

## Display Ads

4-COLOR DISPLAY AD	1-2x	3x	4x	5x	6+x
2-page spread	\$7,560	\$6,804	\$6,426	\$6,048	\$5,670
1 page	4,400	3,960	3,740	3,520	3,300
2/3 page	2,950	2,655	2,507	2,360	2,212
1/2 page	2,250	2,025	1,912	1,800	1,687
1/3 page	1,500	1,350	1,275	1,200	1,125
1/4 page	1,150	1,035	977	920	862
1/6 page	800	720	680	640	600
PREFERRED POSITION	1-2x	3x	4x	5x	6+x
Inside front/back, pg 3	\$5,450	\$4,905	\$4,632	\$4,360	\$4,087
Back cover	6,050	5,445	5,142	4,840	4,537

Other preferred positions: Add 10% to display ad rates.

All ads placed in the magazine are included in the digital edition with live links at no additional cost.  
<http://multilingual.texterity.com/multilingual/sample>

Placed directly in the editorial portion of the magazine, these 4-color ads provide the highest visibility and ensure that your company and products receive the greatest attention.

With four or more consecutive insertions you receive a free Buyer's Guide Listing in the magazine plus "featured" status in the Industry Resources section of our website.

### AD SPECIFICATIONS/PRODUCTION

A PDF containing ad specifications may be found at [www.multilingual.com/adSpecs](http://www.multilingual.com/adSpecs). Production services are available at \$100 per hour. There is a \$250 late fee for ad materials received after the due date. Color conversion fee is \$75.

## Buyer's Guide and Career Opportunities Ads

4-COLOR DISPLAY AD	1-2x	3x	4x	5x	6+x
1 page	\$2,275	\$2,047	\$1,933	\$1,820	\$1,706
2/3 page	1,700	1,530	1,445	1,360	1,275
1/2 page	1,300	1,170	1,105	1,040	975
1/3 page	950	855	807	760	712
1/4 page	750	675	637	600	562
1/6 page	500	450	425	400	375

<b>BUYER'S GUIDE LISTING</b>	<b>8x (MINIMUM)</b>
	\$150 per issue
Logo:	100 per issue
Additional office locations:	30 per issue

### BUYER'S GUIDE DISPLAY ADS

Readers look to this section to make purchasing decisions and find contact information. If you want to customize your image while working on a small budget, a display ad in the Buyer's Guide section is for you. A minimum commitment of four consecutive issues is required.

### CAREER OPPORTUNITIES ADS

A display ad in the Career Opportunities section provides you with direct access to hard-to-find qualified personnel. For immediate exposure, your job descriptions are posted on [www.multilingual.com/careers](http://www.multilingual.com/careers) and are mentioned in our electronic newsletter.

### BUYER'S GUIDE LISTINGS

Each listing includes a 100-word description, complete contact information for a single location, and a list of languages supported. You choose the category and write your own description. Increase your visibility by adding your logo above your listing. If you select our automatic insertion program, your listing will continue to run until you tell us to cancel. Payment by credit card or prepayment required.

## Showcase Ads

	1ST ISSUE	2ND-8TH
Magazine	\$650	\$550
Focus section	525	
<i>Getting Started Guide</i>	525	

## MAGAZINE SHOWCASE ADS

Maintain a consistent presence by positioning yourself in the spotlight with other top companies in your field. The Tools Showcase and Services Showcase provide an informative resource for our readers to evaluate their options. Price includes a free Buyer's Guide Listing in the magazine plus "featured" status in the Industry Resources section of our site. A minimum commitment of eight consecutive issues is required.

### FOCUS SHOWCASE ADS

Each issue of the magazine includes a focus topic, and one-time showcase ads are sometimes available in this section. An editorial calendar with topics for the year can be found at [www.multilingual.com/advertising](http://www.multilingual.com/advertising). We will send you notification via e-mail when we will be covering a topic that you have indicated your company is involved with.

### GETTING STARTED GUIDE SHOWCASE ADS

Two times a year we publish focused introductory guides designed to educate and inform people new to the industry or who are responsible for outsourcing related services and products. The guides are included in the magazine, but also function as standalone pieces. Guides are posted to [www.multilingual.com/gsg](http://www.multilingual.com/gsg) where they may be downloaded with live links from the ads to company websites. Additional copies are distributed at conferences, trade shows, classrooms and workshops worldwide.

### ARTWORK

We do all the work. You send us a 5-word headline, 75 words of text, company name, address, phone, fax, URL and e-mail address and a color graphic. We provide a 1/6 page, 4-color ad laid out in the showcase format.

## Integrated Advertising Packages

Display Ad Size	Magazine Insertions	Resource Directory Ad	Website Button Ad*	Newsletter Sponsorship*	Your Package Rate	Your Savings	Invoice Per Issue <small>magazines + directory</small>
1/6	4X <small>RESOURCE LISTING</small>	26 WEEKS	1X	\$4,790	\$1,110	\$958	
	8X <small>RESOURCE LISTING</small>	52 WEEKS	2X	\$8,694	\$2,602	\$966	
1/4	4X	1X	26 WEEKS	1X	\$6,020	\$1,630	\$1,204
	8X	1X	52 WEEKS	2X	\$10,465	\$3,535	\$1,163
1/3	4X	1X	26 WEEKS	1X	\$7,285	\$2,165	\$1,457
	8X	1X	52 WEEKS	2X	\$12,535	\$4,665	\$1,393
1/2	4X	1X	26 WEEKS	1X	\$10,095	\$3,154	\$2,019
	8X	1X	52 WEEKS	2X	\$17,175	\$6,824	\$1,908
FULL PAGE	4X	1X	26 WEEKS	2X	\$18,480	\$6,270	\$3,696
	8X	1X	52 WEEKS	4X	\$30,770	\$13,828	\$3,419

Designed for companies that desire a strong presence, our integrated packages:

- Mix content vehicles
- Offer substantial savings
- Simplify planning and budgeting
- Combine flexibility with continuity

#### OPTIONS:

- Six-month or annual campaign
- Five display ad sizes
- \* 26 weeks on the website can be traded for 1 additional newsletter sponsorship or vice versa

#### EACH PACKAGE INCLUDES:

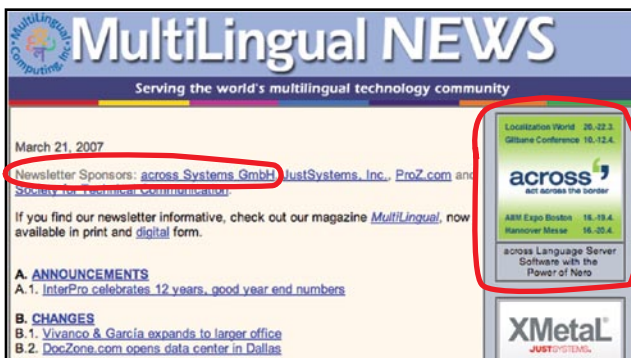
- Full-color display ads in consecutive issues of *Multilingual* – both print and digital editions
- A Buyer's Guide Listing and color logo
- Comparable size full-color ad in the next *Resource Directory & Editorial Index*
- Button ad on [www.multilingual.com](http://www.multilingual.com)
- Sponsorship in our biweekly electronic newsletter *MultiLingual News*
- 50% discount on *Getting Started Guide* ads

### ADDITIONAL INFORMATION

Links to sample pages, ad specifications and order forms may be found at [www.multilingual.com/adSamples](http://www.multilingual.com/adSamples). For additional information, please contact Jennifer Del Carlo ([jennifer@multilingual.com](mailto:jennifer@multilingual.com)) or Kevin Watson ([kevin@multilingual.com](mailto:kevin@multilingual.com)).

### Electronic Ads

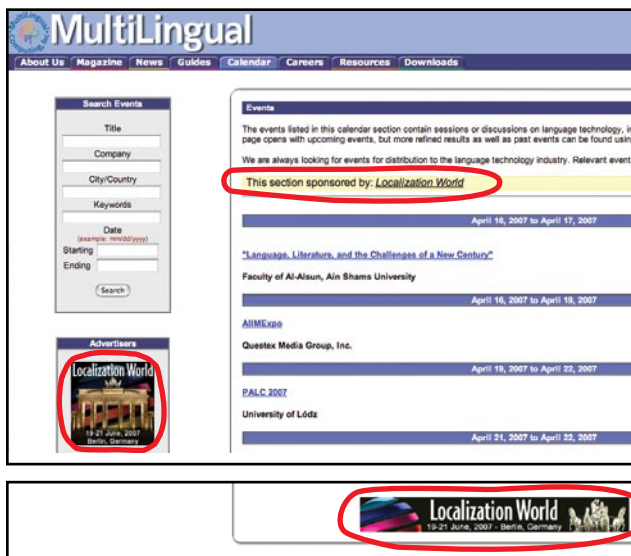
NEWSLETTER SPONSORSHIPS		
button with tag-line		\$500
WEBSITE ADS		
		6 weeks
button		\$200
sponsorship		400
WEBSITE CAREER ADS		
	200 WORDS	800 WORDS
	\$200	\$400



### MULTILINGUAL NEWS SPONSORSHIP

Our electronic newsletter is distributed to more than 5,000 opt-in subscribers every two weeks. Each issue offers the latest language industry news from around the world. The newsletter is sent in HTML format with a plain text option. Up to three ads or sponsorships per issue are accepted. It's an outstanding opportunity to reach opt-in prospects with a timely message.

Newsletter sponsorship consists of a live link at the top of the newsletter, a 125x125 pixel button graphic with a link and a 70-character text message. Details are at [www.multilingual.com/newsletterAds](http://www.multilingual.com/newsletterAds)



### WWW.MULTILINGUAL.COM

An ad on [www.multilingual.com](http://www.multilingual.com) represents a way to reach very targeted audiences. Our website is a resource for professionals and managers searching for vendors, answers to questions and the latest industry news. With more than 10,000 unique visitors per month from 161 countries, [www.multilingual.com](http://www.multilingual.com) is the place for you to deliver your message. Our targeted advertising campaign on the leading search engine Google delivers viewers from the critical vertical markets.

You can select a page that best suits your special needs. Prospects will be just a click away as your ad will be prominently displayed with a link to your website.

### BUTTON AD

This 125-pixel square button is located at the left side below the search box.

### SPONSORSHIP

Includes "This section sponsored by..." line near the top of the page, a square button ad and a banner ad at the bottom of the page.

Complete details, including a list of available pages, FAQs, specifications and an electronic insertion order, can be found at [www.multilingual.com/webAds](http://www.multilingual.com/webAds)

### CAREER ADS

The Careers section of [www.multilingual.com](http://www.multilingual.com) is one of the most frequently visited pages on the site. Ads are posted for 6 weeks and also listed in one issue of *MultiLingual News*. The Careers section as well as the form to place a career ad on our website can be found at [www.multilingual.com/careers](http://www.multilingual.com/careers)

# Annual Resource Directory Ads

## 4-COLOR DISPLAY AD

2-page spread	\$8,500
1 page	4,900
1/2 page	2,500
1/3 page	1,700
1/4 page	1,300

## PREFERRED POSITION

Inside front/back, pg 3	\$6,000
Back cover	6,800

Other preferred positions: add 10% to display ad rates

LISTINGS	1ST	EACH ADD'L
Resource Listing	\$650	\$475
Contact Listing	250	250
Line Listing	Free	100
Add Bold to Line Listing	60	60 (free with paid ad)



We're taking reservations now through December 3, 2010, for the 2011 Resource Directory.

other publication options CONTINUED

## RESOURCE DIRECTORY IN PRINT AND DIGITAL VERSIONS

Serving as the most complete reference guide for language technology products and services in the world, the annual *Resource Directory* assists prospects in locating companies that offer multilingual solutions. The directory is published in January each year in conjunction with the editorial index of the previous year's issues of *MultiLingual*. The *Resource Directory* is posted at [www.multilingual.com/resourceDirectory](http://www.multilingual.com/resourceDirectory) where it may be downloaded as a PDF with links in ads. Additional advertising information and examples of listings can be found at [www.multilingual.com/annualDirectory](http://www.multilingual.com/annualDirectory)

## DISPLAY ADS

Distinguish your company with a display ad and ensure prominent positioning for the next year plus receive a free bold Line Listing, including a "See our ad on page. . . ." line. All display ads are four-color.

**RESOURCE DIRECTORY AD DIMENSIONS** (see [www.multilingual.com/adSpecs](http://www.multilingual.com/adSpecs) for magazine display ad dimensions which differ from these)

<b>TWO PAGE SPREAD</b> BLEED 16.75 x 11.125 TRIM 16.5 x 10.875 LIVE 16.25 x 10.375	<b>FULL PAGE</b> BLEED 8.75 x 11.125 TRIM 8.5 x 10.875 LIVE 8 x 10.375	<b>1/2 PAGE VERTICAL</b> 3.5 x 9	<b>1/2 PAGE HORIZONTAL</b> 7.25 x 4.5	<b>1/3 PAGE VERTICAL</b> 3.5 x 6	<b>1/3 PAGE HORIZONTAL</b> 7.25 x 3.33	<b>1/4 PAGE VERTICAL</b> 3.5 x 4.5	<b>1/4 PAGE HORIZONTAL</b> 7.25 x 2.25
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## RESOURCE LISTINGS

Resource Listings are an economical way to tell prospects about your products or services, who you are and how to contact you. All you do is provide a description of up to 100 words, contact information and your logo. We'll do the rest. One bold Line Listing in a second category, including a "See our ad on page. . . ." line, is free.

## CONTACT LISTINGS

Include your company name in bold as well as one address, phone number, fax number, e-mail address and URL. One bold Line Listing in a second category is free.

## LINE LISTINGS

Companies that are listed in the Industry Resources section at [www.multilingual.com/industryResources](http://www.multilingual.com/industryResources) are eligible to receive one free Line Listing. If your company offers multiple products/services, you may wish to purchase listings in additional categories.

## DISCOUNTS AND PAYMENT

Current magazine display and showcase advertisers will receive a 25% discount on display ads and Resource Listings. Credit card or prepayment is required for Resource, Contact and Line Listings.