

JARN Print Advertising Rates

Regular / Special Issues

(Effective from August 1st, 2025)

*Please refer to the next page for more information.

#	Ad Size	Size (W × H, mm)	Times Per Year	Monthly Rate (US\$)	Discount Rate
1	1/3 Cover Page	235 × 105	12~	3,720	35%
			6~11	4,290	25%
			3~5	4,870	15%
			1~2	5,730	Base Rate
2	1 Page	235 × 322	12~	2,860	35%
			6~11	3,300	25%
			3~5	3,740	15%
			1~2	4,410	Base Rate
3	1/2 Page, Horizontal	235 × 160	12~	1,910	35%
			6~11	2,200	25%
			3~5	2,490	15%
			1~2	2,940	Base Rate
4	1/2 Page, Vertical	115 × 322	12~	1,910	35%
			6~11	2,200	25%
			3~5	2,490	15%
			1~2	2,940	Base Rate
5	1/4 Page, Vertical	115 × 160	12~	1,190	35%
			6~11	1,380	25%
			3~5	1,560	15%
			1~2	1,840	Base Rate

Specification: Full color

■ Data Format Specifications:

- Accepted formats: PDF, Illustrator (AI), InDesign, JPEG, EPS, TIFF
- Resolution: 350 dpi (pixels per inch)

■ eBook Links

- You can include a link in the eBook published on our website (<http://www.ejarn.com>), directing readers to your website or product introduction page.
- The cost for this service is \$300 per link.

■ Notes:

- The above prices are exclusive of tax and represent the cost for placing an advertisement for one month under each plan.
- Advertising content (materials) must be created and provided by the client.
- Positions P1 to P4 are all classified as cover ads, and the advertising rates are set 30% higher than those for regular pages.

■ Cover Ad Classifications:

- P1: Front Cover • P2: Inside Front Cover • P3: Inside Back Cover • P4: Back Cover

JARN Digital Advertising Rates
(Effective from August 1st, 2025)

*Please refer to the next page for more information.

#	Ad Type	Ad Format / Size (W × H, Pixel)	Times Per Year	Monthly Rate (US\$)	Discount Rate
1	eJARN	Top Banner Size for Computer: 1200 × 100 Size for Smartphone: 300 × 150	12~	3,710	15%
			6~11	3,930	10%
			3~5	4,150	5%
			1~2	4,370	Base Rate
2	eJARN	Square Banner (Right) Size for Computer: 300 × 300 Size for Smartphone: 150 × 150	12~	2,430	15%
			6~11	2,580	10%
			3~5	2,720	5%
			1~2	2,870	Base Rate
3	eJARN	Logo Banner (Bottom) Size for Computer: 300 × 100 Size for Smartphone: 300 × 100	12~	780	15%
			6~11	820	10%
			3~5	870	5%
			1~2	920	Base Rate
4	eJARN	Advertising Article	12~	1,950	15%
			6~11	2,070	10%
			3~5	2,180	5%
			1~2	2,300	Base Rate
5	Email Newsletter	Advertisement	12~	1,275	15%
			6~11	1,350	10%
			3~5	1,425	5%
			1~2	1,500	Base Rate
6	Weekly Email Newsletter	Banner Advertisement Size for Computer: 200 × 150 Size for Smartphone: 200 × 150	12~	2,380	15%
			6~11	2,520	10%
			3~5	2,660	5%
			1~2	2,800	Base Rate
7	Social Media	Sponsored Post ●8 times/month is \$3,000 ○4 times/month is \$1,600	12~	●2,550	15%
				○1,360	
			6~11	●2,700	10%
				○1,440	
			3~5	●2,850	5%
				○1,520	
			1~2	●3,000	Base Rate
				○1,600	

■Advertisement Guidelines:

1. eJARN Top Banner Specifications:

- Maximum file size: 250 KB
- Supported formats: JPEG and PNG

*As a general rule, the duration of a single advertisement placement will be from the beginning to the end of the selected month.

2. eJARN Square Banner (Right) Specifications:

- Maximum file size: 250 KB
- Supported formats: JPEG and PNG
- Note: The above web banners are displayed in rotation.

*As a general rule, the duration of a single advertisement placement will be from the beginning to the end of the selected month.

3. eJARN Logo Banner (Bottom)

*As a general rule, the duration of a single advertisement placement will be from the beginning to the end of the selected month.

*The size may vary depending on the logo design.

4. eJARN Advertising Article Specifications:

- Title length (Top eJARN Page): approx. 70 words
- Title length (Article Page): approx. 70 words
- Article length (Article Page): approx. 300 words
- Image for Top Page: 800 × 800 pixels
- Image for Article Page: 1,000 × 750 pixels
- Maximum file size for images: 1 MB
- Supported formats: JPEG and PNG
- If you would like to include a link in the article, please provide the destination website URL.

*As a general rule, the duration of a single advertisement placement will be from the beginning to the end of the selected month.

5. Email Newsletter Advertisement:

- Title length: approx. 70 words
- Email text length: approx. 200 words
- Image size: 600 × 200 pixels
- Maximum file size: 150 KB
- Supported formats: JPEG and PNG
- A link to your website will be attached to the image.
- A QR code can be added.

*Advertising fees are charged per distribution.

6. Weekly Email Newsletter Banner Advertisement:

- Maximum file size: 150 KB

- Supported formats: JPEG and PNG

*The number of banner advertisement placements is, in principle, determined based on the number of weeks in the respective month.

7. Social Media Sponsored Post:

- Article length: Up to 10,000 words including spaces and links

*Only the first 280 words will appear on the timeline; the rest can be viewed by clicking “Show more.”

- Number of images/videos: 1 to 4
- Photos and videos can be combined, up to 4 items total
- Image size: 1200 × 675 pixels (16:9 ratio); minimum width: 600 pixels
- Supported formats: JPEG and PNG
- Maximum video length: 2 hours (120 minutes)
- Maximum file size for video: 8 GB
- Posts must include links and hashtags
- Note: The above specifications apply to X (formerly Twitter). For posts on LinkedIn or Facebook, please follow the respective platforms’ guidelines.

PC

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October 9th - 11th | Hall 6.104

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If you are a corporate subscriber member, please do not register on the website immediately, but wait for your company's subscription manager to contact you. After log in as a corporate member, [click here](#).

Report 2024.09.10

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Regular 8/2024

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