

JALT Advertising Kit

April 2020 - March 2021
 (Valid as of 1st of April 2020)

JALT Print Publication

The Language Teacher <http://jalt-publications.org/tt>

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 an ELT organization that sends a bimonthly print publication to its members. This allows for flexibility in timing and a repeated, constant exposure to our readers. TL 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. TL is also available to non-members online three months after publications so it continues to gain exposure.



JALT Journal <http://jalt-publications.org/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 EFL research publication 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.



JALT Website <http://jalt.org>

One of the easiest and most cost effective ways to advertise is online at jalt.org. We receive an average of 28,000 visits a month and 36,000 visits during peak periods around our annual international conference each autumn.

Average Monthly Traffic
 Page Views: 200,000 per month
 Number of Visits: 45,000 per month
 Unique visitors: 28,000 per month
 36,000 per highly visited month (October and November)



JALT Publications Dates and Deadlines

Publication	Issue	Volume Number	Reservation Deadline	Material Deadline	Published Date
The Language Teacher	May	Vol. 44 No.3	15 Mar	25 Mar	1 May
	July	Vol. 44 No.4	15 May	25 May	1 Jul
	September	Vol. 44 No.5	15 Jul	25 Jul	1 Sep
	November	Vol. 44 No.6	15 Sep	25 Sep	1 Nov
	January	Vol. 45 No.1	15 Nov	25 Nov	1 Jan
	March	Vol. 45 No.2	15 Jan	25 Jan	1 Mar
JALT Journal	May	Vol. 42 No.1	15 Mar	25 Mar	1 May
	November	Vol. 42 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 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 Monday, March 2, 2020

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 on special positions including cover pages, please contact JALT Central Office.

JALT Central Office: Tel 03-3837-1630 / Fax 03-3837-1631 / Email to: 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 the invoices. If you order multiple ad spaces and wish to pay per advertisement, please check in 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.

The Language Teacher	Code	Color	Associate Members	Non- Members
Inside Front Cover (Cover 2)	IF	B&W	65,000 JPY	85,000 JPY
Inside Back Cover (Cover 3)	IB	B&W	60,000 JPY	78,000 JPY
Outside Back Cover (Cover 4)	OB	4-Colors	90,000 JPY	107,000 JPY
Full Page	FULL	B&W	54,000 JPY	70,000 JPY
Half Page	HALF	B&W	33,000 JPY	43,000 JPY
Quarter Page	QTR	B&W	22,000 JPY	29,000 JPY
Center Insertion – 4 pages ¹⁾	CTRINS 4	4-Colors	132,000 JPY	172,000 JPY
Center Insertion – 8 pages ¹⁾	CTRINS 8	4-Colors	225,000 JPY	293,000 JPY
Off the Presses ²⁾	OTP	B&W	49,000 JPY	---
Facing Pages ³⁾	FACE	---	10% added	20% added
Flyer Insert ⁴⁾	FLY	---	79,000 JPY	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 The Language Teacher		Associate Members	Non-Members
Multiple Ads We are happy to offer incremental discounts for 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

Prices include consumption tax.

JALT Journal	Code	Color	Associate Members	Non- Members
Inside Front Cover (Cover 2)	IF	B&W	48,000 JPY	62,000 JPY
Inside Back Cover (Cover 3)	IB	B&W	40,000 JPY	52,000 JPY
Outside Back Cover (Cover 4)	OB	4-Colors	53,000 JPY	69,000 JPY
Full Page	FULL	B&W	33,000 JPY	43,000 JPY
Package Discount for JALT Journal			Associate Members	Non- Members
Advertising in both issues: May and November		2 Issues	30%	25%

JALT Web Site	Code	Associate Members		Non- Members	
		Monthly	Annual	Monthly	Annual
Horizontal Full Banner	WEB	6,000 JPY	40,000 JPY	8,000 JPY	75,000 JPY
Vertical advertisement	WEB	6,000 JPY	40,000 JPY	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	728 pixels x 90 pixels	Shown at the bottom of all pages
Vertical Advertisement	4-Color	170 pixels x 180 pixels	Shown at the middle of top pages and at left side of other 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
FLYER INSERT:	Please contact JALT Central Office	Email To: am@jalt.org

Advertising Policy **NEW!**

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 2020 – March 2021)

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 advertisement 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.

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.44 No.3				
	JALT Journal Vol.42 No.1				
July	The Language Teacher Vol.44 No.4				
September	The Language Teacher Vol.44 No.5				
November	The Language Teacher Vol.44 No.6				
	JALT Journal Vol.42 No. 2				
January	The Language Teacher Vol.45 No.1				
March	The Language Teacher Vol.45 No.2				
Total Ads for Multiple Orders					

Website Banner Ad <i>Please circle your orders</i>
Size: Horizontal / Vertical Period: From _____ to _____ TOTAL: _____ month

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