

JALT Advertising Kit

April 2024 - March 2025

(Valid as of 1st of April 2024)

JALT is a non-profit organization focused on language learning and research. JALT offers multiple advertising opportunities to our Associate Members and other potential advertisers. These include: 1) our print publications, 2) our websites, and 3) via our social media accounts.

1) JALT Print Publications (see: <https://jalt.org/main/publications>)

JALT publishes two member publications, *The Language Teacher* and *JALT Journal*, both of which offer print advertisement opportunities.

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



As a bimonthly print publication, *The Language Teacher* provides a flexible yet regular schedule for reaching our readers. *The Language Teacher* serves as a newsletter to JALT members, but it 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. Initially available online to JALT members only, six months after publication *The Language Teacher* becomes open access online, so it continues to garner exposure even after the print issue has been mailed out.

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



JALT Journal is a SCOPUS indexed journal and is the flagship research publication of the Japan Association for Language Teaching (JALT). Extending JALT's commitment to the development and sharing of academic knowledge, *JALT Journal* features peer-reviewed research articles addressing both theoretical and empirical issues in applied linguistic research. It appeals not only to a diverse readership within JALT but also to scholars globally, who are interested in language learning in Japan and Asia. Similar to *The Language Teacher*, *JALT Journal* reaches individuals, institutions, and libraries worldwide, and it also becomes open access six months after publication.

JALT Journal and The Language Teacher are great places to advertise materials on teacher training and professional development as well as continuing education and distance learning programs because they are used in tertiary research papers and projects.

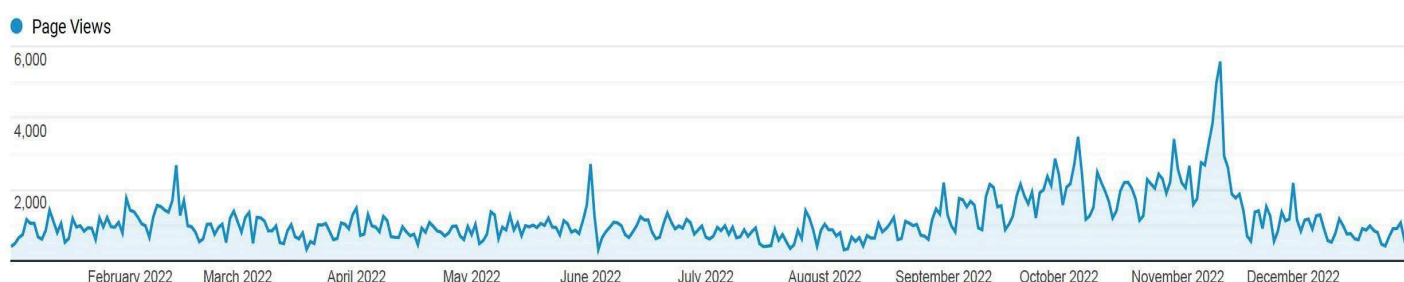
2) JALT Websites

An easy and most cost-effective way to advertise is online via one of our two websites.

JALT Website <https://jalt.org>

JALT.org is the flagship website of our organization. The site statistics are summarized below. Horizontal banners are recommended and appear on all JALT web pages.

JALT Website Average Monthly Traffic January 2022 - December 2022



Over the past year we have recorded on the jalt.org site:

- 423,000 page views
- 66,000 users
- 120,000 Sessions
- 1:21 Average time on a page

NOTE: From August, traffic on the site increases until the International Conference in November, reaching almost 6,000 page views in one week!



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寄与します。



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



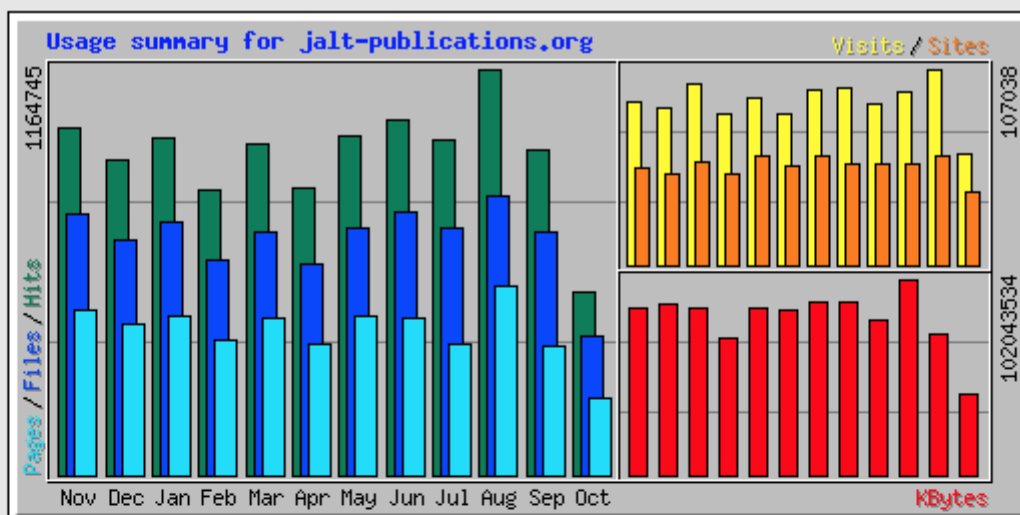
JALT Social Media
(<https://jalt.org/main/jalt-social-media>)

Sample Webpage: Horizontal ads preferred

JALT Publications Website

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

The JALT Publications are hosted at jalt-publications.org. This includes our online-only post-conference publication, which is based on presentations given at the annual JALT international conference. The site statistics are summarized below. The site averages about 30,000 daily hits, with August and September most popular because the post-conference publication from the previous year's conference is published in August and our pre-conference special *The Language Teacher* issue is published at the beginning of September.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2023	27577	21137	11691	3192	39775	41910682	60658	222144	401612	523963
Sep 2023	31118	23176	12356	3567	59191	73467964	107038	370699	695300	933552
Aug 2023	37572	25893	17536	3047	55593	102043534	94482	543638	802696	1164745
Jul 2023	30941	22827	12178	2847	55234	80343092	88265	377536	707645	959172
Jun 2023	33958	25102	15039	3228	55268	90572517	96868	451194	753074	1018753
May 2023	31359	22870	14636	3079	59907	89879809	95474	453738	708974	972152
Apr 2023	27476	20177	12580	2743	53947	85626756	82306	377408	605324	824304
Mar 2023	30575	22558	14458	2939	59845	87026459	91120	448215	699316	947854
Feb 2023	29185	21936	13735	2957	49459	70902958	82806	384580	614221	817192
Jan 2023	31203	23327	14780	3201	55760	87139274	99239	458194	723167	967315
Dec 2022	29170	21704	14047	2781	50150	88592756	86211	435470	672845	904291
Nov 2022	33269	25025	15873	2984	52448	86454154	89521	476209	750757	998092
Totals						983959955	1073988	4999025	8134931	11031385

3) JALT Social Media

Social Media	Stats	Specifications
JALT Talk Newsletter	Monthly email magazine, has an average circulation of 8,000 individuals and an opening rate of over 57%	JALT Talk banners horizontal 900 x 112 , There are 4 ad positions, first, second, third, and fourth. Please specify when ordering.
Facebook	https://www.facebook.com/JALT.conference 4.6k likes, 5k followers	Facebook 940 x 788
Instagram	https://www.instagram.com/jaltconference/ 921 followers	Instagram 1080 x 1080 square
X / Twitter	https://twitter.com/jaltorg 2178 followers	Tweet 1600 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 (pr@jalt.org), 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.

JALT.ORG/CONFERENCE

JALT
THE JAPAN ASSOCIATION FOR LANGUAGE TEACHING

L2Apps presents
VOCAB UP

- Lorem ipsum dolor sit amet!
- Mauris eget quam nec purus congue!
- Aliquam a ante vulputate.
- Sed faucibus diam et metus euismod!
- Integer 23% vitae odio faucibus!

LEARN MORE

JALT Publications Dates and Deadlines

Publication	Issue	Volume Number	Reservation Deadline	Material Deadline	Published Date
<i>The Language Teacher</i>	May (2024)	Vol. 48 No.3	15 Mar	25 Mar	1 May
	July (2024)	Vol. 48 No.4	15 May	25 May	1 Jul
	September (2024)	Vol. 48 No.5	15 Jul	25 Jul	1 Sep
	November (2024)	Vol. 48 No.6	15 Sep	25 Sep	1 Nov
	January (2025)	Vol. 49 No.1	15 Nov	25 Nov	1 Jan
	March (2025)	Vol. 49 No.2	15 Jan	25 Jan	1 Mar
<i>JALT Journal</i>	May (2024)	Vol. 46 No.1	15 Mar	25 Mar	1 May
	November (2024)	Vol. 46 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

Please submit 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 production of the materials 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 the 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

<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		107,000 JPY
Full Page	FULL	B&W	Discount rate is applied to the Associate Member Type	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 in a publication 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.

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 option.	6 Issues	a) Free 3 months Banner Ad on the JALT website	a) Free 3 months Banner Ad on the JALT website

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 / JALT Talk Newsletter / Social Media (Facebook, X, Instagram) / JALT Publications website	Code	Associate Members		Non- Members		
		Monthly	Annual	Monthly	6-Months*	Annual*
Horizontal Full Banner	WEB	Discount rate is applied to the Associate Member Type		8,000JPY	45,000JPY	75,000JPY

*Discounts are applied for the same platform and the same ad. Changes in the platform will be for the monthly rate and no discount will be applied.

Technical Information for Print Ads

	<i>The Language Teacher</i> B5: 182 mm x 257 mm Saddle stitching		<i>JALT Journal</i> 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

01. Once your advertisement is uploaded, it can be shown on all pages.
02. Link directly to your website from your ads.
03. File Format: JPEG (.jpg), GIF (.gif), PNG (.png) files.
04. Maximum file size: 50KB
05. With an annual contract, advertisers may change the advertising a maximum of 3 times.
06. When there are multiple ads on one platform, priority on the page will be given to the order of when the ad order was received.

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: malcolmswanson@icloud.com Cc: am@jalt.org
Website:	JALT Central Office	Email: am@jalt.org
Social Media and Newsletter	Bill Pellowe	Email: pr@jalt.org
Flyer Insert in a publication:	Please contact JALT Central Office	Email: 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; the 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 2024 – March 2025)

Dates: _____
 Advertiser: _____
 Please circle: Associate Member / Non-Member
 Contact Name _____
 Email: _____

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				
	JALT Journal				
July	The Language Teacher				
September	The Language Teacher				
November	The Language Teacher				
	JALT Journal				
January	The Language Teacher				
March	The Language Teacher				
Total Ads for Multiple Orders					

Website Banner Ad <i>Please circle your orders</i>
Period: From _____ to _____ TOTAL: _____ month
Specify your orders: JALT homepage; JALT Talk Newsletter, Social Media (Facebook, Instagram, X), JALT Publications Website

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