

PROSPECTUS

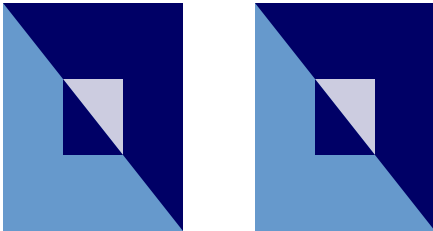
For Advertisers, Exhibitors, and Sponsors

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 reaching the linguistics community, including its websites, quarterly journal, Annual Meeting, biennial Linguistic Institute, and mailing list rental. A description of each of these options, along with current rates for 2011, is provided within.



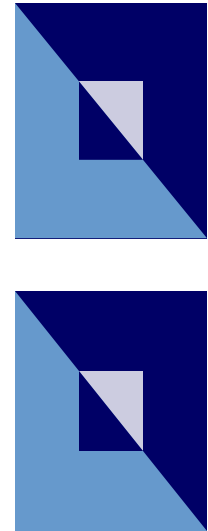
The LSA's website provides a dynamic and growing body of information and resources for the linguistics community. It is also the main portal for LSA members wishing to register for meetings, apply for fellowships, update their member profiles, and renew their memberships. The site is also popular with the news media, students considering a degree in linguistics, and those seeking general information about language-related topics and the field of linguistics.



Web visitation statistics

2010: 37,611 pages were viewed a total of 631,193 times
 2009: 41,159 pages were viewed a total of 624,843 times.
 2008: 43,177 pages were viewed a total of 664,647 times

Top 10 Pages in 2010	
URL	Pageviews
www.lsadc.org	89,063
/info/ling-faqs-whymajor.cfm	41,278
/info/meet-annual.cfm	32,510
/info/pubs-language.cfm	29,154
/info/jobs-index.cfm	17,280
/info/student-resources.cfm	12,457
/info/lsa-index.cfm	10,552
/info/pubs-lang-style.cfm	10,402
/programs/browse-programs.cfm	9,938
/info/ling-fields.cfm	9,866



Website Ad Placement

The LSA accepts graphic advertising on its home page below the "Quick Links" area on the left-hand side of the page (above the LinguistList icon), and also hyperlinked text ads at the bottom of the page, beneath the LSA address. 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. Sponsorships of each sub-page of the LSA website are available. These hyperlinked text ads are placed at the bottom of the white page text (above the line that says "[icon] indicates content restricted to members only"), and may occupy one line of text. Only one sponsorship is permitted per page. Job ads are placed in the "Careers" section of the site and follow a different format (see next page for details).

www.lsadc.org

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
Home page text ad	\$250	\$600	\$2200
Sub-page sponsorship	\$100	\$275	\$1000

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. Advertisers will be invoiced after the job listing appears.

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 contact Rita Lewis, (rlewis@lsadc.org), and provide her with the following information:

Text of ad to be posted (no graphics please)

Area of job (e.g. ESL, Pragmatics, Syntax, General Linguistics)

Contact name and billing address

The ad copy may be part of the email message or may be attached to the email. An MS Word version is preferred. We currently cannot accept PDF files.

LSA: Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address http://www.lsadc.org/index.cfm

Google Search

Member login (email address): Password: Log in

[Need Help?](#) | [Forgot Password?](#) | [Institutional Member?](#) | [Join the LSA](#)

Linguistic Society of America

[About LSA](#) [Members](#) [Meetings](#) [Institutes](#) [Jobs](#) [Publications](#) [Resources](#)

Take Note!

The LSA Secretariat will be closed on Monday, 16 January. We will reopen at 9:00 a.m. U.S. Eastern time on Tuesday, 17 January.

LSA membership renewal for 2009 is available online (log in to the LSA website and follow the prompts), or click [here](#) to download a renewal form.

Course registration and student fellowship applications are now available online for the 2009 Linguistic Institute. [Read more ...](#)

Quick Links

- [LSA Meetings](#)
- [Language](#)
- [eLanguage](#)
- [LSA Bulletin](#)
- [Student Resources](#)
- [Book Exchange](#)
- [Linguistic Academic Depository](#)
- [Get Involved](#)
- [Donate to the LSA](#)
- [Contact the LSA](#)

About the LSA

The Linguistic Society of America (LSA) was founded in 1924 to advance the scientific study of language. LSA plays a critical role in supporting and disseminating linguistic scholarship both to professional linguists and to the general public. [Read more...](#)

Circulation Figures

The premier scholarly journal covering the field of linguistics, *Language* is received by approximately 4,500 individual subscribers throughout the world. It is also available at over 1,500 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—2005). In 2010, *Language* received over 87,000 hits via Project Muse, and over 275,000 “article views” via JSTOR.

Ad Rates

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

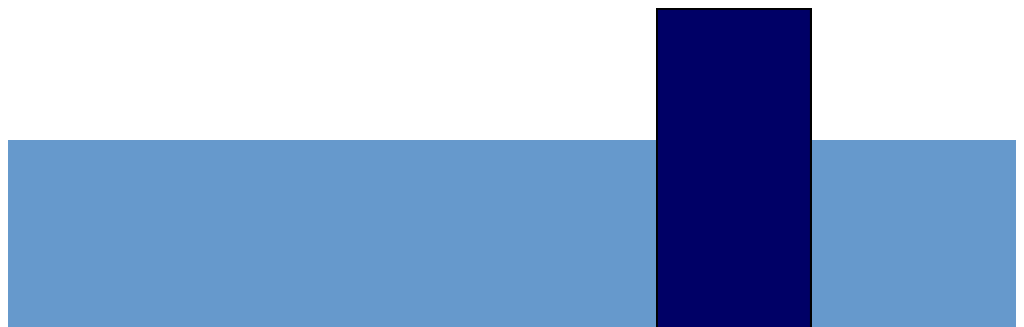
Job Ads (not to exceed 400 words): \$300 (includes complimentary online listing)

Advertising Specifications: PDF copy only; copy to be typeset cannot be accepted (exception: job ads, please see format for web ads above).

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, please contact Rita Lewis (rlewis@lsadc.org).



ANNUAL MEETING

2012

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 2012 Meeting will be held in Portland, OR. The meeting attracts approximately 1200 scholars and students from throughout the field, and features plenary sessions, organized sessions and a total of thirty-six concurrent sessions in addition to a variety of social and professional development activities.

Exhibit Booths

Exhibit booths are available to organizations wishing to have a physical presence at the meeting. The exhibits area attracts a steady flow of visitors throughout the meeting. For those organizations not wishing to send a representative, the LSA's staffed Joint Book Exhibit [table rental option] allows for the display of individual titles.

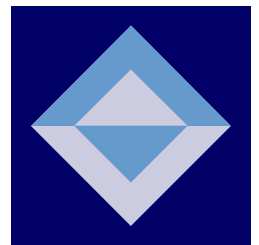


Booths: 8' x 10', draped

\$600 per booth

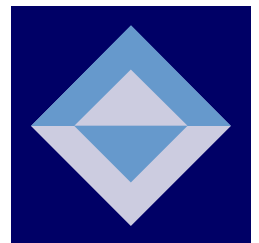
Reservation deadline for 2010 meeting:

1 October 2011



Joint Book Exhibit Booth

- For publishers who wish to promote only a few titles
- Display copies supplied by publisher
- Booth staffed by LSA
- Book orders forwarded to publisher after the meeting
- Rates: 1-3 titles = \$200; 4-8 titles = \$400
- Reservation deadline for 2012 meeting:
1 October 2011
- No discounts or agency commissions



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



Exhibitors at the 2009 LSA Annual Meeting in San Francisco

Handbook

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

Ad Rates

	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

Advertising Specifications: PDF copy only; copy to be typeset not accepted.

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

Reservation deadline for 2012 meeting: 1 October 2011. Copy deadline: 1 November 2011.



Packet Insert

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.

Fee: \$500 per item



Package Deal

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, and public acknowledgment on signs and slides at the meeting.

Fee: \$1200

To reserve an ad, packet insert or package, please contact David Robinson (drobinson@lsadc.org).

Photo courtesy of Travel Portland.

ANNUAL MEETING

2012

Function Sponsorship

A variety of breaks and receptions are available for sponsorship, with differing levels of acknowledgment through signage, announcements, and listings in meeting materials (hard copy and online). Please contact David Robinson (drobinson@lsadc.org) for more details.

Fee: variable

Other sponsorships

The LSA offers the opportunity to place your logo on a wide variety of meeting materials such as the carry-all/totebag and lanyard for name badges. Please contact David Robinson (drobinson@lsadc.org) for more details.

Fee: variable (does not include production costs)

Student travel award sponsorships

The LSA encourages sponsors to help student presenters defray the cost of attending the meeting. A sponsorship includes acknowledgment through signage, public announcements, and listings in meeting materials (hard copy and online). Please contact David Robinson (drobinson@lsadc.org) for more details.

Minimum Donation: \$1,000

Career Placement Service

The LSA's career placement service is available to organizations wishing to advertise jobs or conduct interviews at the annual meeting under the auspices of the LSA. In return for a modest fee, employers are entitled to a job listing on the LSA website (flagged to indicate that interviews will be conducted at the meeting), a listing in the jobs file distributed to prospective job applicants, and access to interview rooms at the meeting.

Fee: \$125 per listing



Schedule of Future Annual Meetings

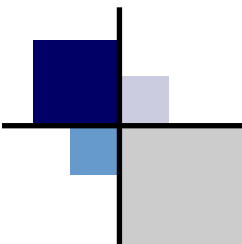
2012: January 5-8, Portland, OR

2013: January 3-6, Boston, MA

2014: January 2-5, Minneapolis, MN

2015: January 8-11, San Francisco, CA

2016: January 7-10, Washington, DC



Sponsored E-mail to LSA members

The LSA periodically contacts its 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. To sponsor an e-mail, please contact David Robinson:

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

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:d robinson@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= ~4,500); and 2) a list of academic linguistics departments and programs in the U.S. (n=~300). The price for rental includes a flat fee of \$250, plus a per mailing label charge of eight cents (\$.08), and shipping costs. For further information, or to rent a list, please contact [Rita Lewis](mailto:rlewis@lsadc.org), (rlewis@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).

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

www.elanguage.net

The LSA's new electronic publishing venture does not currently accept advertising. 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 (areed@lsadc.org).