



Associate Member Advertising Rates (valid as of April 2012)

Prices include the 5% sales tax.

Note: There is a layout charge of 2,000 yen for each ad.

The Language Teacher

Single (one-off) insertions:

Full page (16.5 cm wide x 23.4 cm tall)	54,000 yen
Half page (16.5 cm wide x 11.0 cm tall)	33,000 yen
Quarter page (16.5 cm wide x 6.0 cm tall)	22,000 yen
Inside back cover (one color)	60,000 yen
Inside front cover (one color)	65,000 yen
Outside back cover (full color)	90,000 yen
Full (4) Color Surcharge (please contact JCO for details)	

Note: Full color ads will take precedence over one-color.

Center Insertions (production costs not included)

Contact the JALT Central Office for estimates on production costs.

Four pages	132,000 yen
Six pages (right side folds out)	198,000 yen
Eight pages (two four page sheets)	225,000 yen
Eight pages (with right and left fold outs)	264,000 yen

Advertising Package Discount: *JALT will offer incremental discounts per issue.*

2 Issues: 10% 3 Issues: 15% 4 Issues: 20% 5 Issues: 25% 6 Issues: 30%

The discount applies to the single issue prices listed above. Including the Center Insertions.

Note: The discount does not apply to quarter page advertisements.

Quarter Page Package: *Purchase of a quarter page advertisement for 6 issues (yearly) will entitle the Associate member to a free 2 month banner advertisement on JALT's web site OR a free conference bag insert.*

Money spent on advertising is a great way to leverage your budget as the advertisement gets your message out and the amount paid contributes to a possible extra slot.

Facing pages (two ads facing each other) add 10% to the rate

Flier insertions (no layout charge) 79,000 yen

Please contact the Central Office for details regarding handling charges

Off the Presses – two pages of advertising for the price of one: you write one page of informative text and we run it along with your one-page ad. 49,000 yen



JALT Journal

Inside page (12.5 cm wide x 19.0 cm tall)	33,000 yen
Inside back cover	40,000 yen
Inside front cover	48,000 yen
Outside back cover	53,000 yen

The deadlines for ad space reservations for the *JALT Journal*, published semi-annually in May and November, are March 25 and September 25 respectively. Please use the same procedures for ad space reservations and submittal of camera-ready copy as you do for the TLT.

JALT will discount 30% for any advertisements that run in both issues: May and November.

JALT Websites

Banner-sized ads	10,000 per month / 80,000 per year
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CONFERENCE PUBLICATIONS

JALT Conference Preview (JULY)

Inside page (16.5 cm wide x 23.4 cm tall)	39,000 yen
Inside back cover	45,000 yen
Inside front cover	72,500 yen
Outside back cover	81,000 yen
Center inserts	155,000 yen

JALT Conference Handbook

Inside half page (21.0 cm wide x 14.5 cm tall)	31,000 yen
Inside page (21.0 cm wide x 29.7 cm tall)	45,000 yen
Inside back cover	60,000 yen
Inside front cover	65,000 yen
Outside back cover	90,000 yen

Conference related advertising package:

The purchase of a cover page plus another full page will entitle the AM to a free bag insert.

The purchase of a Center Insert for either the TLT or the Conference Preview will entitle the AM to a free bag insert.

Print Package Advertising Rate:

JALT is offering one free bag insert or a 2 month free banner advertisement for AMs that purchase an advertisement in the TLT, JALT Journal and one of the conference handbooks, either the Conference Preview or Conference Handbook.

Conference Bag Insert

20,000 yen (per item)

Please take a look at the Ad Package Information page for special discounts.