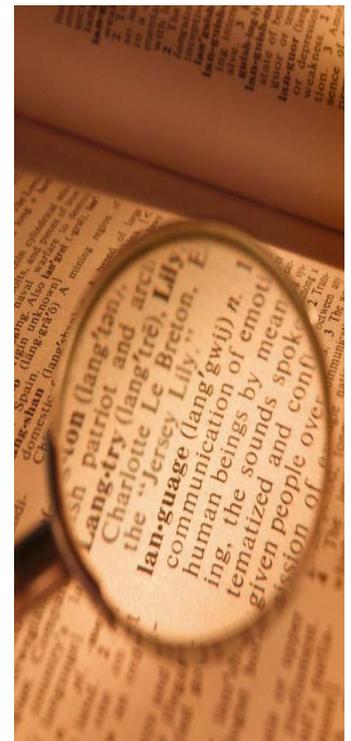


# PROSPECTUS

For Advertisers, Exhibitors, and Sponsors

*Advancing the scientific study of language...*

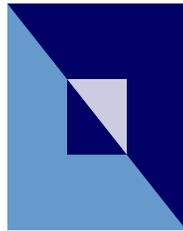
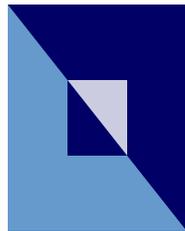
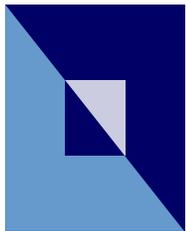
The Linguistic Society of America (LSA) is the largest national organization in the world devoted to advancing the scientific study of language, and is the publisher of the prestigious quarterly journal, *Language*. The LSA provides a forum for those seeking to reach professional linguists, linguistics students, and others with an interest in the field of linguistics. The LSA offers a number of avenues for advertisers, exhibitors and sponsors to reach 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 2020-21, is provided within.



Linguistic Society of America

2020-2021

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.

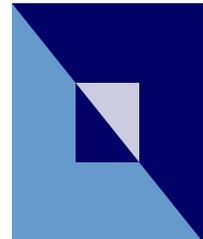
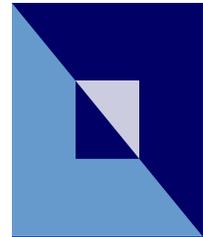


#### Website visitation statistics

- ◆ 2019: 2,052,242 page visits
- ◆ 2018: 1,944,591 page visits
- ◆ 2017: 1,986,630 page visits
- ◆ 2016: 2,020,304 page visits

#### Top 10 Pages in 2019

URL	Page Views
/content/how-many-languages-are-there-world	119,016
/content/what-ebonics-african-american-english	100,014
/content/why-major-linguistics	90,052
/resource/discourse-analysis-what-speakers-do-conversation	83,422
/content/english-changing	83,390
/content/does-language-i-speak-influence-way-i-think	73,653
www.linguisticsociety.org	68,221
/content/why-do-some-people-have-accent	58,314
/resource/language-and-thought	38,341
/resource/sociolinguistics	34,922



#### Website Ad Placement

The LSA accepts graphic advertising (196x150 pixels) on its home page, located to the right of the News Room area and on selected sub-pages. Sponsored text links are also available on selected sub-pages. A maximum of one ad may appear on the home page 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. Sponsored text links appear on the bottom of each subpage, above the gray-shaded footer. 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.

<u>Website Ad Rates</u>	<u>Monthly</u>	<u>Quarterly</u>	<u>Annual</u>
Home page graphic ad	\$500	\$1200	\$4500
Sponsored text link	\$200	\$550	\$2000
Subpage graphic ad	\$100	\$275	\$1000

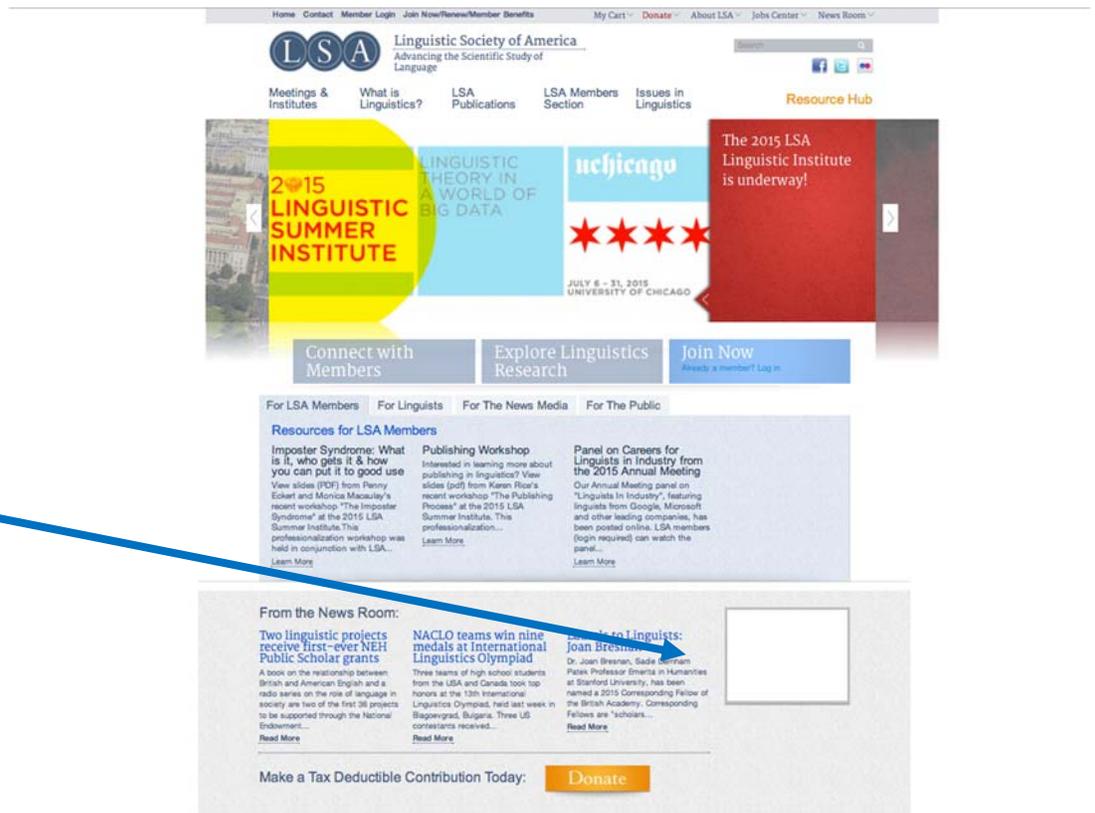
Job Ads: \$120 for 200 words or less; \$50 for each additional 200 words or less.

Job listings are posted for a 90-day period.

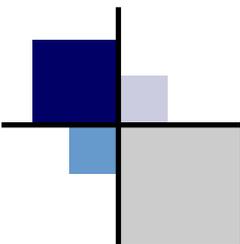
### Procedure for placing ads

For home page or sub-page ads, please contact Alyson Reed (areed@lsadc.org). 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 online at <http://www.linguisticsociety.org/job/submit>. For further assistance, please contact Beth Riebe (briebe@lsadc.org).

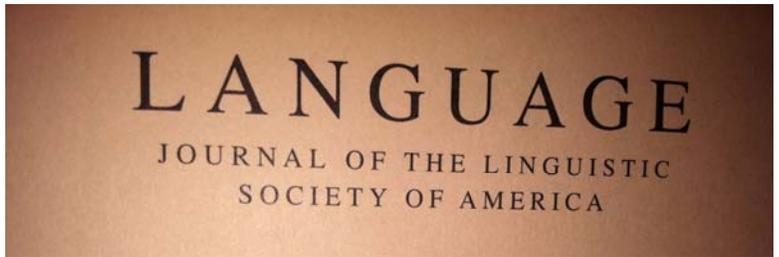


Place your ad here



Circulation Figures

The premier scholarly journal covering the field of linguistics, *Language* is received by approximately 3,600 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 (2001–present) and JSTOR (1925 -2014). In 2019, *Language* received over 76,000 article downloads via Project MUSE, and over 260,000 page views and downloads 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)

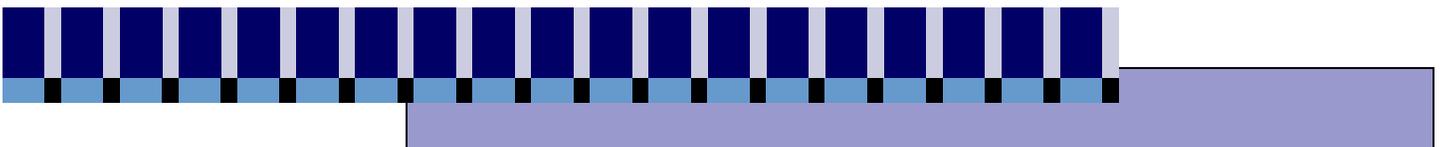


Please submit PDF copy only; copy to be typeset cannot be accepted (exception: job ads, please see format for LSA website ads on previous page).

Deadlines for reservations and pdf copy:

March issue	1 February
June issue	1 May
September issue	1 August
December issue	1 November

To place an ad in the print edition, please contact Beth Riebe (briebe@lsadc.org).



## 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.

Place your ad here

For details regarding ad pixel sizes and appropriate file formats, please contact Alyson Reed (areed@lsadc.org).

The screenshot shows the Project MUSE website interface for the journal *Language*. The page includes a navigation bar with the Project MUSE logo, a search bar, and links for Librarians, Publishers, and Advanced Search. The main content area displays the journal's title, volume information (Vol. 77 (2001) through current issue), a description of the journal's focus, and a list of available issues. A blue arrow points from the 'Place your ad here' box to a 'Free Sample Issue' thumbnail, which is part of a promotional banner for the 'Annual Review of Linguistics' (NEW IN 2015). The page also features a 'Research Areas' dropdown menu, a 'Recommend' section with an email link form, and social media icons.

# ANNUAL MEETING

## 2021

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 2020 Meeting will be held from 7-10 in San Francisco, CA. The meeting attracts scholars and students from a variety of sub-disciplines, and features plenary sessions, organized sessions and just under 400 paper/poster sessions in addition to social and professional development activities.

### exhibit

#### Exhibit Booths: \$650 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: 16 October 2020.

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 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: 16 October 2020.

To reserve a booth or table space, please contact David Robinson ([drobinson@lsadc.org](mailto:drobinson@lsadc.org)).

### advertise

#### 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.

	Non-Exhibitors	Exhibitors
Full Page	\$600.00	\$500.00
Half Page	\$500.00	\$400.00
Cover II	\$700.00	\$600.00
Cover III	\$700.00	\$600.00
Cover IV	\$800.00	\$700.00

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

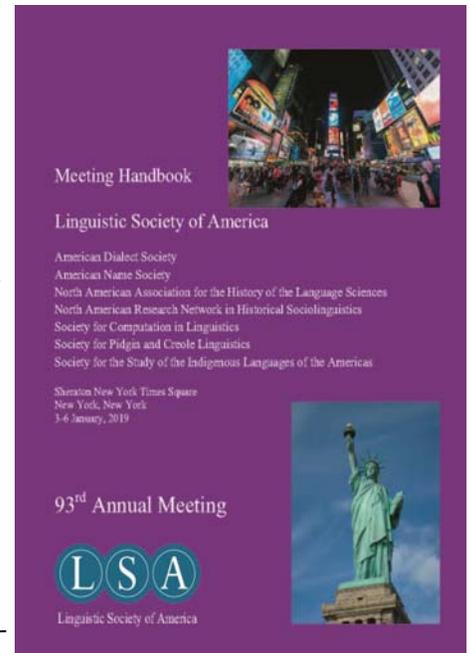
Reservation deadline for 2021 meeting: 16 October 2020  
Copy deadline (camera-ready.pdf): 6 November 2020

**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 full-page handbook ad, a hyperlink on the meeting website, or packet inserts. To reserve an ad, packet insert or package, please contact David Robinson (drobinson@lsadc.org).




sponsor

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 at the meeting

**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 Sponsor



## ANNUAL MEETING

2021

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

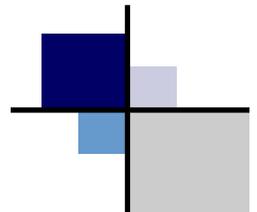
- Your logo prominently displayed in multiple locations at the Saturday evening Presidential reception
- Acknowledgment from the podium at the Presidential Address
- Reception immediately follows the Presidential Address and is open to all meeting attendees
- Acknowledgment in the Annual Meeting Handbook 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 (drobinson@lsadc.org) will be happy to work with you to create a sponsorship that provides maximum exposure within your budgetary requirements.



### 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. Sponsorship of these e-mails is available for the purposes of promoting a particular publication, product or service of interest to LSA members. 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

### 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:

[drobinson@lsadc.org](mailto:drobinson@lsadc.org)

### 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 ( $n \approx 4,000$ ); and 2) a list of academic linguistics departments and programs in the U.S. ( $n \approx 300$ ). The base price per rental is \$250, plus the price per mailing label of eight cents (\$.08). For further information, or to rent a list, please contact Beth Riebe, ([briebe@lsadc.org](mailto:briebe@lsadc.org)).

### 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 ([areed@lsadc.org](mailto:areed@lsadc.org)).

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

### Online Open Access Journals of the LSA

The LSA's online platinum open-access journals *Phonological Data Analysis* and *Semantics and Pragmatics* are gaining readership and prestige. A set of policies and procedures for advertising in these publications is in development. If you would like to be notified once ads are being accepted, please contact Alyson Reed ([areed@lsadc.org](mailto:areed@lsadc.org)).