



Non-Associate Member Advertising Rates

(valid as of April 2011)

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)	70,000 yen
Half page (16.5 cm wide x 11.0 cm tall)	43,000 yen
Quarter page (16.5 cm wide x 6.0 cm tall)	29,000 yen
Inside back cover (one color)	78,000 yen
Inside front cover (one color)	85,000 yen
Outside back cover (full color)	107,000 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	172,000 yen
Six pages (right side folds out)	257,000 yen
Eight pages (two four page sheets)	293,000 yen
Eight pages (with right and left fold outs)	343,000 yen

Facing pages (two ads facing each other) add 20% to the rate

Flier insertions (production costs not included) 102,000 yen

Contact the JALT Central Office for estimates on production costs.



JALT Journal

(ad copy dimensions: 12.5 cm wide x 19.0 cm tall)

Inside page	43,000 yen
Inside back cover	52,000 yen
Inside front cover	62,000 yen
Outside back cover	69,000 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 Websites

Banner-sized ads	15,000 yen per month
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CONFERENCE PUBLICATIONS

JALT Conference Preview (JULY)

(ad copy dimensions: 16.5 cm wide x 23.4 cm tall)

Inside page	Sold out
Inside back cover	Sold out
Inside front cover	Sold out
Outside back cover	Sold out

JALT Conference Handbook

(ad copy dimensions Full page: 21.0 cm wide x 29.7 cm tall)

Inside half page (21.0 cm wide x 14.5 cm tall)	40,000 yen
Inside page	59,000 yen
Inside back cover	Sold out
Inside front cover	Sold out
Outside back cover	Sold out

Conference Bag Insert

30,000 yen (per item)

Available only if space permits. Restrictions may apply