

## NOTIS Publications Advertising Rates

### *The Northwest Linguist*

*The Northwest Linguist* is a quarterly publication produced jointly by the Northwest Translators and Interpreters Society (NOTIS) and the Washington State Court Interpreters and Translators Society (WITS). Articles published are of high caliber and often reprinted. Format 8½ x 11 inch, c.8 pages, tabloid, folded.

#### **Distribution**

*The Northwest Linguist* is distributed locally and nationally to members of NOTIS and WITS, to similar regional and national organizations, and to parties interested in the activities of NOTIS and WITS. Over 2000 copies will be circulated in 2006.

#### **User profile**

NOTIS and WITS members are typically full-time, professional translators and interpreters residing in the Pacific Northwest.

	Size	Non-member	Member
Insert	11" x 8.5"	\$230.00	\$180.00
Full page	10" x 7"	\$210.00	\$160.00
Half page (horizontal)	4¾" x 7"	130.00	80.00
Half page (vertical)	10" x 3¼"	130.00	80.00
Quarter page	4¾" x 3¼"	90.00	40.00
1/8 page	2¼" x 3¼"	70.00	20.00
Classifieds (line ads)	-	-	0.25/word members only

- All artwork must be camera ready.
- 10% discount on multiple insertions.

NOTIS and WITS assume no responsibility for the content of the advertising it accepts or the accuracy of any claims therein. NOTIS and WITS advertising rates are subject to change without notice. NOTIS and WITS reserve the right to refuse any advertisement.

## NOTIS Marketplace (Web site)

The NOTIS Web site is hosted under the name www.NOTISnet.org. The site was first established in 1995, and contains information about the organization, a calendar of local and worldwide events, and the online Directory of Translators and Interpreters.

### Traffic

The NOTIS Web site receives approximately 3000 visitors per month. Because of frequent updating, pages are revisited often.

### User profile

Reverse domain information indicates that our audience is largely North American and commercial. Because the Web site contains areas of interest to the language professional as well as information and tools for potential clients of translation and interpretation services, this would indicate that many people looking for language services look here.

	Size	Non-member	Member
Banner	468 x 68 pixels	\$ 50.00	40.00
One-third banner	150 x 68 pixels	25.00	20.00
Classifieds	-	\$0.50/word	for sale – Free services - 0.25/word

- Advertisements run for two months; 10% discount for sequential placements.
- Web site advertising must be furnished in electronic format (GIF or JPG for banners, unformatted text for classifieds.) Banners may be animated. Please include alternate text and click through URL.
- Postings for job opportunities, training and educational opportunities, and announcements of general interest to the translator and interpreter community will be run free of charge for two months.

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