

# Advertising on Joy o' Kanji



Typical visitors to Joy o' Kanji want to immerse themselves in the world of kanji. They would also like to deepen their knowledge of the Japanese language and culture. They tend to be educated, committed, and of course refined in their tastes! On the [Testimonials](#) page you can get a sense of which aspects of Joy o' Kanji excite and interest them. People have registered on Joy o' Kanji from dozens of countries! For the complete list, please see the [Advertising page](#) on Joy o' Kanji.

## Advertising options

We sell ad space in three ways:

*Impressions basis*, also called a CPM (cost-per-thousand impressions) basis. You purchase a certain number of page impressions, and we run your ad until you reach that point. When it expires, you can buy a new set of impressions. Note: If a site visitor lingers on a page and sees your ad there twice during that visit, it counts as just one impression.

*Time basis*. You can run your ad for whatever length of time you wish (i.e., 10 days, 20 days, or 50 days), regardless of the number of impressions.

*Monthly auto-renewal*: You can keep running your ad without going through the payment process repeatedly. The ad will renew every 31 days—at a significant discount.

You'll find prices for all three options on pages 3 and 4 of this PDF.

## Ad placement

Many Joy o' Kanji pages can accommodate ads. There are two types of pages for advertising:

### *Sidebar ads:*

These ads can go in both the left and right sidebars on many pages. The width of the sidebars varies by page type. Page 3 displays ad shapes that will fit in sidebars, pages that can accommodate sidebar ads, pageview statistics for each of those pages, and prices for sidebar ads.

### *Full-width ads:*

[Radical Notes](#) pages can accommodate full-width ads in the center of the page, directly beneath the Radical Note text. To find ad shapes and prices for these spaces, see page 4.

## Things to keep in mind:

- Running multiple ads will bring you closer to your sales goals.
- To assess the performance of your ads (i.e., the number of impressions and click-throughs), you can review the statistics right on the Joy o' Kanji site.
- After you select an ad shape, we'll place it on every page that can accommodate that ad, bringing it to the attention of a maximum number of viewers.
- If you want your ads to run on a limited number of pages, just let us know.
- Ads sharing the same space (e.g., the right sidebar) will rotate constantly.

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# Advertising on Joy o' Kanji



## Ad Submission Guidelines

It's easy to advertise with Joy o' Kanji! Just follow these steps:

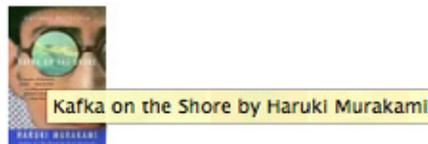
1. Create an account on our website. You can do this on the [Join Us](#) page.
2. Read and agree to our Advertising Policy.
3. Go to the [Advertisement Options](#) page and choose the size of each ad you wish to run, as well as the number of impressions, a length of time, or the monthly auto-renew option.
4. Click "Add to cart," then click the shopping basket near the top of the page to complete your purchase.
5. Fill out our [online form](#), being sure to include the following:

a) An image file for each ad. We accept jpeg, gif, and png files but no Flash animation. At most, an image should be 72 dpi (web resolution) and 75K. A smaller file will ensure quick page-load times, optimizing the performance of the pages on which ads appear.

b) A URL for the page to which each image will link (e.g., your website or an Amazon page).

c) The following two pieces of text, which will boost your online promotion effort:

- **Alt text:** This is a description of the product. If you had published *Kafka on the Shore*, you could supply the following alt text: "Kafka on the Shore, a novel published by Vintage." This text will remain invisible to most users but helps Google rank the page to which your ad is linked.
- **Title text:** This text appears when a user mouses over the image, as in this example:



After you have made your purchase and completed the online form, we will activate your ad.

## Tracking Purchases

If you want to track how many people have purchased your product after clicking on your advertisement, you need to configure your own Web analytics to assess this. The analytics system on Joy o' Kanji cannot determine what people do on other sites.

## SIDEBAR AD SIZES, COSTS, & PLACEMENT

### 180 x 150 Rectangle (\$4.00 base CPM)

5,000 impressions or 10 days	\$20.00	(base rate)
10,000 impressions or 20 days	\$36.00	(10% discount)
25,000 impressions or 50 days	\$80.00	(20% discount)
• Auto-renew every 31 days	\$45.00	(25% discount)

### 200 x 200 Medium Square Box (\$6.00 base CPM)

5,000 impressions or 10 days	\$30.00	(base rate)
10,000 impressions or 20 days	\$54.00	(10% discount)
25,000 impressions or 50 days	\$120.00	(20% discount)
• Auto-renew every 31 days	\$67.50	(25% discount)

### 160 x 600 Wide Skyscraper (\$9.00 base CPM)

5,000 impressions or 10 days	\$45.00	(base rate)
10,000 impressions or 20 days	\$81.00	(10% discount)
25,000 impressions or 50 days	\$180.00	(20% discount)
• Auto-renew every 31 days	\$101.00	(25% discount)

Page Name	Left Sidebar	Right Sidebar	Pageviews Per Month <sup>(a)</sup>
<a href="#">JOK Home Page</a>			7,433
<a href="#">Crazy for Kanji (6 pages)</a>			663
<a href="#">Essays home page</a>		n/a	619
<a href="#">Site search results</a>		n/a	226
<a href="#">JOKIA home page</a>		n/a	192
<a href="#">Radical Notes home page</a>			99
<a href="#">Glossary <sup>(b)</sup></a>			180
<a href="#">Renshu Resources home page</a>			132
<a href="#">Join Us</a>		n/a	217
<a href="#">FAQ</a>	n/a		154
<a href="#">Purchasing Information</a>	n/a		114
<a href="#">Radical Terms</a>	n/a		191
<a href="#">Status Updates home page</a>		n/a	40
<a href="#">Thematic Explorations home pg</a>			24
<a href="#">Further Resources</a>	n/a		43
<a href="#">Express Checkout</a>		n/a	52
<a href="#">Thematic Explorations pages <sup>(c)</sup></a>			55
<a href="#">JOK Notebook: most-visited page <sup>(d)</sup></a>			32
<a href="#">Testimonials</a>			31

a) Pageviews/month are for Sept. 1 to Oct. 1, 2012.

b) On this page, the left sidebar will be below the left navigation menu.

c) Seven so far, such as [Gendered Kanji](#).

d) There are many JOK Notebook pages, such as [Scratch Marks of Your Life](#).

**Wide  
Skyscraper  
160 x 600**

**Rectangle  
180 x 150**

**Medium  
Square Box  
200 x 200**

## FULL-WIDTH AD SIZES & COSTS

<b>300 x 100 3:1 Rectangle</b>	(\$4.50 base CPM)	
5,000 impressions or 10 days	\$22.50	(base rate)
10,000 impressions or 20 days	\$40.50	(10% discount)
25,000 impressions or 50 days	\$90.00	(20% discount)
• Auto-renew every 31 days	\$50.00	(25% discount)

<b>300 x 250 Medium Rectangle</b>	(\$10.00 base CPM)	
5,000 impressions or 10 days	\$50.00	(base rate)
10,000 impressions or 20 days	\$90.00	(10% discount)
25,000 impressions or 50 days	\$200.00	(20% discount)
• Auto-renew every 31 days	\$112.50	(25% discount)

<b>368 x 280 Large Rectangle</b>	(\$12.00 base CPM)	
5,000 impressions or 10 days	\$60.00	(base rate)
10,000 impressions or 20 days	\$108.00	(10% discount)
25,000 impressions or 50 days	\$240.00	(20% discount)
• Auto-renew every 31 days	\$135.00	(25% discount)

<b>468 x 60 Full Banner</b>	(\$4.50 base CPM)	
5,000 impressions or 10 days	\$22.50	(base rate)
10,000 impressions or 20 days	\$40.50	(10% discount)
25,000 impressions or 50 days	\$90.00	(20% discount)
• Auto-renew every 31 days	\$50.00	(25% discount)

**3:1 Rectangle  
300 x 100**

**Medium  
Rectangle  
300 x 250**

**Large  
Rectangle  
368 x 280**

**Full Banner  
468 x 60**

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