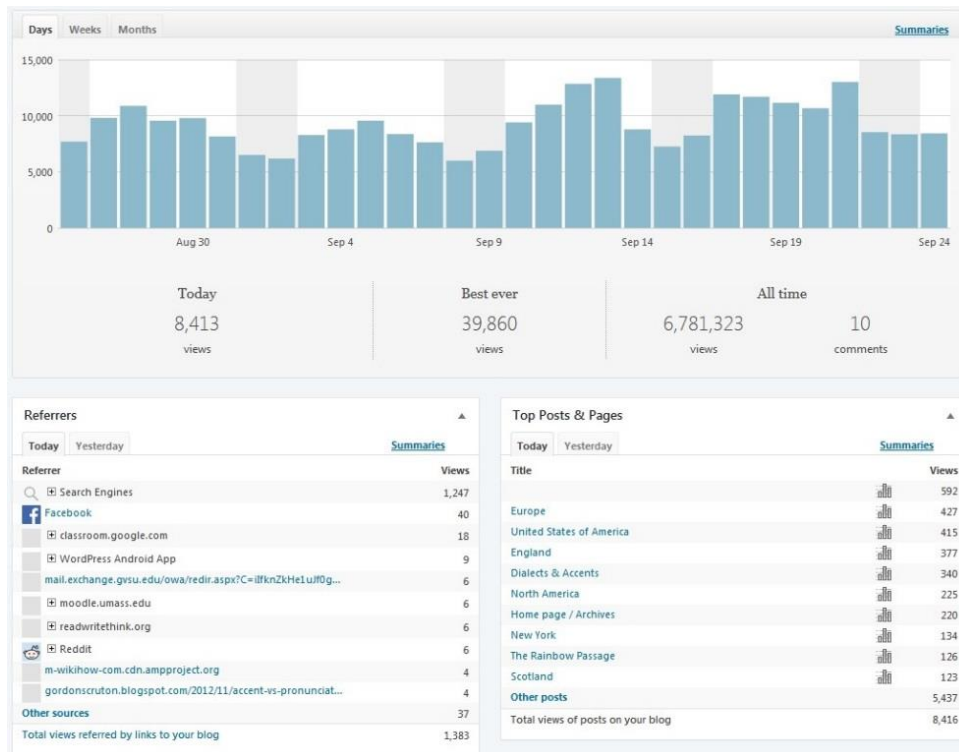




Why sponsor IDEA?

[IDEA](#) is the largest online archive of primary-source recordings of English-language dialects and accents from around the world. The website attracts about 3 million page views (see the graphic below,



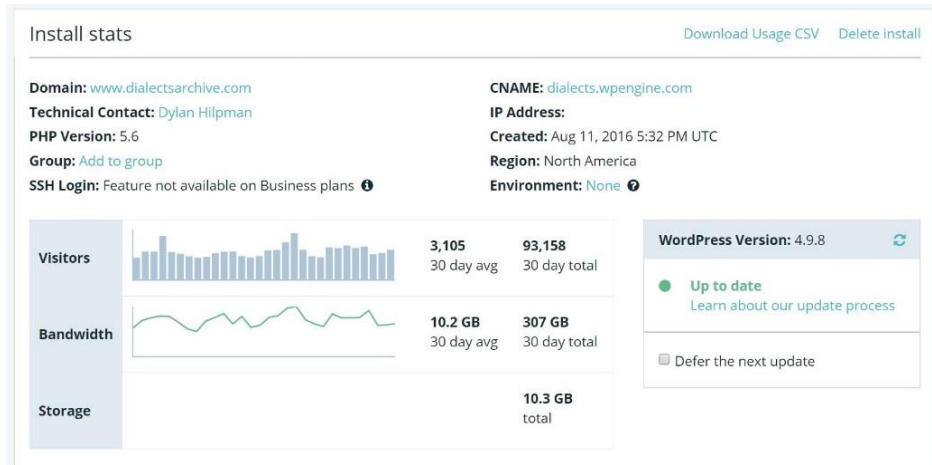
which tracks total users over roughly a two-year period) and more than 1 million visitors each year (see the graphic at the top of page two). These visitors are eager to listen to the more than 1,600 subjects from around the globe speaking English in their own unique accents or dialects, which is **something no other website offers**. In short, it's one of the top sites for the study of accents, dialects,

linguistics, phonetics, and the English language. And it's completely FREE.

The IDEA user experience is unique too. Because IDEA is predominantly a research website featuring streaming (but not downloadable) recordings of about four minutes each, visitors spend those four minutes on a single page with no graphics content other than your ad. So you are guaranteed a captive audience.

IDEA's recordings are predominantly in English, are of native speakers, and include both English-language dialects and English spoken in the accents of other languages. (Many include brief demonstrations of the speaker's native language, too.) The archive also includes extensive [Special Collections](#), such as oral histories and recordings by Native Americans.

Founded in 1998 by Paul Meier, IDEA has proved a useful tool for companies such as Intel, which licenses our files to better acquaint their employees with the sounds of English as spoken around the world. Being able to host the files on their own servers enables companies to help their



employees better understand their customers' speech and provide top-notch customer service. English-language instructional companies and websites, such as Global English and Pearson, also license IDEA recordings as instructional tools for not just their employees but also their clients and customers. These are people who seek to master the English language and better understand the dialects of native speakers of English and also the accents of those whose native language is not English.

Visit [IDEA](#) to learn more about the archive and listen to some of the fascinating recordings.

For sponsorship rates, see the graphic below. For your convenience, we use flat-rate pricing instead of per-click rates. This eliminates the financial guessing game and lets you know exactly what you'll be spending. Most importantly, your ad will be the ONLY one displayed on the entire site at a single moment, so you know you will be seen by every one of our visitors, who will be taken to your site upon clicking your ad. In addition, we limit our total ads to a maximum of six (in a regularly rotating widget), so your constant exposure to our visitors is guaranteed. And to assure our own integrity – and yours – we accept sponsorship from ONLY those products, services, educational institutions, and companies that share our mission: to foster the study of accents, dialects, linguistics, phonetics, the performing arts, and English language studies.

SPONSORSHIP DIMENSIONS AND RATES

Dimensions and sizes are flexible, but we strongly recommend a square graphic, or as close to a square as possible, to maximize visibility, as it will be placed into a square space. The minimum width is 600 pixels, at a resolution of at least 150 pixels per inch. (We'll be happy to crop and/or attempt to resize or tweak an image for you, free of charge, but we regret that we are unable to create the ad from scratch.)

The price for one week is \$300, the price for two weeks is \$500, and the price for one month is \$900. We'd also be willing to discuss with you exclusive sponsorship of IDEA, which would allow you to be the ONLY advertisement on the site for an agreed-upon amount of time. Yearly rates are also available and negotiable.

AD PLACEMENT

Where will your ad be placed? Take a look at the graphic below. It shows the exact location of your ad: “above the fold” on the right side of every page of the site (except the Global Map, which features full-page, Google-map formatting that prohibits sidebar ads). And because our site is text heavy and, unlike most other sites, has almost no images, your ad will be the dominant (and in almost all cases, ONLY) image on each page.



Welcome to IDEA. The International Dialects of English Archive was created in 1998 as the internet's first archive of primary-source recordings of English-language dialects and accents as heard around the

world. With roughly 1,400 samples from 120 countries and territories, and more than 170 hours of recordings, IDEA is now the largest archive of its kind.

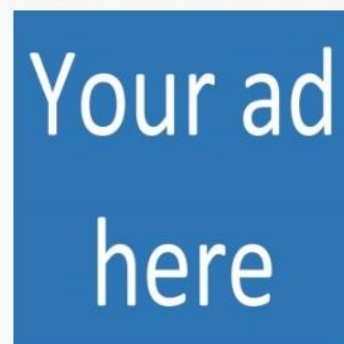
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[Paul Meier](#) is IDEA's founder, director, and principal contributor, personally collecting nearly 20 percent of the archive. He established IDEA to provide actors the real-life models they need for their characters' accents and dialects; many actors use his *Accents & Dialects for Stage and Screen* in conjunction with IDEA. But IDEA has proved invaluable in many other fields too; for example, it's a



SEARCH THE ARCHIVE

IDEA IS SUPPORTED BY



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LIKE IDEA



WHO VISITS IDEA?

Roughly 54 percent of our visitors are from the United States, but in a single month we routinely see hits from about 170 of the world's 195 nations. The country with the second-largest number of visitors is the United Kingdom, which accounts for about 9 percent. Visitors from mainland Europe make up about 18 percent of IDEA's visitors, with France leading the way with almost 3 percent. Other top countries include Canada at 5 percent and Australia at 3 percent. The highest-ranking nations outside North America and Europe are India, Brazil, China, and Japan, each accounting for about 1 percent of IDEA's visitors. (And, remember, that 1 percent equals about 30,000 annual hits and 10,000 visitors.)

We estimate that about half of IDEA's visitors are actors or others in the performing arts who are searching for the right accent or dialect for a part, whether it be for film, television, radio, voiceover, university theatre, or small-town community theatre. About a third are English-language students and others seeking to improve their comprehension of English. (The website is particularly popular with ESL learners.) And the rest are linguists, language scholars, and others studying the language.

OTHER SERVICES

If you're not interested in advertising your product, service, or educational institution on IDEA, we'd be happy to discuss other accent and dialect services. For instance, Paul Meier is also the founder and president of [Paul Meier Dialect Services](#), providing all manner of accent, dialect, voice, and public-speaking instruction. He helps non-native English speakers in their "accent reduction" and has also worked with corporations such as Microsoft, Hallmark, Coca-Cola, Sprint, Ford, Bayer, and Walmart, providing dialect, accent, and other spoken-word coaching and instruction. (And feel free to check out Paul's [IMDB](#) and [Wikipedia](#) pages.)

CONTACT

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