LASA
LATIN AMERICAN STUDIES ASSOCIATION

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Media kit

2026–2027

Advertising and sponsorship opportunities across LASA.



ADVERTISING INQUIRIES
lasa@lasaweb.org

Congresses · Films · Book Fair
Publications · Press · Cultural Center

MEDIA KIT / 2026–2027

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01 / THE ASSOCIATION

About LASA

The Latin American Studies Association (LASA) is the largest professional organization in the world for individuals and institutions engaged in Latin American studies. With more than 12,000 members—over 60% based outside the United States—LASA is a multidisciplinary, multilingual network of scholars, institutions, and cultural practitioners.

OUR MISSION

LASA's mission is to foster intellectual discussion, research, and teaching on Latin America, the Caribbean, and its people throughout the Americas, promote the interests of its diverse membership, and encourage civic engagement through network building and public debate.

Every year, specialists on Latin America gather at the LASA International Congress. Featuring over 900 sessions, including plenary sessions and informal meetings, the Congress is the world's premier forum for expert discussion on Latin America and the Caribbean.

LASA members enjoy a wide variety of benefits. Membership is available to individuals and institutions sharing the Association's commitment to the field of Latin American studies.

The Association advances the Latin Americanist community in numerous ways. It provides access to the Latin American Research Review, the premier U.S.-based journal in Latin American studies; publishes the LASA Forum, a quarterly magazine; and offers open-access books through LASA Press, its publishing arm. It also promotes the culture, history and arts of Latin America via its cultural center. Additionally, it alerts members to professional opportunities, recognizes scholarly achievements, and represents Latin Americanists' interests and views of Latin Americanists before the U.S. government and, at times, other governments.



02 / ADVERTISING OPPORTUNITIES

The LASA International Congress

The LASA International Congress is the world's largest gathering of Latin American studies scholars, attracting 3,500–7,000 specialists on Latin America from over 50 countries every year. Featuring over 1,000 sessions, including plenary sessions, workshops, roundtables, and informal meetings, the Congress is the world's premier forum for expert discussion on Latin America and the Caribbean.



Medium	Ad type	Specifications	Rate (USD)	Duration
Event Hub (If virtual or hybrid)	Digital Banner	600 x 500 px	**$925**	During the Congress
Mobile App Only	Digital Banner	640 x 110 px	**$1,850**	During the Congress
Program Book and Website	Digital	Full Page: 7.5 in (wide) x 10.5 in (high)	**$950**	During the Congress
Venue	Venue Branding	Various Placements. Subject to Venue Availability.	**$1,000–$2,000**	During the Congress
Event	Academic/Cultural Event Sponsorship	Main/Supporting	**$1,500–$3,000**	During the Congress
Social Media	Single Sponsored Post	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	Platform Bundle (1 Post per Platform)	**$1,500**	Year-round
Email Blast	Congress Email	To Participants	**$2,000**	During the Congress
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

03 / ADVERTISING OPPORTUNITIES

LASA Continental and Regional Congresses

The LASA Continental and Regional Congresses are smaller gatherings that feature a portfolio of meaningful and sustainable new meeting opportunities, complementing the LASA International Congresses. The purpose of the LASA Continental and Regional events is to bring the continents and regions' unique vision of the Latin American region and Latin American Studies to the attention of Latin Americanists throughout the world.

Medium	Ad type	Specifications	Rate (USD)	Duration
Event Hub	Digital Banner	600 x 500 px	**$925**	During the Congress
Mobile App	Digital Banner	640 x 110 px	**$925**	During the Congress
Venue	Venue Branding	Various Placements. Subject to venue Availability.	**$1,000–$2,000**	During the Congress
Event	Academic/Cultural Event Sponsorship	Main/Supporting	**$1,500–$3,000**	During the Congress
Social Media	Single Sponsored Post	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	Platform Bundle (1 Post per Platform)	**$1,500**	Year-round
Email Blast	Congress Email	To Participants	**$2,000**	During the Congress
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

04 / ADVERTISING OPPORTUNITIES

LASA Films

LASA Films is a valuable resource for LASA members. It allows researchers, professors, graduate students, and the public to have access to recent audiovisual materials that feature academic research, testimonial and documentary records, as well as artistic productions related to the Association's various areas of disciplinary interest. These materials contribute to both research work and their pedagogical application in the classroom, as they cover a broad spectrum of topics, as well as critical and aesthetic perspectives.

LASA films are presented in diverse venues:

1. The LASA Film Festival during the International LASA Congress
2. The Latin American Cultural Center annual programming
3. The Film Exhibit at the annual Continental Congresses
4. LASA Films "on demand" and pay-per-view

Medium	Ad type	Specifications	Rate (USD)	Duration
Event Hub (If virtual or hybrid)	Digital Banner	600 x 500 px	**$925**	During the Congress
Mobile App	Digital Banner	640 x 110 px	**$925**	During the Continental or Regional events
Mobile App	Digital Banner	640 x 110 px	**$1,850**	During the International Congress
Event	Academic/Cultural/ Book Fair, Film Presentation, Event Sponsorship	Main/Supporting Subject to Venue Availability.	**$1,500–$3,000**	During the event
Social Media	Single Sponsored Post	Image + Text	**$600**	Year-round
Email Blast	Publishers Email	To Publishers	**$1,000**	Year-round
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

05 / ADVERTISING OPPORTUNITIES

LASA Book Fair

The LASA Book Fair, building on the tradition of LASA's Book Exhibit, is designed to be a dynamic cultural space that connects scholarly publishers, trade publishers, independent presses, bookstores, and readers with a shared interest in Latin America.

The LASA Book Fair:

- Showcases new books across all disciplines and genres related to Latin America and the Caribbean.
- Features author talks, book launches, and book signings.
- Provides a platform for book sales.
- Offers opportunities for local publishers and booksellers to engage with the LASA community.
- Celebrates the cultural richness of Latin America through partnerships with local institutions.

Medium	Ad type	Specifications	Rate (USD)	Duration
Mobile App	Digital Banner	640 x 110 px	**$1,850**	During the International Congress
Program Book and Website Ad	Digital Program Ad	Full Page: 7.5 in (wide) x 10.5 in (high)	**$950**	During the International Congress
Venue Screens	Digital Ad	Various Placements. Subject to Venue Availability.	**$1,500 (4-5 days)** **$500 (1 day)**	During the International Congress
Email Blast	Targeted Email	To Congress Participants and Attendees	**$2,000**	During the International Congress

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

06 / ADVERTISING OPPORTUNITIES

LASA Publications

LASA publications offer year-round visibility in high-quality, peer-reviewed, and open-access formats. From the academic prestige of the Latin American Research Review to the interdisciplinary reach of LASA Forum, advertising here ensures long-term exposure among scholars, libraries, and research centers worldwide.

6.1. Latin American Research Review (LARR)

The Latin American Research Review is the flagship journal of the Latin American Studies Association, in continuous publication since 1965. LARR publishes original research and review essays on Latin America, the Caribbean, and the Latin American and Caribbean diaspora. It covers the social sciences and the humanities, including the fields of anthropology, cultural studies, economics, geography, history, literature, political science, and sociology. The journal reviews and publishes papers in English, Spanish, and Portuguese.

6.2 The LASA ReVista Forum (LASA Forum)

The LASA Forum is the quarterly magazine of the Latin American Studies Association. Each issue features timely, research-based articles on topics relevant to Latin American studies and the region, as well as information about LASA activities, including the annual Congress. Articles are published in English, Spanish, and Portuguese.

Medium	Ad type	Specifications	Rate (USD)	Duration
Website	LARR Website Sidebar Ad	300 x 250 px	**$300/month** **$810/quarter**	Year-round
Website	LASA Forum Website Banner	1440 x 267 px 970 x 180 px 300 x 600 px 300 x 250 px	**$1,000/quarter** **$900/quarter** **$800/quarter** **$700/quarter**	Year-round
Social Media	Single Sponsored Post	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	Platform Bundle (1 Post per Platform)	**$1,500**	Year-round
Email Blast	Publication Spotlight	To LASA Members	**$1,500**	Year-round
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

07 / ADVERTISING OPPORTUNITIES

LASA Press

LASA Press is the open-access publisher of the Latin American Studies Association (LASA), dedicated to academic research related to Latin America. LASA Press aims to contribute to the dissemination of knowledge by publishing unpublished books and translations of academic works from all disciplines related to Latin American studies. Its primary languages of publication are English, Spanish, and Portuguese, to ensure that researchers worldwide can find and access the research they need without economic or geographic barriers.

Medium	Ad type	Specifications	Rate (USD)	Duration
Website	LASA Press Web Ad	970 x 180 px 300 x 180 px 300 x 250 px	**$1,000/quarter** **$900/quarter** **$800/quarter**	Year-round
Social Media	Single Sponsored Story	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	Platform Bundle (1 Post per Platform)	**$1,500**	Year-round
Email Blast	New Book Publication Spotlight	To LASA members	**$1,500**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

08 / ADVERTISING OPPORTUNITIES

The Latin American Cultural Center (LACC)

The mission of the LACC is to celebrate Latin America through compelling programs dedicated to fostering a heightened understanding and appreciation for Latin American arts, history, and culture. The LACC features beautiful and highly informative museum displays, as well as live programming in an intimate performance venue that highlights the diverse cultures, music, film, and current-day issues of Latin America and the Caribbean. Exhibits and related programming are open to the public and school groups who wish to explore this incredible region of our world.

Medium	Ad type	Specifications	Rate (USD)	Duration
Website	Cultural Center Homepage Banner	970 x 180 px 300 x 180 px 300 x 250 px	**$900/month** **$800/month** **$700/month**	Year-round, except September
Website	Event Listing	—	**$500**	Year-round, except September
Social Media	Single Sponsored Post	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	4-Platform Bundle (1 post per platform)	**$1,500**	Year-round
Email Blast	Cultural Center Email	To Friends and Sponsors of the Cultural Center	**$1,000**	Year-round
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For reservations, contact lasa@lasaweb.org. Booking and artwork requirements →

09 / SUMMARY / 1 OF 3

Pricing summary

Event advertising and sponsorship

Medium	Ad type	Specifications	Rate (USD)	Duration
Event Hub (If virtual or hybrid)	Digital Banner	600 x 500 px	**$925**	During the event
Mobile App	Digital Banner	640 x 110 px	**$1,850**	During the International Congress
Mobile App	Digital Banner	640 x 110 px	**$925**	During the Continental or Regional event
Program Book and Website	Digital Program Ad	Full Page: 7.5 in (wide) x 10.5 in (high)	**$950**	During the International Congress
Venue	Venue Branding	Various Placements. Subject to Venue Availability.	**$1,000–$2,000**	During the Congress
Venue Screens	Digital Ad	Various Placements. Subject to Venue Availability.	**$1,500 (4–5 days)** **$500 (1 day)**	During the International Congress
Event	Academic/Cultural/ Book Fair, Film Presentation, Event Sponsorship	Main/Supporting Various Placements. Subject to Venue Availability.	**$1,500–$3,000**	During the event

For program-specific availability, see the International Congress, Continental and Regional Congresses, Films, and Book Fair sections.

09 / SUMMARY / 2 OF 3

Pricing summary

Website advertising

Medium	Ad type	Specifications	Rate (USD)	Duration
Website	LASA Press Web Ad	970 x 180 px 300 x 180 px 300 x 250 px	**$1,000/quarter** **$900/quarter** **$800/quarter**	Year-round
Website	Cultural Center Homepage Banner	970 x 180 px 300 x 180 px 300 x 250 px	**$900/month** **$800/month** **$700/month**	Year-round, except September
Website	Event Listing — LACC	—	**$500**	Year-round, except September
Website	LARR Website Sidebar Ad	300 x 250 px	**$300/month** **$810/quarter**	Year-round
Website	LASA Forum Website Banner	1440 x 267 px 970 x 180 px 300 x 600 px 300 x 250 px	**$1,000/quarter** **$900/quarter** **$800/quarter** **$700/quarter**	Year-round

Rates and specifications are repeated from the Publications, Press, and Cultural Center sections. Corresponding dimensions and rates are listed in the same order.

09 / SUMMARY / 3 OF 3

Pricing summary

Social media and email

Medium	Ad type	Specifications	Rate (USD)	Duration
Social Media	Single Sponsored Post	Image + text	**$600**	Year-round
Social Media	Single Sponsored Story — LASA Press	Image + Text	**$600**	Year-round
Social Media	Platform Bundle	Platform Bundle (1 Post per Platform)	**$1,500**	Year-round
Email Blast	Congress Email	To Participants	**$2,000**	During the event
Email Blast	Targeted Email — Book Fair	To Congress Participants and Attendees	**$2,000**	During the International Congress
Email Blast	Member Email	To LASA Members	**$2,000**	Year-round
Email Blast	Publication Spotlight	To LASA Members	**$1,500**	Year-round
Email Blast	New Book Publication Spotlight — LASA Press	To LASA members	**$1,500**	Year-round
Email Blast	Cultural Center Email	To Friends and Sponsors of the Cultural Center	**$1,000**	Year-round
Email Blast	Publishers Email	To Publishers	**$1,000**	Year-round
Email Blast	Targeted Email	Targeted Audiences	**$100 per 100 names**	Year-round

For platform-bundle details, refer to the relevant program page. All prices are in US dollars.

10 / RESERVATIONS AND ARTWORK

How to book & technical specifications

To reserve advertising space or sponsorship, please contact LASA.

ADVERTISING & SPONSORSHIP

lasa@lasaweb.org

Please include your organization name, selected ad(s), and preferred dates.

Artwork specifications

File formats

JPG, PNG, PDF
No bleed for print items.

Resolution

Minimum 72 dpi for digital; 300 dpi for print.

Print fonts

Font embedding is required for all print ads.

Conditions

- All prices are listed in US dollars.
- Full payment is due 30 days after receipt of invoice.
- LASA reserves the right to approve all artwork for consistency and quality.
- Timely publication of advertisements is contingent upon the timely submission of final artwork.

Review the program pages for placements, specifications, rates, and duration.