

JALT Advertising Kit

April 2021 - March 2022
(Valid as of 1st of April 2021)

JALT Print Publications

<https://jalt.org/main/publications>

The Language Teacher

<https://jalt.org/main/tlt>

Published Date: Bimonthly (January, March, May, July, September, and November)

Average Circulation: 2,600

Size: B5 (182 mm x 257 mm)

Average Page Number: 48 pages

JALT is a non-profit organization focused on language learning and research that sends a bimonthly print publication to its members. This allows for flexibility in timing and a repeated, constant exposure to our readers. *TLT* serves as JALT's member newsletter but is also much more. *The Language Teacher* focuses on practical issues in language teaching, publishing useful lesson ideas and accessible peer-reviewed articles on research and practice.

The Language Teacher reaches individuals, institutions, and libraries worldwide. *TLT* is also available to non-members online three months after publications, so it continues to gain exposure.



JALT Journal

<https://jalt.org/main/jj>

Published Date: Semi-annual (May and November)

Average Circulation: 2,600

Size: A5 (148 mm x 210 mm)

Average Page Number: 120 pages

The *JALT Journal* is one of the largest semi-annual Applied Linguistics and Language Acquisition research publications in the world. A great place to advertise materials on teacher training and professional development, it is also a good place to advertise continuing education and distance learning programs, since this publication is used in tertiary research papers and projects. In many ways, the *JALT Journal* reflects JALT's commitment to the field, and as such, it defines JALT as an academic organization.

JALT Journal reaches individuals, institutions, and libraries worldwide.



One of the easiest and most cost-effective ways to advertise is online at jalt.org. Please see the table below for the site statistics. The website has been recently updated and expanded since April 2021. Horizontal banners are recommended and appear on all JALT web pages.

JALT Website Average Monthly Traffic

1st Jan 2020 - 31st October 2020	1st Nov - 30 Nov 2020 (conference month)	1 Dec 2020 - 30 April 2021
Users: 44,926	Users: 7467	Users: 23,190
Sessions*: 75,270	Sessions: 13,607	Sessions: 39,921
New Users: 43,735	New users: 6091	New users: 39,921
Page Views: 214,735	Page Views: 46,222	Page Views: 130,513

Sample Webpage: Horizontal ads preferred



NPO The Japan Association for Language Teaching (JALT)

Learning to Teach, Teaching to Learn

Please note that we are still in the process of getting our new website running smoothly, and some functionality may be unavailable for a short while. We apologise for the inconvenience.

Our mission: JALT promotes excellence in language learning, teaching, and research by providing opportunities for those involved in language education to meet, share, and collaborate.
使命 (ミッション・ステートメント) 全国語学教育学会は言語教育関係者が交流・共有・協働する機会を提供し、言語学習、教育、及び調査研究の発展に専心します。



JALT Annual International Conference
(<https://jalt.org/conference>)



JALT Social Media
(<https://jalt.org/main/jalt-social-media>)

JALT Social Media

Social Media	Stats	Specifications
JALT Talk Newsletter	Monthly, has an average circulation of 6,780 individuals and an opening rate of over 50%.	JALT Talk banners horizontal: yes.
Facebook	https://www.facebook.com/JALT.conference 3.9k likes	Facebook 940 x 788
Instagram	https://www.instagram.com/jaltconference/ 600 followers	Instagram 1080 x 1080 square
Twitter	https://twitter.com/jaltorg 2000 followers	Tweet 1600M x 900

Here is a sample advertisement for social media: If you need help in designing your ad, please contact Bill Pellowe, Director of Public Relations, for guidelines.



Island Books
IS PROUD TO SPONSOR
Dr. Reese Pérez
AS A JALT PLENARY SPEAKER

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec feugiat vitae quam a feugiat. Curabitur et risus a tortor vehicula tristique ac at urna. Sed efficitur, quam varius porttitor faucibus, magna dolor facilisis nibh, ut maximus dui enim nec massa. Etiam elementum ipsum sit amet eleifend scelerisque. Mauris tempor neque eu erat molestie, sit amet feugiat nisl convallis. Suspendisse auctor sed dui eget vestibulum. Donec ut ex sit amet eros condimentum elementum. Phasellus suscipit auctor elit, quis vehicula erat faucibus nec. Sed dolor augue, mollis eget elit at, efficitur bibendum neque. Vestibulum in ante eros.

JALT.ORG/CONFERENCE




GRANSHIP • SHIZUOKA
NOVEMBER 12~15, 2021



JALT Publications Dates and Deadlines

Publication	Issue	Volume Number	Reservation Deadline	Material Deadline	Published Date
<i>The Language Teacher</i>	May (2022)	Vol. 46 No.3	15 Mar	25 Mar	1 May
	July (2022)	Vol. 46 No.4	15 May	25 May	1 Jul
	September (2021)	Vol. 45 No.5	15 Jul	25 Jul	1 Sep
	November (2021)	Vol. 45 No.6	15 Sep	25 Sep	1 Nov
	January (2022)	Vol. 46 No.1	15 Nov	25 Nov	1 Jan
	March (2022)	Vol. 46 No.2	15 Jan	25 Jan	1 Mar
<i>JALT Journal</i>	May (2022)	Vol. 44 No.1	15 Mar	25 Mar	1 May
	November (2021)	Vol. 43 No.2	15 Sep	25 Sep	1 Nov
JALT Website	Monthly	Starting date is upon request and availability. Materials will be needed 3 business days prior to the starting date.			

* The material deadline for the "Off the Presses" is the 20th. (i.e. March 20, for the May issue.)

* Please contact JALT Central Office for the materials deadline for the "Center Insertion" if the advertiser will print the materials.

Space Reservation

Applications will be accepted from 9:00 am on the first business day of March every year

Please submit the online **Advertising Space Reservation Form** available on the website <http://associates.jalt.org/ad_space_form> or the form attached to this kit by the reservation deadline above. If you would like to know the availability of special positions including cover pages, please contact JALT Central Office (am@jalt.org).

Space Cancellation

Cancellation for the spaces must be submitted in writing to am@jalt.org and received prior to the reservation deadline of the issue in the table above. This is to provide chances for other advertisers who may be interested in the space and to secure enough time for our editor to redesign the page layout. Advertisers will be liable for all or part of the costs in accordance with the following scale:

- On or after the reservation deadline: 100% payment of fees required
- Within 10 days prior to the deadline: 75% payment of fees required
- 11 to 30 days prior to the deadline: 50% payment of fees required
- 31 days or more prior to the deadline: No payment of fees required

If the materials production is ordered through JALT, the cancellation fees are 100% of the fees from the time of the order.

Invoice and Payment

PRINT

All invoices will be sent to advertisers from JALT Central Office immediately after JALT and the advertiser confirm the advertising spaces. Please settle your payment within 30 days of receiving your invoices. If you order multiple ad spaces and wish to pay per advertisement, please check that on the form so that we will send each invoice before the issuing month.

WEBSITE

All invoices for the Website Banner Ad will be sent to advertisers from JALT Central Office immediately after JALT and the advertiser confirm the ad spaces. Please complete your payment before commencement of the contract term.

Note:

Advertisement data that requires further work (damaged or corrupted files, missing linked files, wrong sizing, etc.) will be charged for. Pukeko Graphics will contact you in advance before making any changes.

Advertising Rates

Prices include consumption tax.

<i>The Language Teacher</i>	Code	Color	Associate Members	Non- Members
Inside Front Cover (Cover 2)	IF	B&W		85,000 JPY
Inside Back Cover (Cover 3)	IB	B&W		78,000 JPY
Outside Back Cover (Cover 4)	OB	4-Colors	Discount rate is applied to the Associate Member Type	107,000 JPY
Full Page	FULL	B&W		70,000 JPY
Half Page	HALF	B&W		43,000 JPY
Quarter Page	QTR	B&W		29,000 JPY
Center Insertion – 4 pages ¹⁾	CTRINS 4	4-Colors	Presenting: 25% Displaying: 20% Supporting: 15% Lifestyle: 10% Sampler: 10%	172,000 JPY
Center Insertion – 8 pages ¹⁾	CTRINS 8	4-Colors		293,000 JPY
Off the Presses ²⁾	OTP	B&W		---
Facing Pages ³⁾	FACE	---		20% added
Flyer Insert ⁴⁾	FLY	---		102,000 JPY

1) Production Costs are not included in the rates for Center Insertions. Please contact the JALT Central Office for estimates.

2) Two pages of advertising for the price of one: Provide one page of informative text and run it along with your one-page ad.

3) Two ads facing each other: Please note that the number of Facing Pages advertisements per issue will depend on article content and length.

4) Production and insertion costs are not included in the rates above. Please contact the JALT Central Office for estimates on production costs.

Insertion cost is 1 JPY per sheet; 3 JPY if folded (tax excluded).

Package Discount for <i>The Language Teacher</i>		Associate Members	Non-Members
Multiple Ads We are happy to offer incremental discounts for companies placing orders for multiple issues. The discount applies to single-issue prices listed above excluding the quarter page advertisements.	2 Issues	10%	5%
	3 Issues	15%	10%
	4 Issues	20%	15%
	5 Issues	25%	20%
	6 Issues	30%	25%
Quarter Page Package Purchase of quarter page advertisement for 6 issues yearly will entitle the two options.	6 Issues	a) Free 3 months Banner Ad on the JALT web site	a) Free 3 months Banner Ad on the JALT web site
	6 Issues	b) Free Conference Bag Insert	b) Free Conference Bag Insert

JALT Journal				
	Code	Color	Associate Members	Non- Members
Inside Front Cover (Cover 2)	IF	B&W		62,000 JPY
Inside Back Cover (Cover 3)	IB	B&W	Discount rate is applied to the Associate Member Type	52,000 JPY
Outside Back Cover (Cover 4)	OB	4-Colors		69,000 JPY
Full Page	FULL	B&W		43,000 JPY
Package Discount for JALT Journal				
			Associate Members	Non- Members
Advertising in both issues: May and November	2 Issues		30%	25%

JALT Website / Social Media (Facebook, JALT Talk, Twitter, Instagram)					
	Code	Associate Members		Non- Members	
		Monthly	Annual	Monthly	Annual
Horizontal Full Banner	WEB	Discount rate is applied to the Associate Member Type		8,000 JPY	75,000 JPY

Technical Information for Print Ads

	The Language Teacher B5: 182 mm x 257 mm Saddle stitching		JALT Journal A5: 148 mm x 210 mm Perfect binding	
Bleed Size Ad	Color	Width x Height	Color	Width x Height
Inside front cover (Cover 2)	B&W	182 mm x 257 mm	B&W	148 mm x 210 mm
Inside back cover (Cover 3)	B&W	182 mm x 257 mm	B&W	148 mm x 210 mm
Outside back cover (Cover 4) *	4-Color	182 mm x 257 mm	4-Color	148 mm x 210 mm
Full page	B&W	182 mm x 257 mm	B&W	148 mm x 210 mm
Center Insertion - 4 pages	4-Color	364 mm x 257 mm	---	---
Center Insertion - 8 pages	4-Color	364 mm x 257 mm	---	---
Non-Bleed Size Ad	Color	Width x Height	Color	Width x Height
Half page	B&W	165 mm x 110 mm	---	---
Quarter page	B&W	165 mm x 60 mm	---	---

Safe Area:

Please make sure all type and critical images are a minimum of 10 mm inside the horizontal trim (15 mm inside for *JALT Journal*) and 10 mm inside the vertical trim unless you would like it to bleed off the page. (Please add an extra 3 mm to each side for your Bleed Ad.)

* Please note that on the Outside back cover (Cover 4), publication information is printed on the right side.

Preferable Formats:

Illustrator, EPS with fonts outlined, any image format (JPG, GIF, etc.) in as high resolution as possible. For other file formats, please consult Malcolm Swanson directly at <graphics@pukeko.ws> before submission.

Technical Information for Electronic Ads

Ad Type	Color	Width x Height	
Horizontal Full Banner	4-Color	Depends on Media	Shown at the bottom of all pages

- 1) Once your advertisement is uploaded, it can be shown on all pages.
- 2) Link directly to your website from your ads.
- 3) File Format: JPEG (.jpg), GIF (.gif), PNG (.png) files.
- 4) Maximum file size: 50KB
- 5) With an annual contract, advertisers may change the advertising a maximum of 3 times.

Material Submission

Please submit materials by the material deadline above to the appropriate contact listed below with a cc mail to the Associate Member Liaison.

Print Publications:	Malcolm Swanson, Pukeko Graphics	Email To: malcolmswanson@icloud.com Email Cc: am@jalt.org
Website:	Paul Collett	Email To: collett@jalt.org Email Cc: am@jalt.org
Social Media and Newsletter	Bill Pellowe	Email: pr@jalt.org
Flyer Insert:	Please contact JALT Central Office	Email To: am@jalt.org

Advertising Policy

1. A client submits a reservation form.
2. All print and digital advertising must be approved by the Business Manager (BM) and Director of Public Relations (DoPR).
3. In any case where an advertisement contains questionable, ambiguous, or unacceptable items, the issue is referred to the DoPR prior to any further action; DoPR will suggest any changes to BM who will communicate with the advertiser.
4. JALT Central Office sends a confirmation form and invoice.
5. The client makes a payment and submits ad data directly either to TLT Layout designer and Web Master (c/c to JALT AM Liaison).

Advertising Space Reservation Form For JALT Publications (For April 2021 – March 2022)

Dates: _____

Advertiser: _____

Please circle: Associate Member / Non-Member

Contact Name / Title: _____

Phone: _____ Fax: _____

E-mail: _____

Instructions:

Please fill in the types of advertisement using the following codes and write the total number of advertisements to reserve for each issue next to the corresponding month. If you wish to reserve special positions, please make sure to indicate at least 2 choices in case more than 2 advertisers have applied. In addition, please fill in the Volume and Issue Number (No.) for when you want the ad placed.

Codes for Ad Types:

Inside Front Cover (**IF**), Inside Back Cover (**IB**), Outside Back Cover (**OB**), Full Page (**FULL**), Half Page (**HALF**), Quarter Page (**QTR**), Center Insertion-4 pages (**CTRINS 4**), Center Insertion-8 pages (**CTRINS 8**), Facing Pages (**FACE**), Off the Presses (**OTP**), Flyer Insert (**FLY**)

Issues	Print Publications	Ad Type			Total Ads per Issue
		1 st	2 nd	3 rd	
May	The Language Teacher Vol. No.				
	JALT Journal Vol. No.				
July	The Language Teacher Vol. No.				
September	The Language Teacher Vol. No.				
November	The Language Teacher Vol. No.				
	JALT Journal Vol. No.				
January	The Language Teacher Vol. No.				
March	The Language Teacher Vol. No.				
Total Ads for Multiple Orders					

Website / Social Media Banner Ad *Please enter your order*

Platform: _____ **Period:** From _____ to _____ **TOTAL:** _____ month

Please circle an option for your preferred payment One time payment / Payment per ad

NOTE: Please return this form to the JALT Central Office. An invoice indicating the amount due will be sent after the ad spaces are confirmed by JALT and the advertisers. Thank you for supporting JALT.