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 several 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 2022–23, is provided within.
Annual Meeting 2023

The meeting attracts over 600 scholars and students from a variety of subdisciplines and features plenary sessions, organized sessions, and over 300 paper/poster sessions in addition to social and professional development activities. The 2023 Linguistic Society of America (LSA) Annual Meeting will take place January 5-8 in Denver, Colorado.

To exhibit, advertise, sponsor, or purchase any LSA package, please contact our Meetings Staff at meetings@lsa.org.

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 exhibit area attracts a steady flow of visitors throughout the meeting. Reservation Deadline: November 15, 2022, for inclusion in the printed handbook; exhibitors booking after that date will be included in a special addendum sheet listing as well as the exhibitors listing in the registrant packet.

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: November 15, 2022.
Advertise

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 website and is sold to other individuals and libraries wanting a permanent record of the meeting.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Exhibitors</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (7” x 9”)</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Half Page (7” x 4½” horizontal)</td>
<td>$500</td>
<td>$400</td>
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<tr>
<td>Inside Front Cover</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$800</td>
<td>$700</td>
</tr>
</tbody>
</table>


Registration Packet Insert: $500/item

This is an opportunity to have your brochure, flyer or logo item included in the Registration Packet. 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. All items must be pre-approved and delivered to LSA by December 9, 2022.

Enhanced Exhibitor Package: $1200

This special package include a booth, 1/2 page ad in the Handbook, email sponsorship (before or after LSA), packet insert and a $200 discount on each additional booth purchased. November 15, 2022 for inclusion in the printed handbook; exhibitors booking after that date will be included in a special addendum sheet listing as well as the exhibitors listing in the registrant packet.
Sponsor

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:

- Logo with link displayed on the Annual Meeting web page
- Acknowledgement in the Annual Meeting Handbook frontmatter
- Logo displayed on prominent signage at the entrance to the Exhibit Hall
- Logo displayed on PowerPoint Presentations at plenary sessions

Tote: $1000 each

- Your logo prominently displayed on messenger bags distributed to all meeting attendees
- Acknowledgement in the Annual Meeting Handbook
- Does not include production costs

Lanyards: $1000 each

- Your logo prominently displayed on messenger bags distributed to all meeting attendees
- Acknowledgement in the Annual Meeting Handbook
- 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)
Poster Session Co-Sponsorship: $1000 Minimum

- The sponsorship fee helps defray the costs of equipment and audio-visual services for both the virtual and in-person sessions.
- Small display with your logo and space for your promotional materials in the Poster Session rooms.
- Acknowledgment in the Annual Meeting Handbook as an Official Poster Session Sponsor

Name Your Own Sponsorship: $ Negotiable (based on items in package)

The opportunities to reach our meeting attendees are varied and practically limitless. Our Meetings Staff 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 meetings@lsadc.org.
LSA Website: www.linguisticsociety.org

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.

Top Pages in 2021

1. /content/what-ebonics-african-american-english
2. www.linguisticsociety.org
3. /resource/discourse-analysis-what-speakers-do-conversation
4. /resource/faq-how-do-we-learn-language
5. /content/english-changing
6. /content/how-many-languages-are-there-world
7. /resource/faq-how-did-language-begin
8. /what-linguistics
9. /content/why-major-linguistics
10./event/lsa-2022-annual-meeting

Website visitation statistics—Page Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>1,019,716</td>
</tr>
<tr>
<td>2021</td>
<td>1,240,449</td>
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<tr>
<td>2020</td>
<td>1,987,471</td>
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<tr>
<td>2019</td>
<td>2,052,242</td>
</tr>
<tr>
<td>2018</td>
<td>1,944,591</td>
</tr>
</tbody>
</table>

Website Ad Placement

The LSA accepts graphic advertising (196 x 150 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 (196 x 150 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>$1,200</td>
<td>$4,500</td>
</tr>
<tr>
<td>Sponsored text link</td>
<td>$200</td>
<td>$550</td>
<td>$2,000</td>
</tr>
<tr>
<td>Subpage graphic ad</td>
<td>$100</td>
<td>$275</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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

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:** email lsa@lsadc.org.

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) to http://www.linguisticsociety.org/job/submit. For further assistance, please email lsa@lsadc.org.
The Journal Language

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 (1925-2017). In 2021, Language received nearly 50,000 article downloads via Project MUSE and over 200,000 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 4¾" $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 the format for LSA website ads.)

Deadlines for reservations and .pdf ad 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 the LSA staff at lsad@lsadc.org.
Online Ad Rates and Specifications (30-day Duration)

Ads 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 email lsa@lsadc.org.
Other Opportunities

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. For further information or to rent a list, please email lsa@lsadc.org.

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 email lsa@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 ≈ 4,000), and (2) a list of academic linguistics departments and programs in the U.S. (n ≈ 300). Price per rental is $250, plus 8¢ per mailing label. For further information or to rent a list, please email lsa@lsadc.org.

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 email lsa@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 email lsa@lsadc.org.