

# 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.



# Audience



61k

Monthly gala-global.org page views

## Mailing List Subscribers



13k  
Subscribers

Averaging 100 new opt-in subscribers per month



4k  
Members



2.4k  
Unique Companies



135  
Unique Countries

## Social Media



12.6k

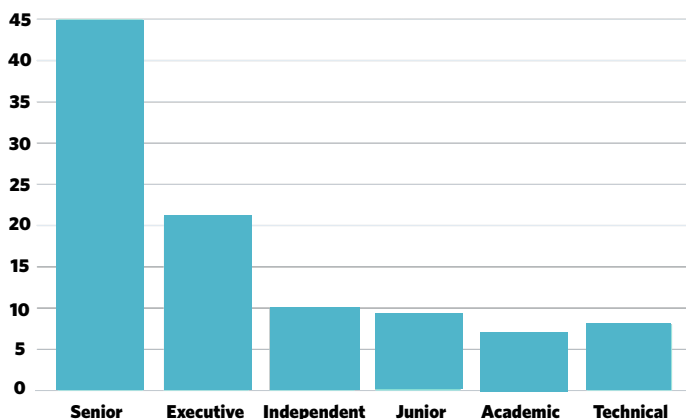


8.1k

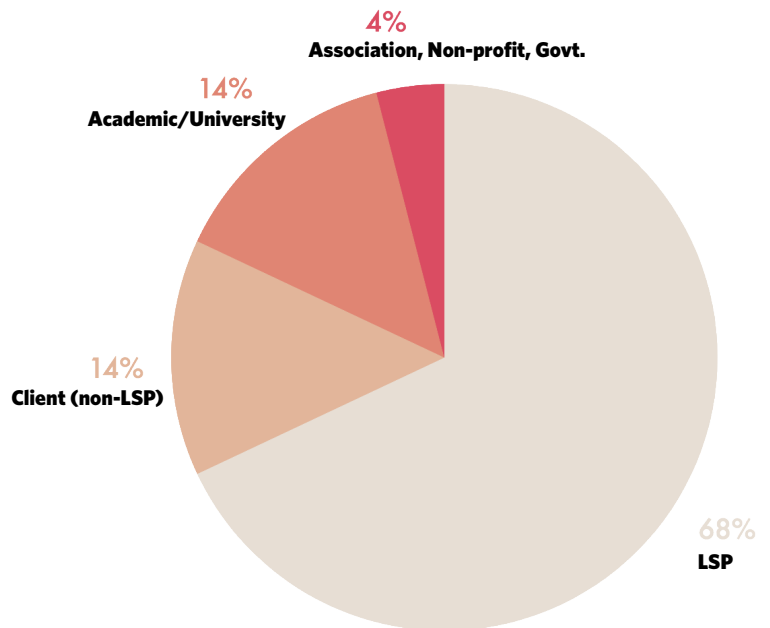


20.5k

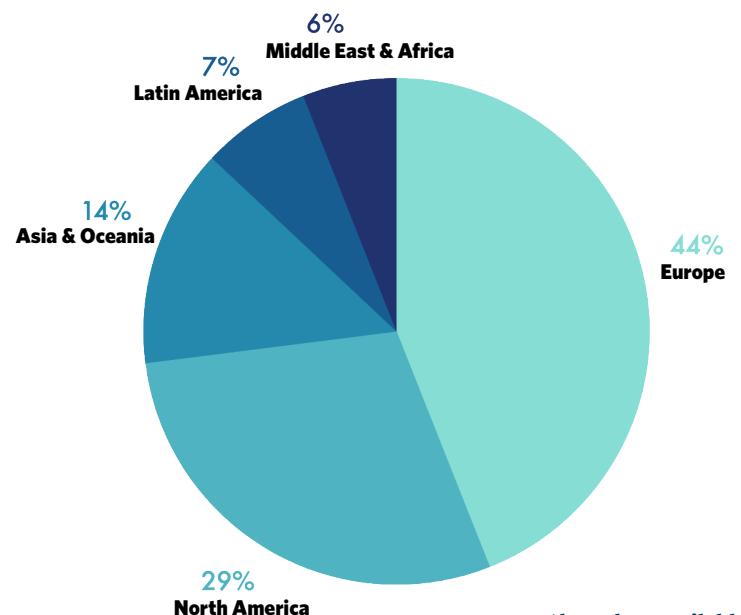
## Job Roles <sup>★</sup>



## Distribution <sup>★</sup>



## Region <sup>★</sup>



\*based on available data

Questions? Contact

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701

# Web Advertisements

The GALA website is a source for information regarding the localization industry and is frequently accessed by language service providers, international corporations, tools providers, and educators. The GALA website draws over 61,000 visitors per month.



## Leaderboard

- 825x100px desktop
- 320x100 px mobile
- Price: \$3,000

## Advertisement

### About GALA

The Globalization and Localization Association (GALA) is a not-for-profit trade association connecting and supporting professionals and organizations in the global language industry.

- GALA is future-oriented and human-focused
- We provide access to expertise on industry trends, technologies, and best practices
- GALA is a community and a platform where people learn, share, and inspire one another
- We support the growth of professionals, businesses, and the global language industry

#### + What is GALA?

GALA serves an international community of organizations and individuals that enable communication and business across languages and cultures. GALA's mission is to help our members succeed and to drive our industry's development by building professional communities, sharing knowledge, and advancing best practices in the globalization sector.

#### + What do we do?

#### + Who are our members?

#### + Why is GALA valuable?

#### + History

Learn more about [membership](#) and become part of our thriving, growing professional community.

[About GALA](#)

[Board of Directors](#)

[Staff](#)

[Contact](#)



### GALA Connected 2020

Building a stronger shared future together

Adv Side

## SideBar

- 250x250 px
- 320x100 px mobile
- Price: \$2,750

Questions? Contact

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701

# Email Advertisements

Our GALA Global Updates are sent once a month to our full mailing list. This email features GALA news, new member spotlights, GALA, industry, and member events, top content, and more.

## Global Update Leaderboard

- 320x100 px mobile
- Price: \$1,500 (3 emails)

## Weekly Webinar Blast

- 200x127 px mobile
- One paragraph of no more than 50 words
- Price: \$3,000 (about 12 emails)

**YOUR IMAGE HERE**

**GALA**  
GLOBAL UPDATE



### GALA HIGHLIGHT

**Thank You GALA Volunteers!**

GALA would like to acknowledge and thank the many members and other industry professionals who have contributed to association activities in 2017. Many of GALA's initiatives are made possible through GALA member support and participation. We're grateful for the efforts of these dedicated volunteers - thank you **GALA 2017 volunteers!**

### WELCOME, NEW MEMBERS

GALA is pleased to welcome the following organizations to our membership.

ASICS Digital/Runkeeper (USA)  
Eiber Translations, Inc. (USA)  
Nintendo of America, Inc.(USA)  
The Language Group (USA)

### GALA NEWS & EVENTS

**GALA Annual Member Survey: Share your feedback**

GALA's Annual Member Survey is now available for members. We encourage you to spend just 10 minutes to share your feedback, which will enable GALA to provide programs and support that directly meet the needs of members, like you. Check your inbox for a personal invitation to the survey and please submit your results by \_\_\_\_\_???

**Questions? Contact**

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701

# Sponsored Webinars

GALA's Weekly Webinar Series email blast goes out every Monday to our full mailing list. Ads may remain the same or change weekly depending on purchaser's wishes. Roughly 12 emails.

GALA hosts sponsored webinar sessions to provide companies with an opportunity to showcase their technologies and services in front of the global GALA 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 13,000 contacts

### Contact/Registration:

- GALA processes and tracks webinar registrations
- GALA provides a participant list
- Social media promotion through GALA: Facebook, Twitter, and LinkedIn

### Recording:

- GALA posts the recording to GALA onDemand
- Recording is featured for one month on GALA onDemand

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

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

## Price

- \$750 Member
- \$995 Non-Member

## Questions? Contact

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701

# Event Sponsorship & 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)

**Questions? Contact**

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701

# 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. For more information on hosting a [GALA Loc Mixer](#) in your area, email [events@gala-global.org](mailto:events@gala-global.org)

## 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](#).

# Submission Guidelines

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.



## Artwork Requirements

- All artwork should be press-ready upon submission
- Preferred format: GIF, JPG, PNG
- 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 a monthly run.**



# Pricing and Deadlines

	Member	Non-Member
<b>GALA-global Leaderboard Ad</b>	<b>\$3000</b>	<b>*Member-only benefit</b>
<b>GALA-global Right-hand Nav Ad</b>	<b>\$2750</b>	<b>*Member-only benefit</b>
<b>Global Update Leaderboard Ad</b>	<b>\$1500</b>	<b>*Member-only benefit</b>
<b>Weekly Webinar Marketing Blast</b>	<b>\$3000</b>	<b>*Member-only benefit</b>
<b>Webinar</b>	<b>\$750</b>	<b>\$995</b>

Placement	Reservation Deadline	Submission Deadline
<b>Q1 2021</b>	<b>11 December 2020</b>	<b>18 December 2020</b>
<b>Q2 2021</b>	<b>12 March 2021</b>	<b>19 March 2021</b>
<b>Q3 2021</b>	<b>11 June 2021</b>	<b>18 June 2021</b>
<b>Q4 2021</b>	<b>10 September 2021</b>	<b>17 September 2021</b>

**Questions? Contact**

Alexandra Dwyer  
Events & Marketing Coordinator

E: [adwyer@gala-global.org](mailto:adwyer@gala-global.org)  
T: +1 (206) 494 - 4686 x 701