



# PROZ.COM ADVERTISING SOLUTIONS

Connect with the world's largest community of  
translation professionals.

advertising.proz.com  
advertising@proz.com

# ADVERTISING ON PROZ.COM



ProZ.com translation industry partner relationships are based on the vendor services mission to:

**Provide tools and opportunities to bridge the needs of industry vendors with the needs of the ProZ.com community, in ways that lead to increased market presence, brand awareness, and direct sales.**

ProZ.com is uniquely positioned to provide you with multiple, industry-leading, and exclusive opportunities to engage with the world's largest community of language industry professionals. Our advertising solutions and packages are designed to provide maximum benefit, tracking, and measurement, scaled and customized to meet the needs of your business.

## About ProZ.com:

- World's largest community of professional translators.
- Over 1 million registered users - translators, linguists and interpreters.
- Over 40,000 outsourcers - global companies and language service providers.

Serving the world's largest community of translators, ProZ.com delivers a comprehensive network of essential services, resources and experiences that enhance the lives of its members.

ProZ.com was created by a translator in 1999. It is maintained today by a staff of 22 working from offices in the United States, Argentina, and Ukraine as well as remotely from locations around the world.

**[Learn more about ProZ.com.](#)**

# DEDICATED EMAILS

Reach the ProZ.com community with dedicated emails exclusive to your brand and/or product(s).

HTML and text emails can be targeted by demographic variables such as location, freelancers versus agencies, years of experience, CAT tool experience, field of expertise, language pair, and more.

Advertising partners pay a flat fee for every 1,000 emails sent (CPM). Freelance translator emails are priced at \$50.00 per 1,000 emails sent, and LSP/Agency emails ads are priced at \$75.00 per 1,000 emails sent.

All emails require a minimum \$500 spending commitment.



## SPECS AND REQUIREMENTS

- The default targeting includes active profiles (in the last 52 weeks) with third party advertising opt-in. The following custom targeting parameters are available for emails: years of experience; native language; working language(s); language pair(s); specific software declared (or not) in profile; country of ProZ.com profile; specialization(s), and more.
- The advertiser must provide the completed HTML document for email delivery in a single file with all images hosted on their own servers. Max 500KB. File size and a subject line of no more than 100 characters.
- Emails will be delivered from advertising@proz.com via HubSpot.
- If the advertiser is unable to provide complete HTML, they can provide copy in the form of a text document along with images, and ProZ.com will format the HTML email from the client's text, however a production fee of \$100 may apply.
- The emails will be sent after final approval from the advertiser.



# BANNER ADS

Increase your brand's exposure and drive customer traffic with banner ads strategically placed in key ProZ.com site areas.

Logged-in users only see language industry-related banner ads, so your product is guaranteed to reach the right audience. You can also choose to target delivery based on demographic and geographic variables, such as location, language pairs, years of experience, account type (freelancers versus agencies and end clients), and more.

The advertiser pays a flat fee for every 1,000 impressions (CPM), priced at \$1.50 per 1,000 ads delivered for non-targeted ads (run of site) and at \$2.00 for targeted ads. Banner ads require a minimum 3 month commitment.



## SPECS AND REQUIREMENTS

- The default targeting for banner ads is "run of site", which means that they will be displayed for every logged-in user in every site area.
- In addition to Google Ad Manager's own demographic targeting variables, the following custom targeting parameters are available for banners: years of experience; working language(s), and more.
- The full list of banner ad sizes is:
  - 728x90
  - 300x600
  - 970x250
  - 120x600
  - 160x600
  - 320x50
  - 300x250
  - 970x90
  - 120x600
  - 200x200.
- Links included in all advertising options can include UTM trackers, and targeting options are available for banner ads.

# PRODUCT RESELLING

## Translator Group Buy

The Translator Group Buy (TGB) program offers advertising partners the opportunity to sell products through ProZ.com at a great discount for users and top level exposure and branding for vendors.

For over two decades, TGB has been serving thousands of translators from all over the world yearly.

ProZ.com can handle promotion, payment processing, and license distribution/activation for product resale.

## ProZ.com Store

The ProZ.com Store is an easy-to-use direct sales channel with visibility in site areas where banner advertising is not displayed. ProZ.com can handle promotion, marketing, and payment processing.

## SPECS AND REQUIREMENTS

The Group Buy program requires a reseller agreement including either a commission per sale or a bulk buy discount. The program also requires advertising partners to guarantee ProZ.com users the lowest price publically available.

ProZ.com can handle all promotion, payment processing, and license distribution/activation for product resale if needed. Advertising partners receive top level exposure and branding through:

- Home page exposure.
- Targeted and dedicated banner ads.
- Inclusion in the monthly TGB Newsletter, sent to interested buyers who have opted in to notifications about discounts and sales.
- ProZ.com may at their discretion provide TGB participants with additional ProZ.com membership benefit as incentive to participate in TGB sales

# NEWSLETTERS AND SPONSORED CONTENT



## ProZ.com Newsletter

Buy ad space in the monthly ProZ.com newsletter, delivered to over 100,000 users and members.

## ProZ.com Job & Kudoz emails

ProZ.com delivers thousands of job and KudoZ notifications daily. Advertising partners can insert a 2 line text ad at the bottom of these messages.

## ProZ.com Blog

Buy a feature article or a guest post in the ProZ.com blog and have your message reach subscribers and social media followers alike.

## Social Media

Buy a sponsored post to be shared across ProZ.com's social media profiles on Twitter, Facebook, and LinkedIn.

## SPECS AND REQUIREMENTS

**Social media.** 1 post per month to ProZ.com profiles on Facebook (over 46,000 followers), LinkedIn (over 79,000 followers) and Twitter (over 23,000 followers) to promote sales or advertise features and events. Value \$350 per month

**Blog posts.** 750 words (1000 max), with two pictures. Blog posts include the disclaimer "This is a guest post from one of ProZ.com's advertising partners, [Name of Advertiser], and are posted by a Guest Author under the advertiser name. See examples [here](#). Value \$150 per post.

**Jobs and KudoZ notifications.** 1 month (30 days) of inclusion in KudoZ and Job email of a 2 line text (300 characters max) with one link allowed. Value \$150 per month.

Newsletter ad includes one short text of 500 characters maximum (including one link, hyperlinks are allowed) and one image sized 500x300, 150 kb max file size. Value \$150 per ad.

# WEBINARS AND VIRTUAL EVENTS

## Webinars

ProZ.com conducts a series of webinars that are free to attend for ProZ.com users. Your brand can participate in the webinar series to host product demos, showcase a product's features and how to use them, or promote your product's launch.

## International Translation Day

ProZ.com's annual International Translation Day virtual event is watched by over 10,000 language industry professionals from all over the world. See past events [here](#).

Your brand or product can be featured as a sponsor with a banner, ad readout, short video ad, or a speaker slot.

## Meetups

ProZ.com Meetups is a networking service that features presentations about language industry topics from community speakers. Your brand or product can be featured as a sponsor or have a speaking opportunity.

## SPECS AND REQUIREMENTS

- ProZ.com conducts webinars that are free to attend for ProZ.com users. Webinars can also be used for product launches, or to promote vendors existing webinars. Cost is \$500 per webinar.
- Webinar software is provided by ProZ.com.
- Webinar set up, promotion and all registration and support is handled by ProZ.com.
- ProZ.com staff will moderate the webinar and Q&A
- ProZ.com will send a follow up email on advertisers behalf, it special offers and contact information can be included.
- ProZ.com may also record webinars and make them available at <https://videos.proz.com/>
- Please contact [advertising@proz.com](mailto:advertising@proz.com) for International Translation Day sponsorship packages.





# SITE INTEGRATION

ProZ.com site integration can include many different and custom elements to suit your brand or product's needs.

Options can include:

- Inclusion in the [ProZ.com Store](#).
- Inclusion in the top navigation bar found on all ProZ.com pages.
- Hosted content page in <http://www.proz.com/yourbrandname> with sales opportunities, overview and promotion of products and events.
- Opportunity for a dedicated support forum.
- Opportunity to perform four 4 (four) custom surveys to be displayed on the home page.
- Eligibility to run [Translator Group Buys](#).

Site integration options require a minimum 12 month commitment.

The image shows a screenshot of the ProZ.com Store and a CafeTran Espresso website. The ProZ.com Store section displays various translation software products for sale, including Trados Studio, Anycount & Translation Office 3000, ProTEMOS, TM-Town, CafeTran Espresso, Wordfast Pro, and Trados Studio 2022 Freelance. Each product listing includes a brief description and a 'More info' link. Below the product listings, there is a large banner for CafeTran Espresso featuring a woman smiling and working on a laptop. The banner text reads 'CafeTran Espresso' and 'The feature rich CAT-tool that is fun to use', with a 'Download now' button. At the bottom of the screenshot, there is a section for 'Trados Studio 2022 July TGB Offer' with a 'Join now!' button. Below this, there is a 'WIWO: What I'm working on' section with a search bar and a list of recent activity posts.

**ProZ.com Store**  
Here you can find offers and special deals on all the products you use to do your job, expand your business and improve your work by getting the latest products from ProZ.com Store.

**Freelancers LSPs**

**Trados Studio**  
Trados Business Manager Lite  
Create customer quotes and invoices from within Trados Studio.  
Trados Business Manager Lite helps to simplify and speed up some of the daily tasks, such as invoicing and reporting, associated with running your freelance translation business.  
[More info](#)

**Anycount & Translation Office 3000**  
Translation Office 3000 is an advanced accounting tool for freelance translators and small agencies. TO3000 easily and seamlessly integrates with the business life of professional freelance translators.  
[More info](#)

**PROTEMOS**  
ProTEMOS translation business management system  
Create your account in minutes, and start working 5 months later for agencies, and free for freelancers!  
The system lets you keep client/vendor databases, with contacts and roles, manage projects and assign jobs to vendors, issue invoices, track payments, store and manage project files, generate business reports on turnover/profit per client/vendor etc.  
[More info](#)

**TM-Town**  
Manage your TM and Terminology translation business.  
Are you ready for something big? TM-Town is a unique tool - the freelance translator's multipurpose and share translation (TMs) and glossaries, and provide new clients on the basis of your...

**CafeTran ESPRESSO**  
You've never met a CAT tool this clever!  
Translate faster & easier, using a sophisticated CAT tool built by a translator / developer. Accepted jobs from clients who use SDL Trados, MemoQ, Wordfast & major CAT tools. Download and start using CafeTran.  
[More info](#)

**WORDFAST**  
Wordfast Pro  
Translation Memory Software for Any Platform  
Exclusive discount for ProZ.com users! Save over 13% when purchasing Wordfast Pro through ProZ.com. Wordfast is the world's #1 provider of custom in-house translation.  
[More info](#)

**Trados Studio**  
Trados Studio 2022 Freelance  
The leading translation software used by over 270,000 translators.  
Designed with your feedback in mind, Trados Studio 2022 delivers an unrivalled, powerful desktop and cloud solution, empowering you to work in the most efficient and cost-effective way.  
[More info](#)

**CafeTran Espresso**  
The feature rich CAT-tool that is fun to use  
[Download now](#)

**Trados Studio 2022 July TGB Offer**  
ProZ.com Translator Group Buying  
TGB price: \$303.00 USD Regular price: \$405 USD  
Sale closes August 29, 2022  
[Join now!](#)

**WIWO: What I'm working on**  
What are you working on?  
[PUBIC](#) [ADD DETAILS](#) [POST](#)

**RECENT ACTIVITY**  
Search activity feed...  
Showing personalized: Jobs KudoZ Forums **WIWO** Events More...

**What I'm working on**  
Witness interview transcript.  
General / Conversation / Greetings / Letters, Religion  
Joshua Parker posted from ProZ.com

**What I'm working on**  
I saw this quote somewhere, and I liked it. "Loyalty is a two-way street. If I'm asking for it from you, then you're getting it from me." Isn't it the basis of any work collaboration? Reciprocity.  
Bruna Bonatto posted from ProZ.com

**What I'm working on**  
Finished project: translation of a spreadsheet with phrases for a municipal survey / EN-PT / approx. 100 words.  
Social Science, Sociology, Ethics, etc., Surveying  
Alessandro Yoshinaga posted from ProZ.com



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Request a quote or set up a meeting by  
contacting [advertising@proz.com](mailto:advertising@proz.com)

