

Advertising Rates

(Effective January 1, 2010)

The Japan Times, Ltd.

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Zeeshan Agencies

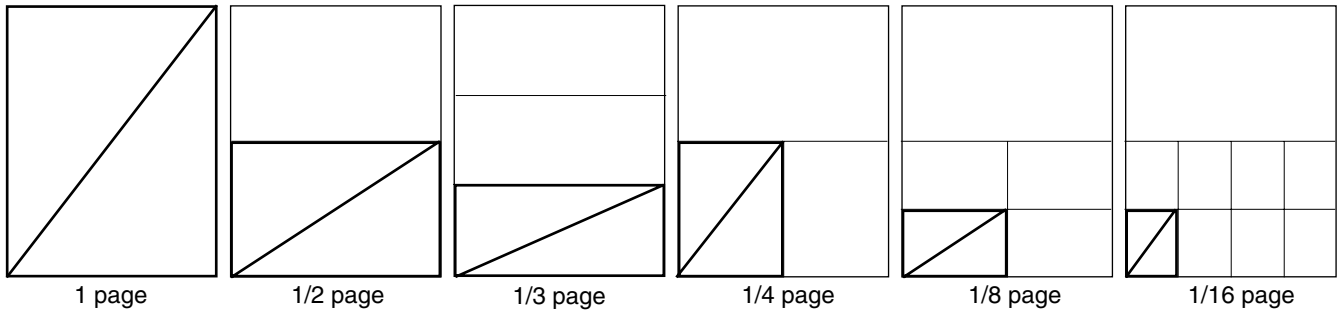
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General Advertising ¥6,000 per col/cm

Advertising Space & Rates

1 page 51.0 cm x 8 col.	¥2,400,000
1/2 page 25.0 cm x 8 col.	¥1,200,000
1/3 page 17.0 cm x 8 col.	¥816,000
1/4 page 25.0 cm x 4 col.	¥600,000
1/8 page 12.5 cm x 4 col.	¥300,000
1/16 page 12.5 cm x 2 col.	¥150,000

*Basic unit rate for spaces smaller than 1/16 page is ¥7,000 per col/cm



Column width is as follows:

Column depth is up to 51 cm in principle at intervals of 0.5 cm. Refer to terms and conditions 8 for minimum depth of each column.

Column	Width	Column	Width
1	4.4 cm	5	23.8 cm
2	9.2 cm	6	28.7 cm
3	14.1 cm	7	33.6 cm
4	19.0 cm	8	38.4 cm

But the size of ad copy to be made from top to bottom must be 51 cm lengthwise.

Contract Advertising

Open Rate (based on total space used during one calendar month, per col/cm)	Short-Term Contract (3-6 months)	Long-Term Contract (over 6 months)
Over 100 cm (equivalent to 1/4 page ad)	¥5,000	¥4,400
Over 200 cm (equivalent to 1/2 page ad)	¥4,500	¥3,900
Over 300 cm	¥4,100	¥3,500
Over 400 cm	¥3,800	¥3,200

Total cm (space) is the aggregate of depth x number of columns.

Preferred Page and Color Rates

A. Page Specification 15% additional charge

B. Additional Charge for Color

1 page	¥1,200,000
1/2 page	¥800,000
1/4 page	¥700,000
1/8 page	¥500,000
1/16 page	¥300,000

Specific Ad Rates

- A. Front Page Ear (size: 3.5 cm height x 4.4 cm width)**
 Black and white ¥65,000 per insertion
 Color ¥125,000 per insertion
- B. Sports Page Ear (size: 2.5 cm height x 10.0 cm width)**
 Black and white ¥65,000 per insertion
 Color ¥130,000 per insertion
 * Only Non-Color insertions on Friday
- C. Classified Ads Page Ear (size: 3 cm height x 7 cm width) ¥180,000 per insertion**
- D. Front Page Display (size: 12.5 cm height x 9.2 cm width)**
 Less than 12 insertions ¥350,000 per insertion
 Over 13 insertions ¥280,000 per insertion
 Over 26 insertions ¥250,000 per insertion
 Over 52 insertions ¥200,000 per insertion
- E. Front Page Index Bottom Display (size 3~8 cm height x 1 col.) ¥14,000 per col/cm**
- F. Crossword Puzzle Column (size: 6 cm height x 14.1 cm width) Monday – Saturday**
 One insertion ¥100,000
 Over 13 insertions ¥90,000 per insertion
 Over 26 insertions ¥72,000 per insertion
 Over 52 insertions ¥60,000 per insertion
- G. Guide Column: Weekend Scene (Friday) & Times Guide Column (Tuesday, Thursday)**
 One insertion ¥4,500 per col/cm
 Open (more than 4 insertions a month for more than 3 months) ¥4,000 per col/cm
 Open (more than 4 insertions a month for more than 6 months) ¥3,500 per col/cm
 Article-style ad ¥6,000 per col/cm
 (maximum ad space 1/8 page)
- H. TV Program Column (size: 2.5 cm height x 3.0 cm width)**
 Open (more than 10 insertions within 6 months) ¥15,000 per insertion
 Open (more than 30 insertions within 6 months) ¥14,000 per insertion
 Open (more than 50 insertions within 12 months) ¥13,000 per insertion
- I. Tokyo Stock Exchange, Foreign Exchange Market Page Display
 (size: 10.5 cm height x 28.7 cm width) Tuesday – Saturday**
 One insertion ¥300,000
- J. Special Supplement Ads ¥7,000 per col/cm**
- K. Special Announcement Advertisement ¥8,000 per col/cm**
- L. Classified Window Ads (size: 3~7 cm x 1 col.)**
 One insertion ¥21,000 per col/cm
 Over 2 insertions per month for more than 3 months ¥20,000 per col/cm
 (For real estate ads: ¥19,000 and ¥18,000, respectively)
- M. Classified Bottom Ads**
 One insertion ¥20,000 per col/cm
 Over 2 insertions per month for more than 3 months ¥19,000 per col/cm
 (Positioning requests are not accepted.)
 (For real estate ads: ¥18,000 and ¥17,000, respectively)
- N. Ad size for the last page is between 1/4 and a full page. (Page specification fee 15%)**
 ※Advertising rates do not include consumption tax.

Terms and Conditions

1. Application for advertisements

Apply 7 days prior to insertion in principle. Be sure to apply in writing, but this does not apply to special announcement advertisements.

2. Same rates will apply to all editions

In the Hokkaido, Tohoku, Kyushu and Shinetsu (Nagano and Niigata prefectures) Regions, and in some areas of the Chugoku Region, advertisements appear in the next day's edition.

3. Deadline for advertising materials

- In case of black and white: 3 business days prior to insertion
- In case of color: 7 business days prior to insertion

4. Ads material transaction note

Please take the following into account when sending advertising data to The Japan Times.

Application: Adobe Illustrator (version 8.0 - CS2)

Format style: EPS only

Font data: All fonts in ad copy must be outlined.

Logo, photo or other images:

Must be saved as EPS format and embedded.

Resolution is between 200 and 300 pixels/inch.

Screen line is 85/inch.

Black and white: Saved as Grayscale mode

Color: Made and saved as CMYK mode. RGB type is not acceptable to our layout systems, so please do not use it. Please attach the 6 color samples.

Please send by E-mail <please use compress soft (i.e. DropStuff, Aladdin)> to nyuko@japantimes.co.jp or by MO (230 MB format for Macintosh) or CD via courier, hand delivery or other way.

When submitting ad data to us, please make sure that an ad copy file and photo or logo image file are saved as same folder.

5. Ad material production

The Japan Times can also produce such copy at 15% or more of the standard ad charge. And 50% and up for article-style ad production.

6. Cancellation charges and others

Cancellation of bookings for ad insertions must be made in writing at least 3 business days prior to insertion, but at least 5 business days prior to insertion in the case of large ads 1/2 page in size or more.

For cancellation of bookings later than those specified dates, 50% of the insertion rate is chargeable.

Order for ads, copy change and changes pertaining to insertion by phone or by word of mouth, will not be accepted.

7. Minimum size of ad border is 1/10 mm

8. Advertising space

Minimum ad space is 5 cm x 1 col. Window Ads in the Classified Ad section must be between 3 and 7 cm depth by 1 col. width.

Column depth is as follows:

Column	Max. Depth	Min. Depth
1	25 cm	5 cm
2	51 cm	3 cm
3	51 cm	3 cm
4	51 cm	3 cm
5	51 cm	5 cm
6	51 cm	5 cm
7	35 cm	5 cm
8	51 cm	5 cm

But depth in 2 to 6 col. width is set at 35 cm or less when it is less than 51 cm.

9. The Japan Times reserves the right to reject any advertisement.