

ADVERTISE WITH US



# Discover a new side to advertising

RID Advertising Media Kit | 2023

## Advertise to expand your reach in the community

Registry of Interpreters for the Deaf, Inc. is a professional organization for interpreters who use signed and spoken languages. We commit to our RID members to provide ethical, high-quality interpreting services for our clients; we also commit to our own continuous professional development.

With over 12,000 members in the U.S. and abroad, RID is the largest, comprehensive registry of certified American Sign Language (ASL) interpreters in the country! Easily reach our members through our eNEWS, VIEWS, website, and social media platforms for your company or organization's job announcements, events, and promotions. Interactive opportunities available to engage your potential customers and clients in a way that is unmatched.

GET IN TOUCH



Facebook

34k FACEBOOK FOLLOWERS



Instagram

1,700+ INSTAGRAM FOLLOWERS

ADVERTISE

## RID Advertising PRODUCTS

### DIGITAL PUBLICATION VIEWS

Our quarterly publication targets the interpreting community with the most influential, pertinent information about. The only digital, bilingual publication, has the ability to add an interactive flair to your advertisements you won't find on many other platforms.

### EMAIL PLATFORMS

#### eNews

eNews is delivered right to the inboxes of over 12k RID members. This is one of the easiest ways to reach the masses within the interpreting community. Announce your upcoming events, special promotions, workshops and more.

### OPPORTUNITIES

#### Job Board

Give your job opportunities a boost on our website and social media platforms, where job listings can reach up to 28k followers.

### EXPOSURE

#### Social Media Posts

Post on RID's social media platforms, including six Facebook pages, Instagram, and Twitter, and gain exposure to over 40k followers.

# VIEWS Advertisements



## 1/4 PAGE ADVERTISEMENT

QUARTER PAGE IMAGE	\$300-\$350
IMAGE WITH LINKS	\$350-\$400
FULL TEXT	\$150-\$200
TEXT WITH LINKS	\$200-\$250

Spice up a page in our quarterly digital publication with 1/4 page ad space. See the various options above.



## 1/2 PAGE ADVERTISEMENT

HALF PAGE IMAGE	\$350-\$400
IMAGE WITH LINKS	\$400-\$450
FULL TEXT	\$200-\$250
TEXT WITH LINKS	\$250-\$300

Want to use a bit more space? Catch our readers' eye and purchase 1/2 page ad space. See our various options above.



## FULL PAGE ADVERTISEMENT

FULL PAGE IMAGE	\$450-\$500
IMAGE WITH LINKS	\$500-\$550
FULL TEXT	\$300-\$350
TEXT WITH LINKS	\$350-\$400

Need even more space? Take a full page! Ensure our membership's full attention and purchase a one page ad space. See our various options above.



## DISCOUNTS VIEWS

2 ISSUES	\$50 OFF
4 ISSUES	\$100 OFF

The more issue spots you purchase, the more it pays off! Also, ask us about our RID member discounted rates! Not a member? Sign up to be a member here: [myaccount.rid.org/Profile/Setup/Form.aspx](http://myaccount.rid.org/Profile/Setup/Form.aspx)

# eNews Advertisements



## BASIC ADVERTISEMENT

<b>IMAGE ONLY</b> Nonprofit Rate	<b>\$200</b>
<b>IMAGE ONLY</b> For-Profit Rate	<b>\$300</b>

Purchase a reserved spot in our monthly membership eNews email. The Basic eNews advertisement includes a tagline and brief text, and a graphic.



## INTERMEDIATE ADVERTISEMENT

<b>IMAGE WITH CLICKABLE LINKS</b> Nonprofit rate	<b>\$275</b>
<b>IMAGE WITH CLICKABLE LINKS</b> For-Profit rate	<b>\$375</b>

Make it interactive! Purchase the next level in a reserved spot in our monthly membership eNews email. The Intermediate eNews advertisement includes a tagline and brief text, graphic, and interactive clickable links.



## PRO ADVERTISEMENT

<b>IMAGE WITH LINKS AND MEDIA</b> Nonprofit Rate	<b>\$325</b>
<b>IMAGE WITH LINKS AND MEDIA</b> For-Profit Rate	<b>\$425</b>

Allow RID members to read and watch your promotion. The Pro eNews advertisement includes a tagline and brief text, graphic, interactive clickable links as well as a promotional video/ASL content.



## DISCOUNTS eNews

<b>4 EMAILS</b>	<b>\$50 OFF</b>
<b>8 EMAILS</b>	<b>\$100 OFF</b>

The more issue emails you purchase, the more it pays off! Also, ask us about our RID member discounted rates! Not a member? Sign up to be a member here: [myaccount.rid.org/Profile/Setup/Form.aspx](http://myaccount.rid.org/Profile/Setup/Form.aspx)

## Job Listings



### 30 DAY JOB LISTING

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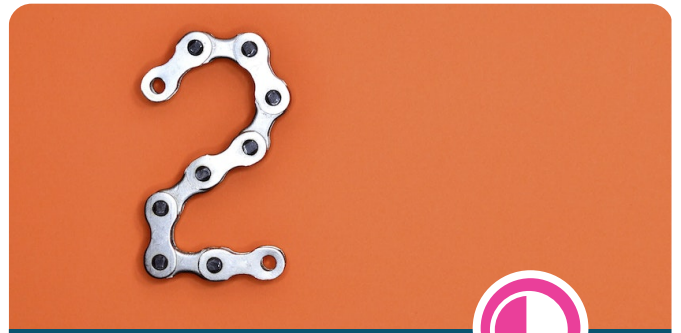
30 DAY LISTING Nonprofit Rate	\$150
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30 DAY LISTING For-Profit Rate	\$200
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A job listing that will remain on the RID Job Board for a total of 30 days, one month.



### 60 DAY JOB LISTINGS

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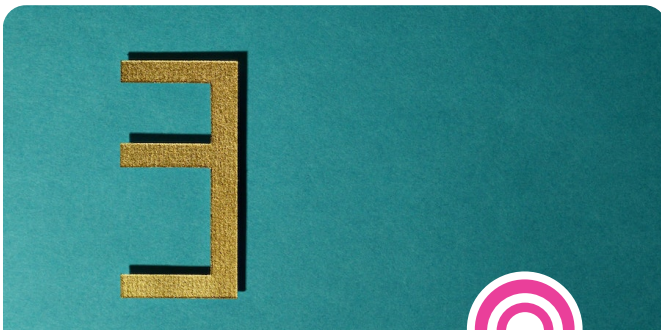
60 DAY LISTING Nonprofit Rate	\$280
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60 DAY LISTING For-Profit Rate	\$380
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A job listing that will remain on the RID Job Board for a total of 60 days, two months.



### 90 DAY JOB LISTING

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90 DAY LISTING Nonprofit Rate	\$410
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90 DAY LISTING For-Profit Rate	\$560
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A job listing that will remain on the RID Job Board for a total of 90 days, three months.



### MAKE IT AN EMAIL! EXPAND YOUR REACH

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RID has seen a 30% increase in the number of clicks for our Job Listings in our monthly membership eNews email. Take a look at our additional advertising options for eNews placement, should you want to advertise with us at the end of the month for any open positions you or your company may have available!

# READY TO GET STARTED?

## SINGLE SOCIAL MEDIA POST SOCIAL MEDIA

SINGLE SOCIAL MEDIA POST  
Nonprofit Rate **\$150**

SINGLE SOCIAL MEDIA POST  
For-Profit Rate **\$200**

Taking advantage of RID's social media platforms, including six Facebook pages, Instagram, and Twitter, you can choose to do a social media post only, gaining exposure to over 30k followers.

Provide your organization's announcement with the pop of video capability, graphics, links, and more that your project needs. RID is committed to the integrity of our advertisers' projects. Utilize our unique membership and specific niche to elevate the profession and expand opportunities.

Using any of the avenues below to get in touch with us and become an RID advertiser today!

## Inquiries and Questions



Email [advertising@rid.org](mailto:advertising@rid.org)



[www.rid.org/contact-us-form/](http://www.rid.org/contact-us-form/)

## Give us a call!



(571) 360-4150

## RID Advertising NEXT STEPS

### 1 STEP 1

After looking over our advertising options, RID is happy to discuss your needs to best create an advertising strategy. Who is your audience, what are your goals, what are your needs? RID will suggest the advertising options that will best fit both your budget and your vision for optimum visibility and exposure.

### 2 STEP 2

After deciding your options, we will start the \*advertisement placement or post, whichever applies. During this time, we also use a secure and encrypted platform to collect your payment.

### 3 STEP 3

A proof will be sent over for review, and the RID Advertising team will make adjustments as needed. Publication dates are dependent on the advertisement chosen by you.

*\* Please note: RID does not create advertisements from scratch. It is the responsibility of the advertiser to provide RID with the content.*