

ATA Japan – Website Banner Advertising Specifications

1. Placement

- ATA Japan Top Page: the same location where the button shown below is placed.



2. Banner Sizes

- Smaller Unit: 263 × 110 px
- Larger Unit: 510 × 210 px

3. Advertising Periods

- 12 months (one year)

4. Annual Rates

- Members: Smaller Unit \$500 / Larger Unit \$900
- Non-Members: Smaller Unit \$1,000 / Larger Unit \$1,800

5. Banner image File Format & Submission

- Acceptable formats: JPEG / PNG / GIF
- Recommended file size: under 200 KB
- Advertiser provides banner image file.

6. Link URL

- Advertiser may specify the destination URL.
- ATA Japan will set the link.
- URL updates are possible upon request.

7. Timeline & Updates

- Please submit the creative (banner image) and the destination URL at least 5 business days before the desired start date.
- ATA Japan will make every effort to publish the banner on the requested date.
*However, the start date might be delayed due to unforeseen system or operational issues. In such cases, ATA Japan will inform the advertiser.
- Banner changes (creative updates or URL changes) can be made at any time.
- Please allow up to 5 business days for each update to be processed.

8. Other Information

- Placement is first-come, first-served.
- All banner content is subject to ATA Japan review and approval.
- The start date will be coordinated based on the final confirmation.