Discover a new side to advertising

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.

 Rid Advertising

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/Email Blast
eNews and target emails delivers 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.
# VIEWS Advertisements

<table>
<thead>
<tr>
<th>1/4 PAGE ADVERTISEMENT</th>
<th>1/2 PAGE ADVERTISEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTER PAGE IMAGE</td>
<td>$300-$350</td>
</tr>
<tr>
<td>IMAGE WITH LINKS</td>
<td>$350-$400</td>
</tr>
<tr>
<td>FULL TEXT</td>
<td>$150-$200</td>
</tr>
<tr>
<td>TEXT WITH LINKS</td>
<td>$200-$250</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Spice up a page in our quarterly digital publication with 1/4 page ad space. See the various options above.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCOUNTS VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 ISSUES</td>
</tr>
<tr>
<td>4 ISSUES</td>
</tr>
</tbody>
</table>

The more issue spots you purchase, the more it pays off! Also, ask us about our 10-20% off discount rates that may apply for RID members and sponsors!
### BASIC ADVERTISEMENT

<table>
<thead>
<tr>
<th>Type</th>
<th>Nonprofit Rate</th>
<th>For-Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Only</td>
<td>$200</td>
<td>$300</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Nonprofit Rate</th>
<th>For-Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image With Clickable Links</td>
<td>$275</td>
<td>$375</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Nonprofit Rate</th>
<th>For-Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image With Links and Media</td>
<td>$325</td>
<td>$425</td>
</tr>
</tbody>
</table>

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

- **4 EMAILS**
  - $50 OFF
- **8 EMAILS**
  - $100 OFF

The more emails you purchase, the more it pays off! Also, ask us about our 10-20% off discount rates that may apply for RID members and sponsors!
**Target Email Blast Advertisements**

**BASIC ADVERTISEMENT**

- **IMAGE WITH LINKS**
  - Nonprofit Rate: $380
- **IMAGE WITH LINKS**
  - For-Profit Rate: $430

An exclusive email sent directly to our membership that will solely include your advertisement without any other content. The Basic email advertisement includes a tagline and brief text, graphic, and clickable links.

**PRO ADVERTISEMENT**

- **IMAGE WITH LINKS AND MEDIA**
  - Nonprofit Rate: $430
- **IMAGE WITH LINKS AND MEDIA**
  - For-Profit Rate: $480

An exclusive email sent directly to our membership to our membership that will solely include your advertisement without any other content. The Basic email advertisement includes a tagline and brief text, graphic, clickable links as well as video/ASL content.

**ADD-ONS SOCIAL MEDIA**

- **SINGLE SOCIAL MEDIA POST**
  - Nonprofit Rate: Add $50
- **SINGLE SOCIAL MEDIA POST**
  - For-Profit Rate: Add $75

For a small charge, you can choose to add on a social media post with your email blast. This will include all of RID’s social media platforms including six Facebook pages, Instagram, and Twitter.

**DISCOUNTS eNews**

- **2 EMAILS**
  - $35 OFF
- **4 EMAILS**
  - $75 OFF

The more emails you purchase, the more it pays off! Also, ask us about our 10-20% off discount rates that may apply for RID members and sponsors!
**Job Listings**

**30 DAY JOB LISTING**

- **30 DAY LISTING**
  - Nonprofit Rate: $150
  - For-Profit Rate: $200

A job listing that will remain on the RID Job Board for a total of 30 days, one month.

**60 DAY JOB LISTINGS**

- **60 DAY LISTING**
  - Nonprofit Rate: $280
  - For-Profit Rate: $380

A job listing that will remain on the RID Job Board for a total of 60 days, two months.

**90 DAY JOB LISTING**

- **SINGLE SOCIAL MEDIA POST**
  - Nonprofit Rate: $410
  - For-Profit Rate: $560

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**

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!
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

www.rid.org/contact-us-form/

Give us a call!

(571) 360-4150

---

**RID Advertising NEXT STEPS**

**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.

**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 the fee.

**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 up to the advertiser to provide RID with the graphic and content.*