

# PROSPECTUS

2017-2018



# NATIONAL AJET



## What is JET?

The Japan Exchange and Teaching (JET) Programme is a diverse community of professionals selected in cooperation with the Ministry of Foreign Affairs, Ministry of Education and Ministry of Internal Affairs & Communications to promote grassroots internationalisation and cultural exchange within Japan. This unique segment of potential customers includes foreign language teachers, translators, event coordinators, and athletic instructors. With over 5,000 participants employed every year, and an alumni network of over 60,000, the JET Programme is one of the most recognised language education and cultural exchange initiatives in the world.



## Who we are

The National Association for Japan Exchange and Teaching (National AJET) is a volunteer organisation run by JET Programme participants. AJET focuses its activities in three interconnected areas:

### Community

National AJET unites JET participants by offering networking, event opportunities across Japan, and support services.

### Resource

National AJET provides resources including education and professional development opportunities, teaching materials, and helpful information for foreign residents, including the monthly AJET Connect digital magazine, which provides JETs with information pertaining to life in Japan, as well as exposure to discounted goods and services from our partners.

### Voice

National AJET is the elected representative body for JET Programme Participants. We stay up to date on the JET community's needs, and build partnerships with companies and organisations who provide the products and services that meet those needs.



JET Programme International

To find out more visit [www.jetprogramme.org](http://www.jetprogramme.org)



# Become A PARTNER

Through partnership with National AJET, we connect the JET community to your valuable goods and services as well as non-profit ventures benefiting both JETs and Japan. With over 5,000 current JET programme participants in Japan, there is no better time to establish your group as a partner of AJET.

## Benefits

- Reach over 5,000 active JET participants!
- Over 60,000 jet alumni worldwide!
- 2,500 direct subscriptions to our monthly AJET Connect digital magazine!
- Promote your organisation's support of internationalisation and cultural exchange!
- Online exposure to both newly-arriving JETs during Tokyo orientation and leaving JETs during the after JET conference through special editions of AJET Connect digital magazine.

# CONNECT

## AJET Connect Magazine

Written by JETs, for JETs, the AJET Connect magazine is the most direct way to connect with JETs all over Japan. This monthly online magazine features articles on travel destinations and experiences, food recommendations and recipes, and tips for participants hoping to make the most of their time in Japan. Additionally, specific JET projects and non-profit partner initiatives are highlighted. AJET Connect includes suggestions for Japanese language acquisition as well as teaching/ classroom techniques. Advertisements are placed in the magazine according to genre and type to maximise advertising potential.

### Placement Options

Premium Page (first page after cover); Full page; Half page. Contact National AJETs Advertising team, for more details!

<https://issuu.com/ajetconnect>

## National AJET Gazette

In addition to the full feature Connect Magazine, each month National AJET also releases a newsletter digest. This reaches over 8000 subscribers all across the country, a diverse JET audience.

<https://ajet.net/follow-us/>

## National AJET Website

<https://ajet.net/>

## Our Social Media Channels

Utilising Facebook and our homepage National AJET has an extensive and far reaching social network profile. We actively engage with members of our social network groups on the national, regional and local levels. This enables us to not only get broad messages out to a large number of JETs at one time, but also connect with them on an individual and more personal basis.

### Facebook

Our Facebook network is vast and comprehensive. It consists of national, block (regional) and prefectural (local) levels. All of which are managed with consistency and professionalism. There are 11 AJET Block Groups which usually include about 4 or 5 prefectures in roughly the same geographical area. These groups include not only current JETs, but alumni, prospective JETs, and often friends, families of JETs, and other community members. From there, local prefectural chapters moderate a local group which is often tight knit, vivacious, and personal.

<https://www.facebook.com/AJETJapan/>

**ADVERTISE WITH  
National AJET**

Contact a member of  
our corporate team at  
[advertising@ajet.net](mailto:advertising@ajet.net)  
for more details!

**We look  
forward to  
working with  
you!**

*[advertising@ajet.net](mailto:advertising@ajet.net)*

