

# GALA Visibility Kit



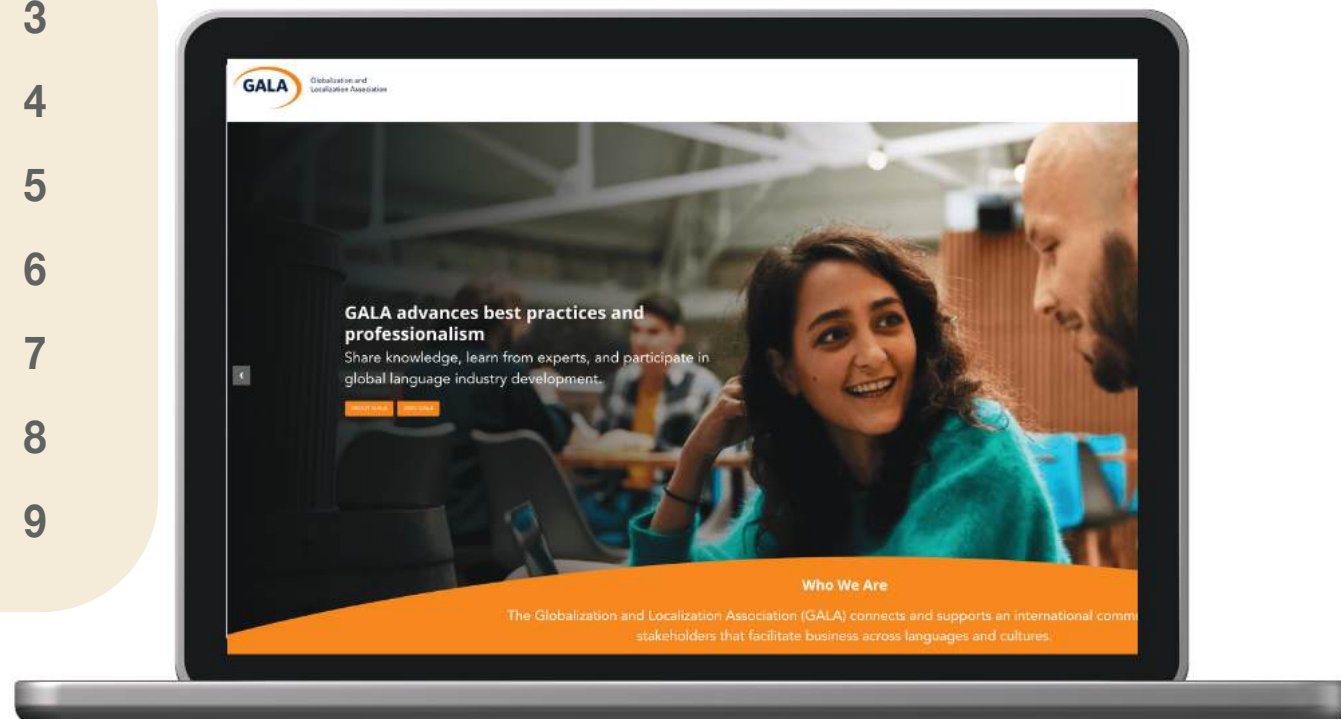
GALA's channels connect your brand to global language industry professionals who turn to GALA for thought leadership, professional development, and networking.



**The Globalization and Localization Association is a global professional community of individuals and organizations working in language-related technologies and services. We deliver information on localization industry trends and best practices and serve as a platform to connect people, companies, and ideas.**

# Visibility Opportunities

Web Advertisements	3
Email Advertisements	4
Sponsored Webinars	5
Event Sponsorships & Exhibits	6
Free to all Members	7
Submission Guidelines	8
Pricing & Deadlines	9



## Audience



14k Email Subscribers



4k Members



2.4k Unique Companies



144 Countries



18k Monthly  
gala-global.org Page Views



4.6k Webinar Registrants  
Per Year



45k Social Followers

## Organization Type

69% Language Services Company

17% Client Organization

14% Academic Institution

## Job Roles

18% Executive Leadership

15% Project Management

12% Operations

10% Freelance

10% Linguistics

7% Other

6% Sales

4% Engineering

3% Quality Assurance



# Web Advertisements

The GALA website is a source of information on the localization industry and technology developers and is frequently accessed by language service providers, international corporations, tools providers, and educators. The GALA website draws over 61K visitors per month.

Website advertisements appear on all pages that fall within the top two levels of our main navigation menu. Images rotate upon page refresh.

## Website Banner Advertisement

**PRICE**

GALA Member: \$1,200 per month/\$3,000 per quarter  
GALA Non-Member: \$1,560 per month/\$4,000 per quarter

Ad requirements:

- 825x100 px (desktop) graphic
- 320x100 px (mobile) graphic
- URL

## Website Sidebar Advertisement

Appears in the right margin beneath the menu and GALA advertising block.

**PRICE**

GALA Member: \$850 per month/\$2,750 per quarter  
GALA Non-Member: \$1,105 per month/\$3,575 per quarter

Ad requirements:

- 200x200 px graphic
- URL



# Email Advertisements

## Weekly GALA Member Newsletter

GALA Members (4K subscribers) look forward to receiving their newsletter each week to learn about the latest GALA news, upcoming GALA events and deadlines, member news, current job postings, special membership reminders, and more!

### PRICE

GALA Member: \$350 per email/\$1,000 for 4 emails  
GALA Non-Member: \$455 per email/\$1,300 for 4 emails

#### Ad requirements:

- 1150x100 px graphic
- URL

## Monthly Non-Member Newsletter

Our Global Update is sent once a month to our Non-Member mailing list (10K subscribers) and features GALA news and events; new member spotlights; member and industry events; top GALA content, and more.

### PRICE

GALA Member: \$750 per email/\$1,500 per 3 emails  
GALA Non-Member: \$975 per email/\$1,950 per 3 emails

#### Ad requirements:

- 1150x100 px graphic
- URL



# Sponsored Webinars

GALA hosts sponsored webinar sessions to provide companies with an opportunity to showcase their technologies and services in front of GALA's global audience.

## BENEFITS

### Attendees:

Participation in sponsored webinars is free for all. Presenting companies are encouraged to invite their own contacts to attend free of charge.

### Promotion/Marketing:

- Webinar event posting and calendar listing on the GALA website
- Email blast to database of over 14K contacts
- Social media promotion through GALA

### Contact/Registration:

- GALA processes and tracks webinar registrations
- GALA provides a participant list to sponsor

### Recording:

- GALA posts the recording to the GALA Knowledge Center
- Recording is featured online according to GALA content retention policy

## PRICE

\$750 Member  
\$975 Non-Member

**\*GALA webinars must be booked at least 6 weeks prior to the proposed date of the event.**

**\*GALA limits sponsored webinars to a maximum of one per year per company. Exceptions may be made at GALA's discretion.**

# Event Sponsorships & Exhibits

GALA event participants are industry leaders and seasoned professionals. Top executives generally make up more than half of our audience, with a mix of professionals from single-language vendors, multi-language vendors, technology providers, buyer-side localization and globalization managers, and educational and research institutions.

For details about upcoming sponsorship and exhibit opportunities, contact [events@gala-global.org](mailto:events@gala-global.org)



# Free to all Members

As a GALA member, you have access to multiple channels to promote your company, employee experts, and news – free of charge – as a benefit of membership. Spotlight your accomplishments and expertise, and help us showcase the industry to the greater business community.

## Host a Loc Mixer

Any GALA member is welcome to co-organize a mixer by working with GALA staff to arrange a gathering either in their city or virtually, using GALA's networking platform.

## Share your organization's news

Submit your company's news to the GALA website. GALA generally publishes member releases within 24 hours.

## Maintain your directory profile

Our Member Directory is seen by 9K+ unique visitors each month. Member company profiles also rotate through the member spotlight on the GALA homepage.

## Share your expertise

Present a GALA Expert Webinar, submit an article, write a GALA Blog, or propose a session for our annual conference.

## Share your events on our Event Calendar

If you're hosting an event or know of an industry event, share it on the event calendar! Events also get highlighted in our monthly GALA Global Update.

## Recruit Talent

Get the word out about your open positions and internships. Post to GALA's Job Board to tap into GALA's talent pool. Job posts are featured on our website, highlighted in the newsletters, and shared on our social channels.



# Submission Guidelines



## Artwork Requirements

- All artwork should be press-ready upon submission
- Preferred format: JPG, PNG, GIF
- Website URL for click-through.
- Maximum file size: 50KB



## Guidelines

- All rates are based on press-ready artwork.
- GALA reserves the right to decline to accept and/or publish advertisements and/or webinar submissions.
- GALA's liability for any error arising in reproduction of an advertisement is limited to the charge made for that advertisement.
- GALA is not responsible for any errors contained in artwork submitted.



## Cancellation Policy

Orders may be cancelled as follows:

- 30 days before the scheduled run date: full refund
- 29-15 days before the scheduled run date: 50% of Total Due
- Less than 15 days before the scheduled run date: no refund.

**\*Note: Fees will not be prorated if an advertisement is discontinued at any time before the end of its run.**



# Pricing Summary

	Member	Non-Member
Website Banner Advertisement	\$1,200 per month \$3,000 per quarter	\$1,625 per month \$4,000 per quarter
Website Sidebar Advertisement	\$850 per month \$2,750 per quarter	\$1,105 per month \$3,575 per quarter
Weekly GALA Member Newsletter	\$350 per email \$1,000 for 4 emails	\$455 for one email \$1,300 for 4 emails
Monthly Non-Member Newsletter	\$750 per email \$1,000 for 3 emails	\$900 per email \$1,825 for 3 emails
Sponsored Webinar	\$750	\$975

**\*All prices are in USD**