



## JALT2018 Conference Advertising Kit

(Valid as of 1 May 2018)

### Conference Publications

#### Conference Handbook

Publication Date: November 1, 2018  
 Distribution Date: November 23-26, 2018  
 Distribution: Approximately 1,800  
 Size: A4 (210 mm x 297 mm)  
 Average Page Number: 120 pages

The Conference Handbook is distributed to all participants at the conference site and sent to institutional subscribers. It contains the conference program, abstracts of Plenary and Featured Speaker sessions, social events, a list of sponsors and exhibitors at the Educational Materials Exhibition. The handbook is also freely distributed online as a PDF.

#### Conference Bag Insert

Distribution Date: November 23-26, 2018  
 Distribution: Approximately 1,800  
 Available Types: Flyer or Brochure (at a fee)

Useful promotional items for participants (no charge for bag insertion)

Note: Promotional items can be e.g. stationery, notepad, USB stick, etc. However, restrictions may apply.

Please contact JALT [am@jalt.org](mailto:am@jalt.org) with a description of the intended item.

### JALT Publications Dates and Deadlines

Publication		Reservation Deadline	Material Deadline	Material Submission to
Conference Handbook	Print AD	25 Sep	15 Oct	Paul Collett Email: <a href="mailto:collett@jalt.org">collett@jalt.org</a>
Pull-out EME Map	Print AD	25 Sep	10 Oct	JALT Central Office Email: <a href="mailto:am@jalt.org">am@jalt.org</a>
Conference Bag Insert	From Overseas	31 Oct	16 Nov	Watanabe Ryutsu (Logistic Company) *
	From Domestic	09 Nov	21 Nov	

\* Shipping Details will be announced to the advertiser.

## Advertising Rates

Prices include 8% consumption tax

<b>The Conference Handbook</b>	<b>Code</b>	<b>Color</b>	<b>Width x Height (mm)</b>	<b>Associate Members</b>	<b>Non-Members</b>
Inside Front Cover (Cover 2)	IF	B&W	210 x 297	65,000 JPY	85,000 JPY
Inside Back Cover (Cover 3)	IB	B&W	210 x 297	60,000 JPY	78,000 JPY
Outside Back Cover (Cover 4)	OB	4-Colors	210 x 297	90,000 JPY	107,000 JPY
Full Page	FULL	B&W	210 x 297	45,000 JPY	59,000 JPY
Half Page	HALF	B&W	180 x 133	31,000 JPY	40,000 JPY
Exhibition Map 1/8	MAP 1/8	4-Colors	90 x 60	6,000 JPY	N/A
Exhibition Map 1/4	MAP 1/4	4-Colors	190 x 60	12,000 JPY	N/A

### Safe Area:

- 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 JALT Central Office at <am@jalt.org> before submission.

<b>Conference Bag Insert</b>	<b>Code</b>	<b>Size / Pages</b>	<b>Associate Members</b>	<b>Non-Members</b>
Flyer	FLY	Up to A4	20,000 JPY per item	30,000 JPY per item
Brochure	FLY	Up to A4 and up to 12 pages	20,000 JPY per item	30,000 JPY per item
Novelty Goods	---	---	Free of charge	N/A

## Banner Ad on JALT Web Site Rates

Average Monthly Traffic: Page Views 200,000 per month

Unique Visitors from Oct to Nov 368,000 per month

Most participants visit our website to submit their presentations, register and get information for the conference throughout the year. We receive an average of 28,000 visits a month and 36,000 visits during peak periods.

Type of AD	Code	Color	Width x Height	Location	Associate Members	Non- Members
Horizontal Full Banner	WEBH	4-Colors	468 x 60 pixels	At the bottom of all pages	6,000 JPY per month	8,000 JPY per month
Vertical Banner	WEBV	4-Colors	170 x 180 pixels	At the middle of top page and left side of other pages		

### Material Deadline:

Starting date is upon request and availability.

Materials will be needed 3 business days prior to the starting date.

### Note:

Once your advertisement is uploaded, it can be shown on all pages.

Link directly to your website from your ads.

File Format: JPEG (.jpg), GIF (.gif), PNG (.png) files.

Maximum file size: 50KB

With an annual contract, advertisers may change the advertising a maximum of 3 times.

## Hanging Banner at Exhibition Site Rates

Please decide which option you would like.

Plan 1 provides you with pre-set choices.

OR

Plan 2 provides you with more customization.

See the details and reservation instructions for each plan.

Plan 1) Pre-set Hanging Banner Options (All measurements are Width x Height in centimeters)

Width x Height (cm)	Rate for 3 days	Note	Reservation Deadline
300 x 120	10,000JPY/unit	No priority (open to all)	Sep 25, 2018 Please reserve online at: <a href="http://associates.jalt.org/ad_space_form">http://associates.jalt.org/ad_space_form</a> OR Please send the form to: JALT Central Office Email: <a href="mailto:am@jalt.org">am@jalt.org</a> Fax: +81-3-3837-1631
500 x 120	15,000JPY/unit	No priority (open to all)	
600 x 110	20,000JPY/unit	No priority (open to all)	

Reservation Instructions: Click on the following link - [Hanging Banner Space](#). Look at the schematic on page 3. You will see spaces numbered from 1 - 20 (3rd floor seating sides), and spaces lettered A - J (2nd floor seating space just above Main Hall entrance). Each numbered or lettered space is 2 meters (200 centimeters) in length. (The maximum height of a banner is 120 centimeters.) Choose the spaces you want based on the size option you want. For example, if you choose the 300cm x 120cm option and decide you want a side space, you can choose spaces 1 and 2. Or if you want your banner over the Main Hall entrance you can choose spaces A and B. In real terms you would need 400 meters of space to work with. This will cost 10,000 yen.

Plan 2) Customizable Option

Banner Height (cm)	Rate for 3 days	Note	Reservation Deadline
Maximum 120	7,500JPY/space	No priority (open to all)	The same as above

Reservation Instructions: Follow the same instructions as Plan 1 above, only that you have to purchase individual spaces. For example, if you want a banner that is 600 centimeters then click on the following link - [Hanging Banner Space](#). Look at the schematic on page 3. Choose 3 spaces. For example, the total cost for spaces A, B, & C will be 22,500 yen.

We recommend choosing 3 placement options in case your first choice is taken as this is a first come first serve opportunity. On the advertising form below write-in your choices next to "Hanging Banner (Exhibition)" under the "Ad Type: 1st, 2nd, and 3rd" columns.

As always, if you have any questions and or comments, please contact us at [am@jalt.org](mailto:am@jalt.org).

After the confirmation of space between the Advertiser and JALT, please send the size and visual to JALT Central Office by email above. We will accept any material but we are only allowed to hang banners with string.



## Space Reservation

Please fill out the JALT2018 Advertising Form attached to this kit and send it to the JALT Central Office [am@jalt.org](mailto:am@jalt.org) or Fax: 03-3837-1631 by the reservation deadline.

Online submission is also available at: **Ad Space Reservation Form** <[http://associates.jalt.org/ad\\_space\\_form](http://associates.jalt.org/ad_space_form)>

## Invoice and Payment

All invoices for JALT Associate Members will be sent to advertisers from JALT Central Office immediately after the conference in December, 2018. Please settle your payment within 30 days of receiving the invoices.

All invoices for Non-Members will be sent to advertisers from JALT Central Office immediately after the ad spaces are confirmed by JALT and advertiser. Please settle your payment within 30 days of receiving the invoices.

**Note:** Advertisement data that requires further work (damaged or corrupted files, missing linked files, wrong sizing, etc.) will be charged for. JALT Central Office will contact you in advance before making any changes.

## JALT2018 Conference Advertising Form

Dates: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Associate Member: Yes / No

Contact Name / Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Instructions:**

Please fill in the types of advertisement using the following codes to reserve the space in the publication. If you wish to reserve for the special positions, please make sure to indicate at least 2 choices in case your first choice is not available.

**Codes for Ad Types:**

Inside Front Cover (**IF**), Inside Back Cover (**IB**), Outside Back Cover (**OB**), Full Page (**FULL**), Half Page (**HALF**)

Publications	Ad Type			Notes
	1st	2nd	3rd	
Conference Handbook Print AD				
Pull-out EME Map print AD				
Please circle below				
Conference Bag Insert: Flyer or Brochure				
Conference Bag Insert: Novelty Goods				
Please circle below				
Website Banner AD: Horizontal or Vertical				
Hanging Banner (Exhibition)				
	<b>TOTAL NUMBER OF ADS</b>			

**NOTE:**

Please return this form to the JALT Central Office by each reservation deadline. We will contact you with the availability.

Thank you for supporting JALT.