page): $1000
- Combo package (print + web ad): $900

All pricing above is for a 30 day duration; for ads of longer duration (quarterly and annual), prices are variable, based on a multiplier (x4 or x12), minus a volume discount of 10%. Note: We cannot accept ads on pages displaying individual articles. Ads appearing in the print edition do NOT appear online unless purchased as part of a combination package.

For details regarding ad pixel sizes and appropriate file formats, please contact Alyson Reed.
The LSA’s Annual Meeting takes place over four days during the first or second week in January in major cities throughout the US. The 2014 Meeting will be held from January 2-5 in Minneapolis, MN. The meeting attracts approximately 1200 scholars and students from a variety of sub-disciplines, and features plenary sessions, organized sessions and a total of thirty-six concurrent sessions in addition to social and professional development activities.

**Exhibit Booths: $600 per 8’ x 10’ draped booth**

Exhibit booths are available to organizations wishing to have a personal presence at the Meeting. The Exhibit Hall is co-located with poster sessions, complimentary coffee bars, and other events designed to drive attendance. Approximately 80 percent of meeting attendees report visiting the Exhibit hall. The exhibits area attracts a steady flow of visitors throughout the meeting. Reservation Deadline: 1 October 2013.

All exhibitors receive:
- Two complimentary meeting registrations per booth for their representatives
- Acknowledgment in the Meeting Handbook and on signage at the Exhibit Hall

**Joint Book Exhibit Booth: $300 (1-3 titles) or $600 (4– titles)**

Publishers wishing only to display titles only may do so at the Joint Book Exhibit booth. Publishers will send display copies and order forms, which will be displayed and maintained by LSA staff. If appropriate, book orders will be forwarded to publishers after the meeting. No discounts or agency commissions. Reservation deadline: 1 October 2013.

To reserve a booth or table space, please contact David Robinson.

**Handbook Advertisement**

The Annual Meeting Handbook is distributed to all meeting attendees. Referred to constantly throughout the meeting, it is also a valued record for future reference. It is made available on the LSA’s web site and is sold to other individuals and libraries wanting a permanent record of the meeting.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Non-Exhibitors</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$600.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Cover II</td>
<td>$700.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Cover III</td>
<td>$700.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Cover IV</td>
<td>$800.00</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

Full Page 7" x 9" · Half Page 7" x 4½" (horizontal)

Reservation deadline for 2014 meeting: 1 October 2013

Copy deadline (camera-ready .pdf): 1 November 2013
Registration Packet Insert: $500/item

For those wishing to advertise outside the handbook, the LSA will insert pre-approved items provided by the advertiser, such as brochures, flyers, and logo items. Production costs to be paid by sponsor.

Package Deal: $1200

This special package combines all of the various promotional opportunities available at the meeting, including: an exhibit booth, a hyperlink on the meeting website, and either a full-page handbook ad or packet inserts.

To reserve an ad, packet insert or package, please contact David Robinson.

A sponsorship allows you to make a lasting impression with attendees at the Annual Meeting, including linguistics administrators (Deans, Department Chairs, and others), faculty, professionals in government and industry, and students – the future of our profession. All sponsors receive the following:

- Complimentary insertion of one flyer or promotional piece in the registration packet ($500 value)
- Logo with link displayed on the Annual Meeting web page
- Acknowledgement in the Annual Meeting Handbook frontispiece
- Logo displayed on prominent signage at the entrance to the Exhibit Hall
- Logo displayed on PowerPoint Presentations at plenary sessions
- Verbal acknowledgment during welcome remarks by LSA President
- “Sponsor” badge ribbons for your representatives in Minneapolis

Tote Bags or Lanyards: $1000 each

- Your logo prominently displayed on the messenger bags distributed to all meeting attendees or on the lanyards that hold attendee badges
- Acknowledgement in the Annual Meeting Handbook as the Official Tote Bag or Lanyard Sponsor
- Does not include production costs

Coffee Break Sponsorship: $1500 per day

- Your logo prominently displayed at complimentary coffee bars in Exhibit Hall
- Your logo optionally on napkins served at coffee bars (napkin production costs paid by sponsor)
- Acknowledgment in the Annual Meeting Handbook as an Official Coffee Break
Key Card Sponsor: $1750
- Your logo on the key card used by LSA hotel guests to access their rooms multiple times per day
- Acknowledgement in the Annual Meeting Handbook as an Official Key Card Sponsor

Presidential Reception Sponsor: $4000
- Your logo prominently displayed in multiple locations at the Saturday evening Presidential reception
- Acknowledgment from the podium at the Presidential Address
- Reception immediately follows the Presidential Address and is open to all meeting attendees
- Acknowledgment in the Annual Meeting Handbook as an Official Presidential Reception Sponsor
- Your logo on napkins used at the Presidential Reception

Student Travel Award Sponsorship: $1000 Minimum
- Sponsorship Fee helps student presenters defray the costs of attending the Meeting
- Small display with your logo and space for your promotional materials in the Student Lounge
- Acknowledgment in the Annual Meeting Handbook as an Official Student Travel Award Sponsor

Name Your Own Sponsorship: $????
The opportunities to reach our meeting attendees are varied and practically limitless. David Robinson, Director of Membership and meetings will be happy to work with you to create a sponsorship that provides maximum exposure within your budgetary requirements.

LSA Job Interview Service: $65-$475
The Job Interview Service is available to organizations wishing to advertise jobs or conduct interviews at the Annual Meeting under the auspices of the LSA. Four tiers of service are available, ranging from simple live job posting and CV collection ($65) to a job ad in Language and on the LSA website + interview room + job posting/CV collection ($475). Please contact David Robinson, Director of Membership and Meetings for more information.
Sponsored E-mail to LSA members

The LSA Update is a periodic e-mail newsletter sent to members with news and information of interest, such as elections, calls for abstracts, nominations, and new member benefits. Sponsors may include up to 50 words of text in a sponsored e-mail, including a hyperlink to its website for further information. The sponsor is also acknowledged at or near the top of the e-mail. Note: the timing of dissemination cannot be guaranteed. 

Fee: $300

Sponsored LSA Facebook/Twitter Posting

The LSA’s Facebook page and Twitter feeds attract thousands of linguists. All “sponsored postings” are prominently labeled as such. Postings must conform to the LSA’s Advertising Guidelines. The maximum length for all postings is 50 words. To guarantee the date of posting, two business days notice is requested. To reserve a sponsored posting, please contact David Robinson.

Fee: $350.

Publisher’s Discount Listing

The LSA provides a complimentary listing of publishers that offer a discount to LSA members on their journals and other publications. This listing is available to members on the LSA website. If you would like to provide a discount to LSA members in exchange for a listing, please contact David Robinson.

Mailing List Rental

The LSA maintains two mailing lists available for rental: 1) a list of all members who have opted to make their information available (n= ~4,500); and 2) a list of academic linguistics departments and programs in the U.S. (n=~300). The base price per rental is $250, plus the price per mailing label of eight cents ($0.08). For further information, or to rent a list, please contact Rita Lewis.

Partnership Package

The various opportunities outlined in this Prospectus may be combined to achieve a discount over items purchased separately. For example, multiple ads in Language, website ads, annual meeting activities, and other items mentioned above. For details, please contact Alyson Reed.

Fee: Prices are negotiable based on the items to be included in the package.

Semantics and Pragmatics: A Journal of the Linguistic Society of America

The LSA’s new online journal is quickly gaining readership and prestige. A set of policies and procedures for advertising on this site is in development. If you would like to be notified once ads are being accepted, please contact Alyson Reed.