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 2021-22, 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
- 2020: 1,987,471 page visits
- 2019: 2,052,242 page visits
- 2018: 1,944,591 page visits
- 2017: 1,986,630 page visits

<table>
<thead>
<tr>
<th>Top 10 Pages in 2020</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>/content/what-ebonics-african-american-english</td>
<td></td>
</tr>
<tr>
<td>/content/how-many-languages-are-there-world</td>
<td></td>
</tr>
<tr>
<td>/content/english-changing</td>
<td></td>
</tr>
<tr>
<td>/resource/discourse-analysis-what-speakers-do-conversation</td>
<td></td>
</tr>
<tr>
<td>/resource/faq-how-do-we-learn-language</td>
<td></td>
</tr>
<tr>
<td>/content/why-major-linguistics</td>
<td></td>
</tr>
<tr>
<td>/content/does-language-i-speak-influence-way-i-think</td>
<td></td>
</tr>
<tr>
<td>/resource/faq-raising-bilingual-children</td>
<td></td>
</tr>
<tr>
<td>/resource/science-linguistics</td>
<td></td>
</tr>
<tr>
<td>/resource/language-and-thought</td>
<td></td>
</tr>
</tbody>
</table>

### Website Ad Placement
The LSA accepts graphic advertising (196x150 pixels) on its home page, located to the right of the News Room area (see next page), 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 (details on next page).
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>Sponsored text link</td>
<td>$200</td>
<td>$550</td>
<td>$2000</td>
</tr>
<tr>
<td>Subpage graphic ad</td>
<td>$100</td>
<td>$275</td>
<td>$1000</td>
</tr>
</tbody>
</table>

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

**Home page or Sub-page ads:** Contact Alyson Reed. Include in your email: Type of Ad, Duration, and provide the proposed text or graphic to be placed on the website.

For **Job ads** only: Please submit Ad copy (no graphics) here: [http://www.linguisticsociety.org/job/submit](http://www.linguisticsociety.org/job/submit). For further assistance, please contact Beth Riebe.
**Language Circulation Figures**

The premier scholarly journal covering the field of linguistics, *Language* is received by approximately 3,200 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 (1925–2015). In 2020, *Language* received over 83,000 article downloads via Project MUSE, and over 280,000 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)  
Inside Back Cover* 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 page 3).

**Deadlines for reservations and .pdf ad copy:**

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</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 Beth Riebe.
Online Ad Rates and Specifications (30-day Duration)

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

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 2022 Meeting will be held January 6-9 in Washington, DC. 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. To exhibit, advertise, sponsor, or purchase any LSA package, please contact Mary Jo Olsavsky.

**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: 15 October 2021.

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

**Shared Book Title Display: $300 (1-3 titles) or $600 (4–8 titles)**

Publishers wishing only to display titles may do so with a Shared Book Title Display option. Publishers will send display copies and order forms, which will be placed and maintained by LSA staff. If appropriate, book orders will be forwarded to publishers after the meeting. No discounts or agency commissions.

Reservation deadline: 15 October 2021.

**Handbook Ad**

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></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>Inside Front Cover</td>
<td>$700.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$700.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Back Cover</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 2022 meeting: 15 October 2021

Copy (camera-ready.pdf) deadline: 5 November 2021
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.

Sponsorship allows you to make a lasting impression with attendees at the Annual Meeting, including linguistics department Deans, Chairs, and other department administrators, faculty, linguistics 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 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 break
· Your logo prominently displayed at complimentary coffee bars in the 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
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 (napkin production costs paid by sponsor)

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: $ Negotiable (based on items in package)
The opportunities to reach our meeting attendees are varied and practically limitless. Meeting Manager, Mary Jo Olsavsky will be happy to work with you to create a sponsorship that provides maximum exposure within your budgetary requirements.

To exhibit, advertise, or sponsor, please contact Mary Jo Olsavsky.
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 leadership 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 craft messages up to 50 words (including a hyperlink to its website) in a sponsored e-mail. 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 journal and publication discounts to LSA members. This listing is accessible to members on the LSA website. If you would like to provide a discount to LSA members in exchange for a listing, please contact Alyson Reed.

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 ≈ 4,000); and 2) a list of academic linguistics departments and programs in the U.S. (n ≈ 300). Price per rental is $250, plus ($.08) per mailing label. For further information, or to rent a list, please contact Beth Riebe.

Partnership Package

Multiple opportunities outlined in this Prospectus may be combined to achieve a package discount. For example, multiple ads in Language, website ads, annual meeting activities, and other items mentioned throughout these pages. For details, please contact Alyson Reed.

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.