

JALT Advertising Kit

April 2025 - March 2026

(Valid as of 1st of April 2025)



JALT is a non-profit organization focused on language learning and research. JALT offers multiple advertising opportunities to our JALT Sponsors 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.

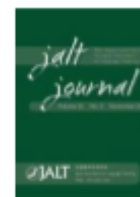
JALT Journal <https://jalt.org/main/jj>

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

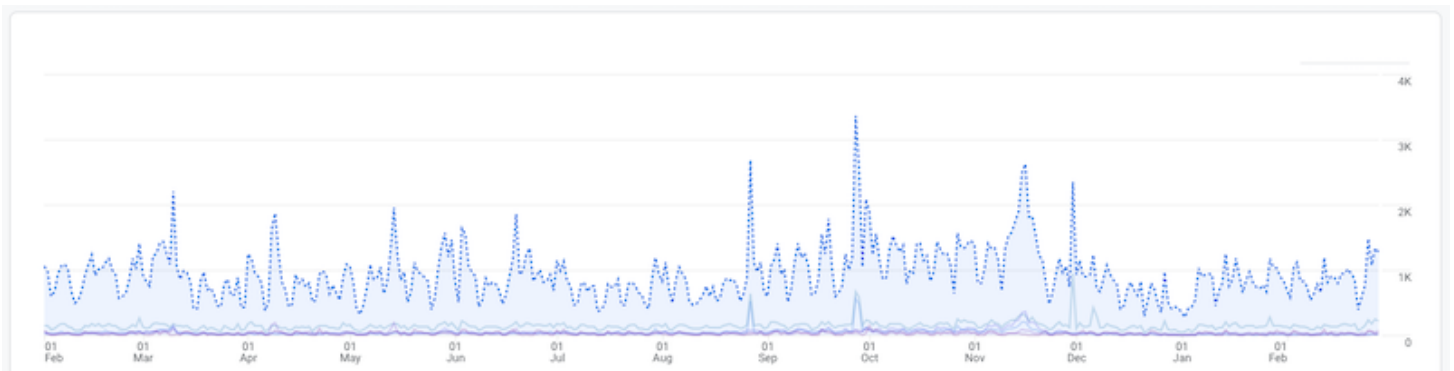
An easy and most cost-effective way to advertise is online via one of our two websites.

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 February 2024 - February 2025

** September~December ** Conference Activity



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

368,000 page views

72,000 users

almost 200,000 sessions

about 2:00 minutes, average time on a page

66% used an English browser, 27% used a Japanese browser

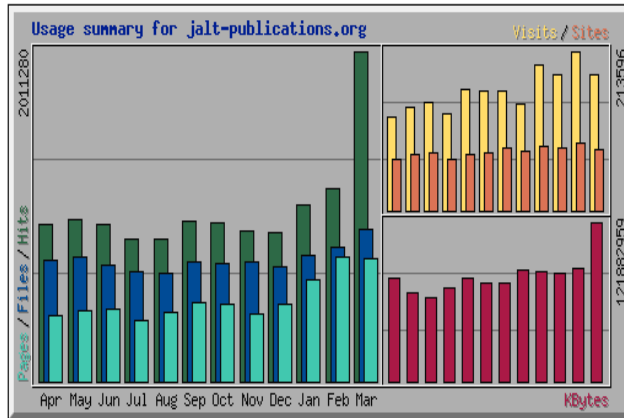
42% entered the site via the jalt.org front page

63% of visitors accessed jalt.org from Japan. Additional visitors were from 20 different countries (Top 4 countries: USA, Hong Kong, China, United Kingdom)

NOTE: From September, traffic on the site increases until the International Conference in November, reaching almost 7,000 page views in one week!

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
Mar 2025	64880	29771	24104	5860	81686	121882959	181676	747248	922910	2011280
Feb 2025	41899	29111	26989	7628	90245	86783119	213596	755697	815114	1173192
Jan 2025	34581	24678	19856	5864	83962	83009555	181814	615553	765018	1072022
Dec 2024	29127	22499	15171	6291	86085	84527639	195029	470326	697499	902959
Nov 2024	30465	24243	13567	4724	78727	84614183	141747	407028	727313	913957
Oct 2024	31157	23102	15173	5137	82862	75042435	159277	470374	716165	965868
Sep 2024	32483	24433	16042	5313	78129	75407757	159402	481272	732997	974503
Aug 2024	28030	21339	13580	5244	74193	78896029	162579	421006	661526	868959
Jul 2024	28003	21676	12019	4157	68235	70902848	128886	372604	671958	868106
Jun 2024	31798	23523	14682	4822	77474	64075879	144681	440467	705695	953946
May 2024	31722	24294	13746	4462	75273	67916980	138349	426144	753140	983404
Apr 2024	31716	24494	13518	4210	68592	79374004	126324	405558	734834	951505
Totals						972433387	1933360	6013277	8904169	12639701

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 5k likes, 5.6k followers	Facebook 1,200 x 630 pixels
Instagram	https://www.instagram.com/jaltconference/ 1,028 followers	Instagram 1080 x 1350 pixels
X / Twitter	https://twitter.com/jaltorg 2157 followers @jaltorg account	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.

JALT Publications Dates and Deadlines

Publication	Issue	Volume Number	Reservation Deadline	Material Deadline	Published Date
<i>The Language Teacher</i>	May (2025)	Vol. 48 No.3	15 Mar	25 Mar	1 May
	July (2025)	Vol. 48 No.4	15 May	25 May	1 Jul
	September (2025)	Vol. 48 No.5	15 Jul	25 Jul	1 Sep
	November (2025)	Vol. 48 No.6	15 Sep	25 Sep	1 Nov
	January (2026)	Vol. 49 No.1	15 Nov	25 Nov	1 Jan
	March (2026)	Vol. 49 No.2	15 Jan	25 Jan	1 Mar
<i>JALT Journal</i>	May (2025)	Vol. 46 No.1	15 Mar	25 Mar	1 May
	November (2025)	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 (sponsors@jalt.org).

Space Cancellation

Cancellation for the spaces must be submitted in writing to sponsors@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 is 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	JALT Sponsors	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 JALT Sponsor 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>		JALT Sponsors	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	Discount rate is applied to the Associate Member Type	62,000 JPY
Inside Back Cover (Cover 3)	IB	B&W		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 <i>JALT Journal</i>			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 JALT Sponsor Liaison.

Print Publications:	Malcolm Swanson, Pukeko Graphics	Email: malcolmswanson@icloud.com Cc: sponsors@jalt.org
Website:	JALT Central Office	Email: sponsors@jalt.org
Social Media and Newsletter	Bill Pellowe	Email: pr@jalt.org
Flyer Insert in a publication:	Please contact JALT Central Office	Email: sponsors@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 Sponsor Liaison).

Advertising Space Reservation Form

For JALT Publications

(For April 2025 – March 2026)

Dates:

Advertiser: _____

Please circle: JALT Sponsor / Non-Member

Contact Name

Email: _____

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.

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

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.