

# ONLINE MEDIA KIT 2020



Slator makes business sense of the language services and technology market with news and research on the people, deals, technology and trends that are shaping the industry.

**Slator's Mission** is to make business sense from the fast-changing translation and language technology markets and provide actionable insights. We do this online through exclusive news, data and research; and in person through events that drive industry networking and new business development.

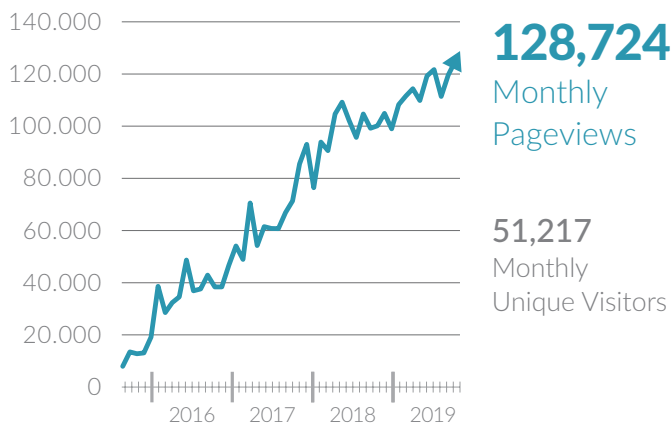
**Slator's integrated media platform** opens up a highly targeted channel to the marketing strategies of language service and technology providers. It provides marketers with the opportunity to run branding, thought leadership and lead generating activities through a single platform.



# Audience Performance

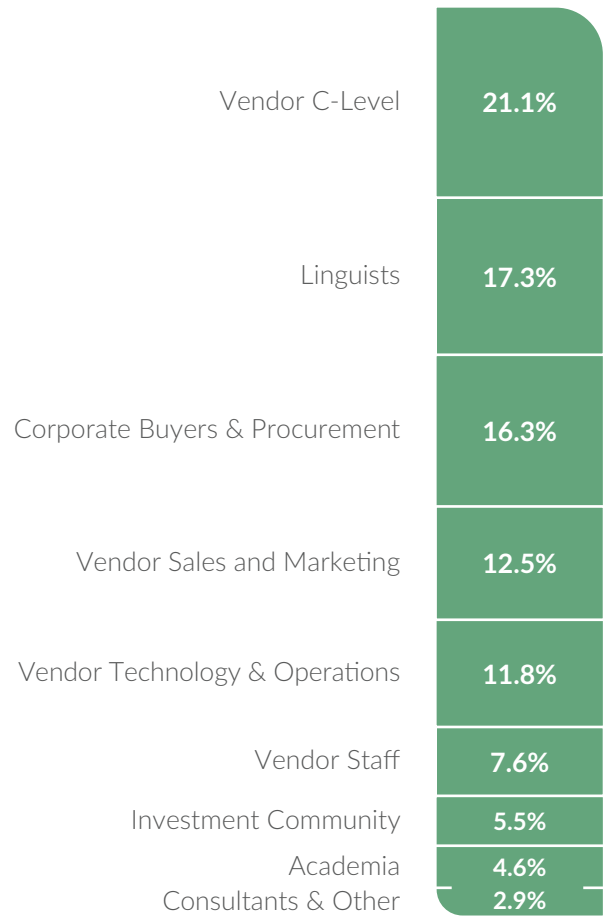
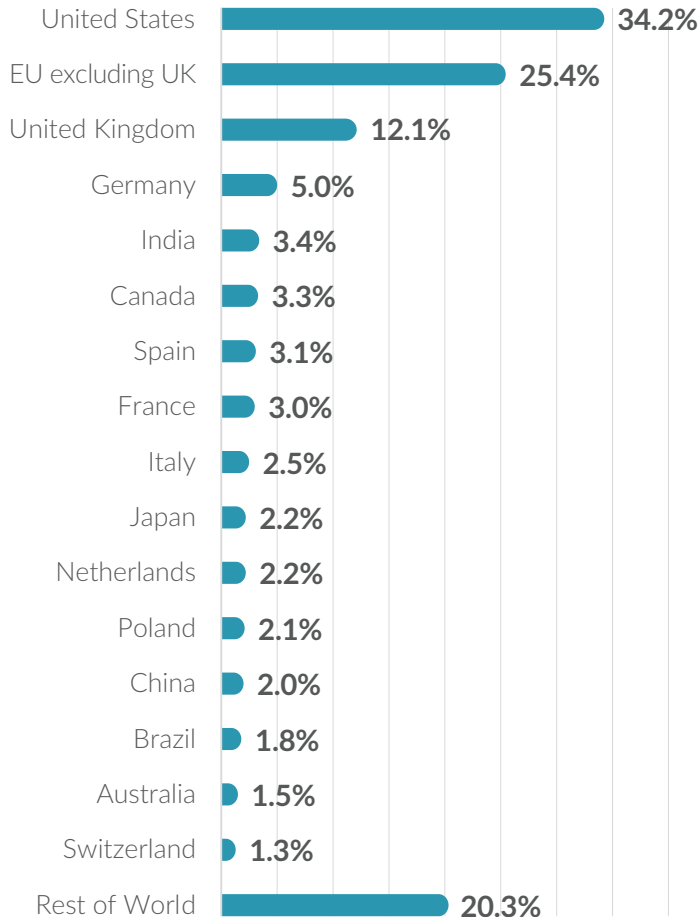
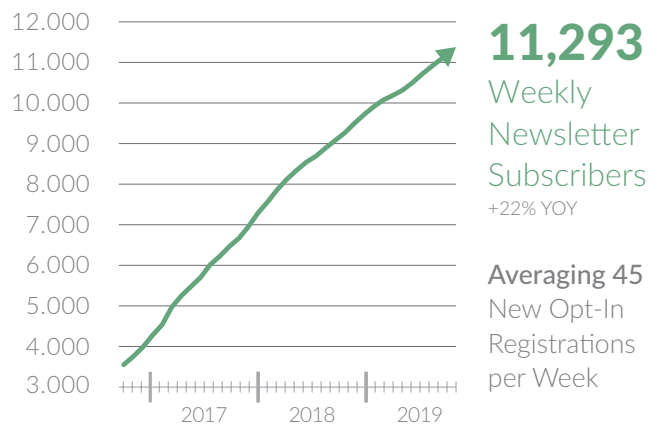
Slator has the largest global audience and highest traffic for news and research in the language services industry. We are read by C-level executives and senior decision makers at language service and technology providers, corporate buyers and procurement, VC and PE firms, business development professionals and linguists.

## Website Traffic



## Newsletter Audience

(as of October 1st 2019)





## Newsletter Banners

The Slator Weekly Newsletter currently has **11,293 opt-in subscribers**, up 22% YOY. We are adding an average of 45 new subscribers every week.



480 x 60px

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**Top Position**  
**USD 15,000**

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Full calendar year

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**SlatorCon Zurich: How Nestlé Centralizes Sourcing**  
Dr. Germán Basterra, Translation Manager, Nestlé GLOBE, will speak at SlatorCon Zurich on December 5, 2017.

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**Position 2**  
**USD 12,000**

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Full calendar year

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**Maecenas viverra, quam sed ultrices mollis, arcu eros sodales metus, sed commodo orci nunc sed dolor.**

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**Position 3**  
**USD 9,600**

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Full calendar year

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**Position 4**  
**USD 6,000**

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Full calendar year



# Advertising Opportunities

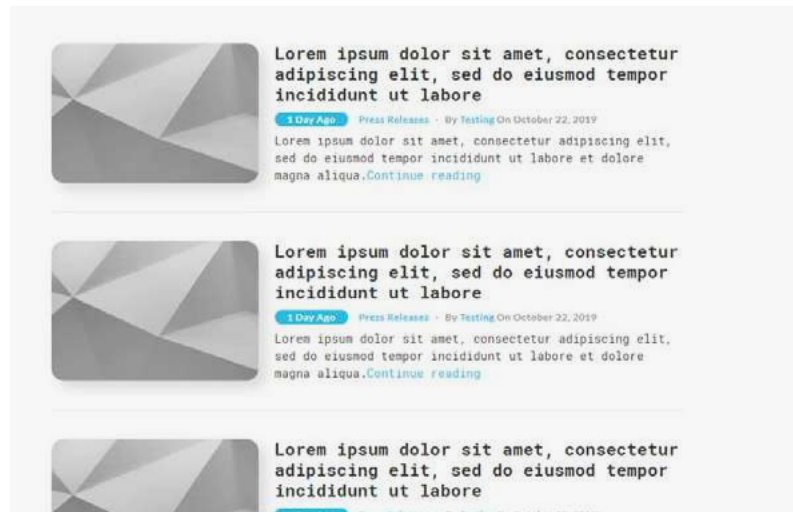
Slator provides marketers with the opportunity to generate brand awareness, thought leadership and leads through banner ads, press releases, sponsored articles, directory listings, event listings, job ads, case studies, white papers and webinars.

## Press Releases

Publish your [press release](#) on Slator and increase visibility on Slator website, our social media channels, and in Google News.

Single Post	<b>USD 250</b>
3 Posts	<b>USD 660</b>
6 Posts	<b>USD 1,140</b>
12 Posts	<b>USD 1,920</b>

Purchase valid for 1 year



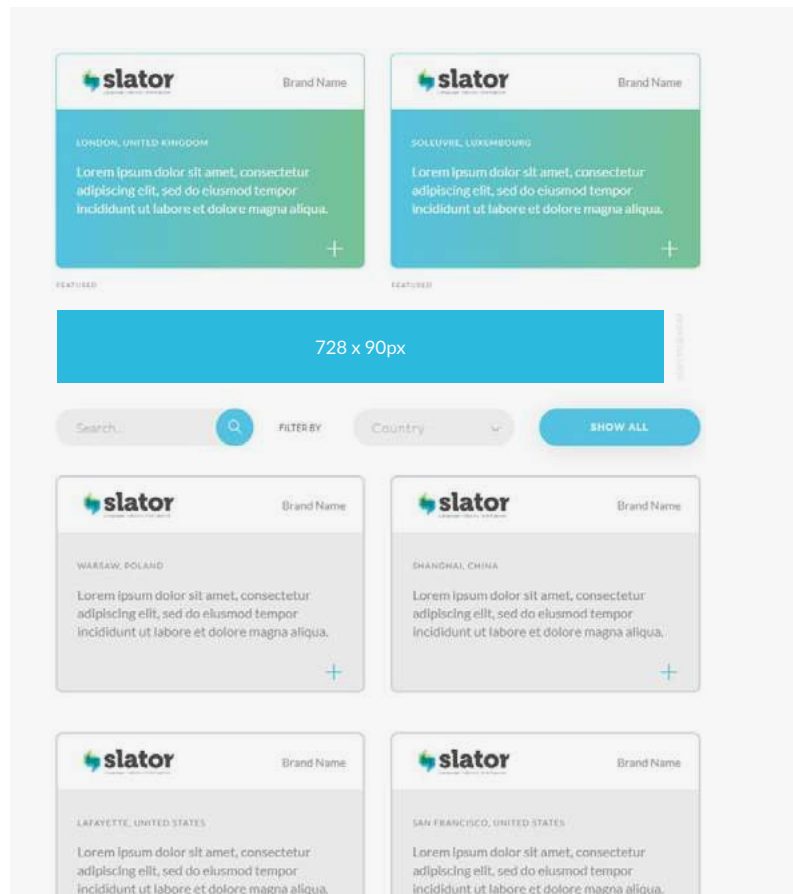
## Directory Listings

Raise awareness and generate leads through your company description of products and services, contact details and links to sponsored content in a [directory listing](#).

Featured Directory Listings are also rotated within the Featured Companies box at the top of the Directory section and right hand column of every page.

Standard 1 Year	<b>USD 600</b>
Standard 2 Years	<b>USD 1,000</b>
Featured 1 Year	<b>USD 1,200</b>
Featured 2 Years	<b>USD 2,000</b>

Purchase valid for 1 year



## Visibility Package

Increase your visibility, build referral traffic and save money by integrating your [Press Releases with a Directory Listing](#).

Standard	Regular listing + 3 press releases	<b>USD 1,125</b> (10% Off)
Standard Plus	Regular listing + 6 press releases	<b>USD 1,475</b> (15% Off)
Enhanced	Featured listing + 3 press releases	<b>USD 1,675</b> (10% Off)
Featured Plus	Featured listing + 6 press releases	<b>USD 1,990</b> (15% Off)

Purchase valid for 1 year

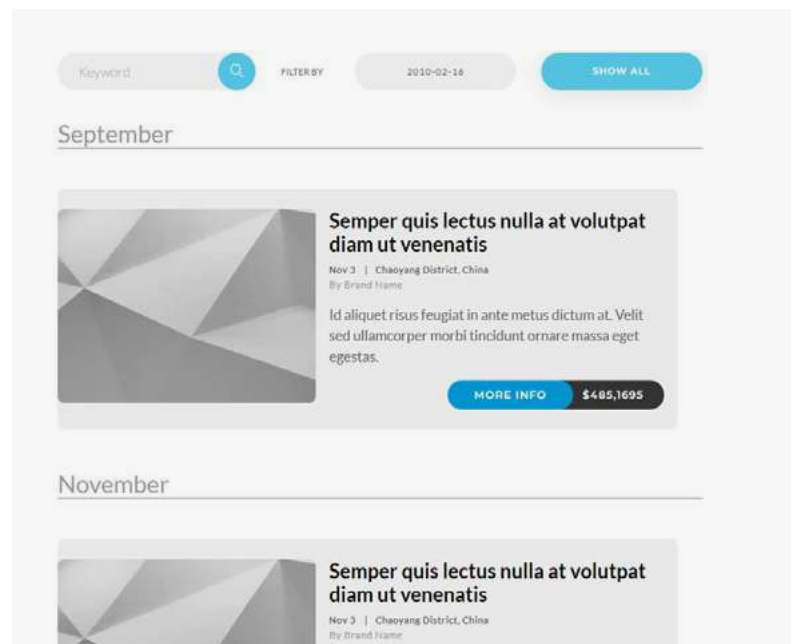
## Event Listings

Raise awareness and promote registration and ticket sales to [your event](#) on Slator.

Listings are hosted in the Events section and promoted on the homepage and right hand column of every page.

1 Listing	<b>USD 500</b>
2 Listings	<b>USD 900</b>
3 Listings	<b>USD 1,200</b>

Purchase valid for 1 year



## Sponsored Content

Slator's team of writers work in consultation with clients to build thought leadership and through [sponsored articles](#). We conceptualize, research and write engaging sponsored articles that are published in the main news feed on Slator.com and promoted widely in Slator's Weekly Newsletter and social media channels (LinkedIn, Twitter and Facebook).

Length	Up to 1,000 words
Copyright	Jointly by the client and by Slator
Services	Briefing, writing, 2x rounds of revisions, imagery
Production Time	2-3 weeks from briefing
Cost	<b>USD 1,500 per article</b> (USD 1,000 if client written)

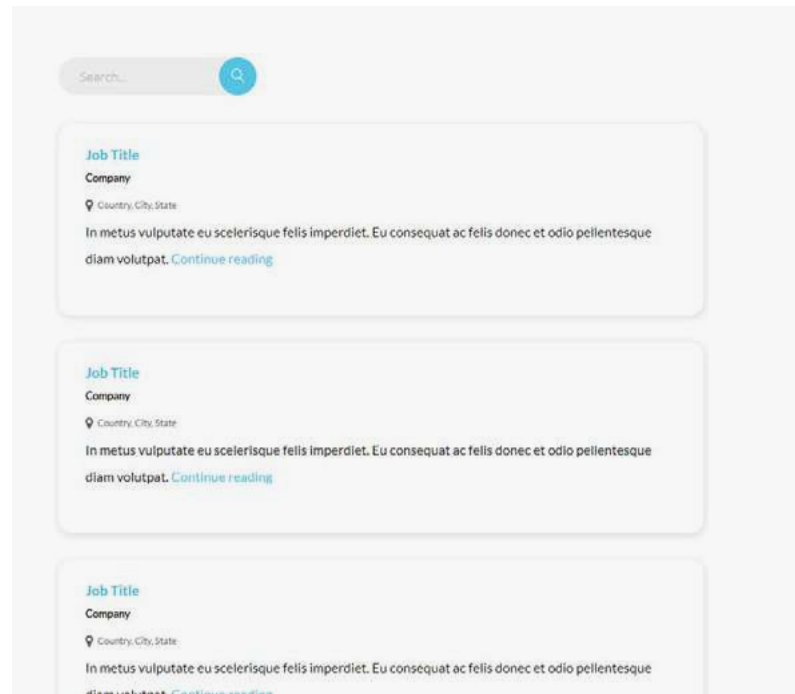
## Job Ads

Recruit the best talent with Slator, the leading online news source for language industry executives.

[Job ads](#) are online for three months and published in the Jobs section. They are also displayed in rotation in the Featured Job box in the right hand column of each web page and promoted in Slator's newsletters and social media channels.

Single Job Ad	<b>USD 150</b>
3 Job Ads	<b>USD 375</b>
6 Job Ads	<b>USD 600</b>

Purchase valid for 1 year



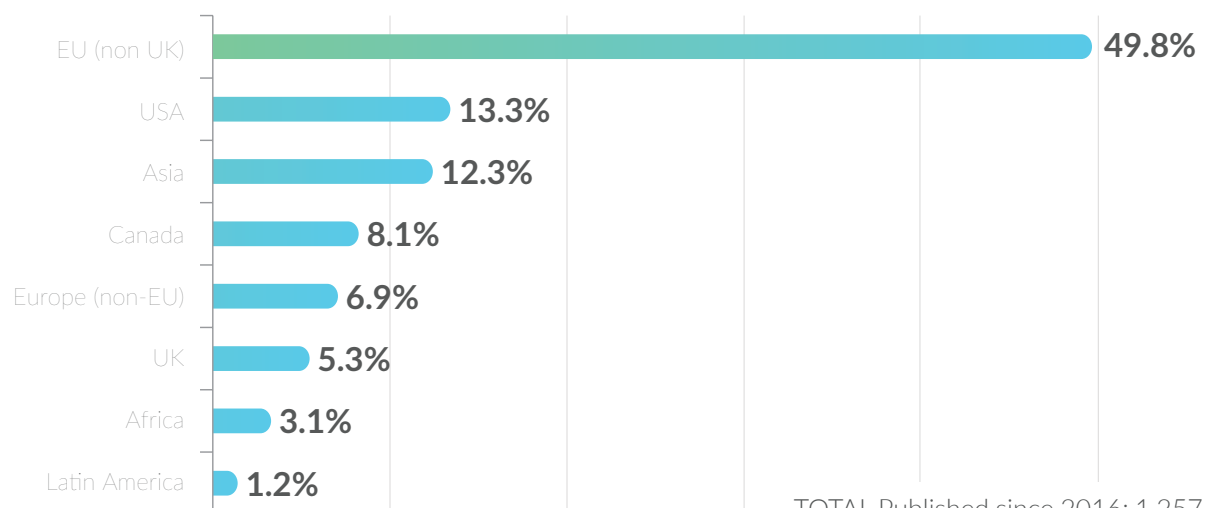
## Lead Generation

### RFP Service

Slator goes beyond the procurement portals and publishes all of the language industry's RFPs published anywhere in the world. [Subscribe](#) and receive a daily email alert of these lucrative RFP opportunities.

1 year Subscription	<b>USD 600</b>
2 year Subscription	<b>USD 1,000</b>

### RFP Country of Origin



TOTAL Published since 2016: 1,257

## Research and Whitepapers

Slator drives thought leadership and lead generation through sponsored Summary Articles on client research and whitepapers. Slator can also produce custom surveys and whitepapers upon request.

Length	Up to 600 words
Copyright	Jointly owned by the client and Slator
Included	Briefing, writing, 2x rounds of revisions, imagery
Production Time	2-3 weeks from briefing
Cost	<b>USD 1,000 per article</b> (USD 750 if client written)

## Events for In-Person Lead Generation

Slator organizes and hosts bespoke, single-sponsor events such as executive briefings and roundtable discussions. The customized events build thought leadership for clients, generate high value leads and deliver a high return

on investment. Slator's end-to-end services includes everything from topic creation, speaker selection, RSVPs from target delegates, venue selection, event moderation and logistics, as well as post-event coverage.

Email Andrew Smart at [andrew@slator.com](mailto:andrew@slator.com) to receive our **Custom Events Media Kit**

## Market Intelligence

### SlatorSweep

Curated news from thousands of sources, [SlatorSweep's](#) daily news service gives you a competitive edge on time sensitive market intelligence.

1 Year Subscription	<b>USD 190</b>
2 Year Subscription	<b>USD 340</b>

### SlatorPro

[SlatorPro](#) unlocks high value content including proprietary, in-depth analysis of data, trends, results and deals found nowhere else.

1 Year Subscription	<b>USD 390</b>
2 Year Subscription	<b>USD 690</b>

### Annual Research

Access all of Slator's in-depth [Research Reports](#) with a company-wide license and save money.

<b>SME 1 Year</b>	(below \$10m revenue)	<b>USD 1,700</b>
<b>SME 2 Year</b>	(below \$10m revenue)	<b>USD 3,000</b>
<b>Corporate 1 Year</b>	(above \$10m revenue)	<b>USD 2,300</b>
<b>Corporate 2 Year</b>	(above \$10m revenue)	<b>USD 4,100</b>



## Custom Services

### Slator Research

Slator conducts tailored industry research. Talk to us if you are looking for an outside expert to research your firm's competitive positioning, assess your new market entry plan, create a M&A target list, or conduct other time and expertise-intensive language industry research.

### Slator Advisory

Slator monitors and analyzes the global language industry on a daily basis. We can provide you with the [bespoke advisory services](#) you need to inform your key constituents, refine and validate your business strategy, and build your business through the right technology investment and acquisitions.

Email Andrew Smart at [andrew@slator.com](mailto:andrew@slator.com) to discuss our **Custom Research and Advisory Services**

## Advertising Terms

All prices quoted are in US dollar. All rates are based on press-ready artwork.

Slator reserves the right to decline, accept and/or publish advertisement and/or content submissions at its sole discretion. Slator's liability for any error arising in reproducing an advertisement is limited to the charge made for that advertisement.

## Contacts

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Skype: melanie.sasis