

Revised on Jan., 2010

## The Japan Times special pullout supplement

# Weekend Scene

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- Distributed on every Fridays
- Sharing the same content with a part of the Japan Times article
- All the paid advertisement on Weekend Scene will be placed on The Japan Times of the same Friday edition  
for no extra charge

### **The Japan Times**

Advertising Dept.

4-5-4, Shibaura, Minato-ku, Tokyo, Japan 108-8071

Tel: (03)3453-5242 Fax: (03)3453-7085

E-mail: [jtad@japantimes.co.jp](mailto:jtad@japantimes.co.jp)

## 【Outline】

Distribution Date: Every Fridays (except for irregular holidays including year-end)

Circulation: About 12,000 copies

Distribution points: About 150 places in metropolitan area (see the attached paper for details)

Format: 8-page pullout supplement

Ad application Deadline: 10 days prior to the insertion date. (2 weeks prior for full-color ads)

Transcript deadline: 1 week prior to the insertion date. (10 days prior for full-color ads)

## 【Contents (scheduled)】

Restaurants and shops / Movie and event information / Satellite broadcast listings / Information on places of interest to non-Japanese (such as antique and souvenir shops, hospitals, beauty parlors, etc.) / Community classified ads / Introduction to major tourist spots

## 【Target】

2.05 million non-Japanese residents in Japan / 8.30 million tourists / 3,300 foreign-affiliated companies / 20,680

Japanese companies with subsidiaries abroad / Embassies from 126 countries / Senior government officials in Japan and abroad / Opinion leaders in Japan and abroad

\* For special advertisement features

The Japan Times offers special advertisement features combining the advertisement and the publicity article according

to your budget. Feel free to consult our sales person.

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**Advertisement Rates for Front and Back page**

Placement	Type	Size	One Insertion	Without the week specification
Front page	1/3	Height 17.0cm×Width 8col. (38.4cm)	¥816,000	¥550,000
Front page	1/4	Height 12.5cm×Width 8col. (38.4cm)	¥600,000	¥450,000
Front page	1/8	Height 12.5cm×Width 4col. (19.0cm)	¥300,000	¥250,000
Back page	1/4	Height 12.5cm×Width 8col. (38.4cm)	¥600,000	¥400,000
Back page	1/8	Height 12.5cm×Width 4col. (19.0cm)	¥300,000	¥200,000
Back page	1/16	Height 12.5cm×Width 2col. (9.2cm)	¥150,000	¥100,000
Front page	Dog ear	Height 4.0cm×Width 8.5cm	¥ 65,000	¥ 40,000
Front page	Dog ear	Both ears	¥100,000	¥ 70,000

**Area Guide Page(P2~P3) Rates \*unit price:¥4500 per 1cm height x 1col.width**

Size(Sample)	One Insertion	Contract for over 3 months (Every Week)	Contract for over 6 months (Every Week)
Height 3cm× Width 2 col.( 9.2cm)	¥27,000	¥24,000	¥21,000
Height 5cm× Width 2 col.( 9.2cm)	¥45,000	¥40,000	¥35,000
Height 7cm× Width 2 col.( 9.2cm)	¥63,000	¥56,000	¥49,000
Height 5cm× Width 4 col.(19.0cm)	¥90,000	¥80,000	¥70,000
Height 10cm× Width 4 col.(19.0cm)	¥180,000	¥160,000	¥140,000
Height 12.5cm× Width 4 col(19.0cm)	¥225,000	¥200,000	¥175,000

- \* Above rate does not include the consumption tax (5%) or the data production fee.
- \* Due to the editorial reason, distribution date may change without prior notice.
- \* Minimum size ad for guide area page is height 3cm×2col., and the max is height 12.5cm×4col.
- \* Stores that sign contracts for 3 months or more and that are located within existing maps will be added to the maps.
- \* Width for area guide page ads are either by 2col. (9.2cm)or 4col. (19cm)only.
- \* Ad production fee is 15% additional for regular ads, and 50% additional for article-style ad.

## ■ Color Surcharge Rates:

Full Color	over ½ page to 1 page	¥1,200,000 additional charge
	over ¼ to ½ page	¥ 800,000 additional charge
	up to ¼ page	¥ 700,000 additional charge

## ■ Pullout supplement limited color charge :

(Color printed only on pullout supplement and not on the regular Japan Times Friday edition)

Full Color	over ½ page to 1 page	¥ 200,000 additional charge
	over ¼ to ½ page	¥ 150,000 additional charge
	up to ¼ page	¥ 100,000 additional charge

\* Both Black-and-white data and color data are required to be provided to the Japan Times in case of the pullout

limited color printing.

\* Minimum size for a color ad is 1/8 page.

\* The above prices do not include production fees or consumption tax.

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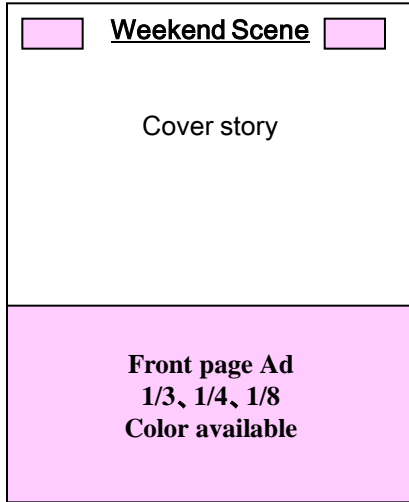
E-mail: [jtad@japantimes.co.jp](mailto:jtad@japantimes.co.jp)



# Weekend Scene Layout (Sample)

# The Japan Times

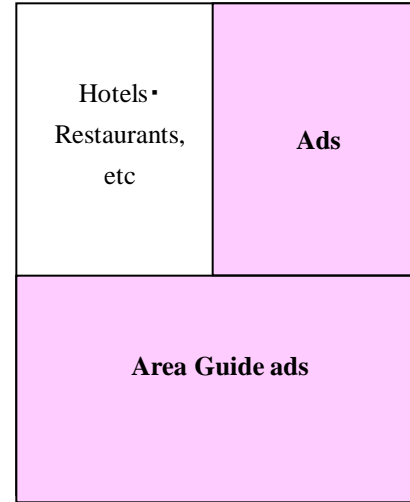
**P1**



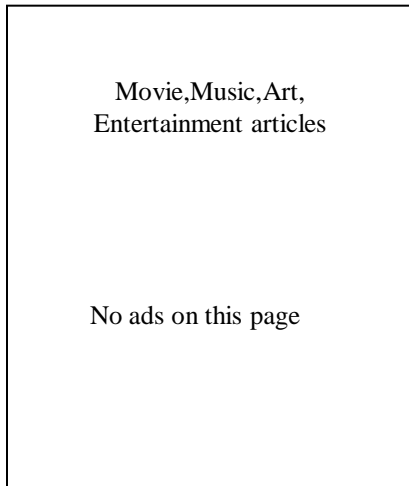
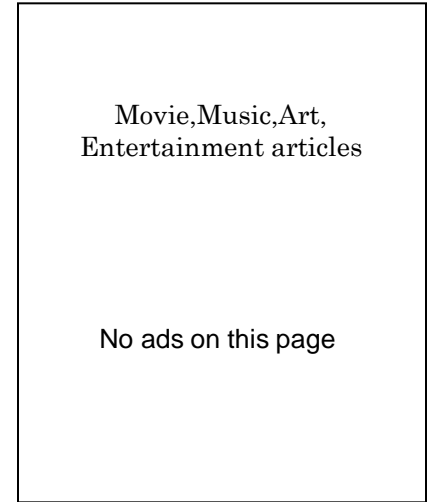
**P2**



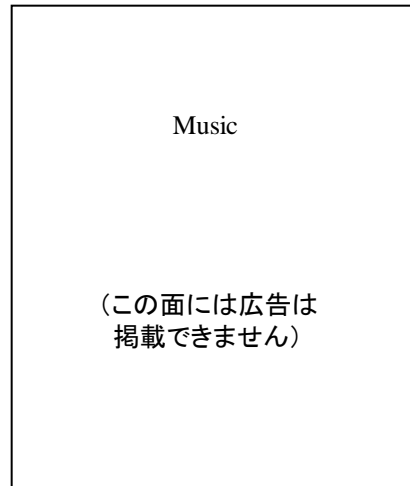
**P3**



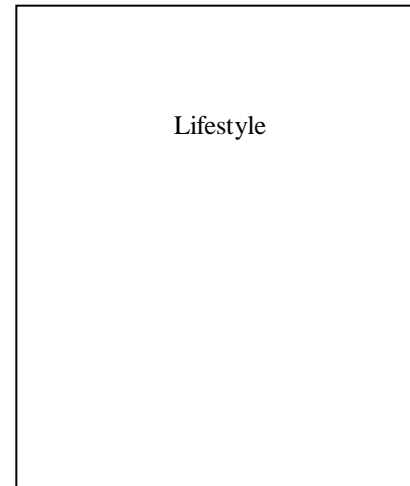
**P4**



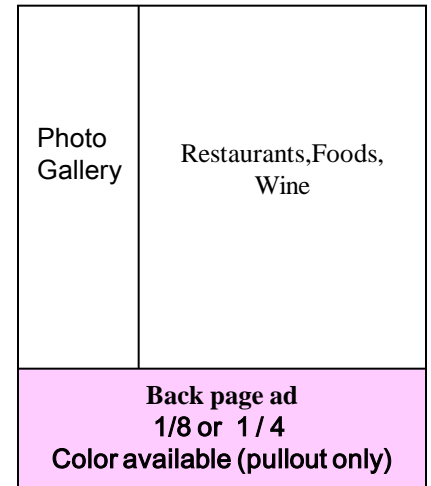
**P5**



**P6**



**P7**



**P8**

## Weekend Scene Distribution points

**Tourist Information Centers**

International Tourist Bureau (Narita Airport, Yurakucho), JR East Foreign Tourists Information Center (Narita Airport 1, 2) • Tokyo Tourist Information Center (Metropolitan Office, Keisei-Ueno Sta., Haneda Airport), Yokohama Convention Bureau (Sakuragi-cho Sta, Yokohama Sta., Shin-Yokohama Sta..) Kanagawa Tourism Board, Asakusa Cultural Tourist Center, Yamashita Park Information Center, T-CAT, Shinjuku Odakyu Information Center, Akiba Info

**Transportation points**

Hato-bus Information Center, Yurikamome (Shinbashi Sta., Odaiba Kaihin Koen Sta., Kokusai-Kaigijo-Seimon Sta.), Tokyo Cruise Ship (Asakusa dock), Yokohama Royal Wing, Excel Koku

**Hotels**

Imperial Hotel, Grand Hyatt Tokyo, Royal Park Hotel, Marunouchi Hotel, Cerulean Tower Hotel, Yokohama Bay Sheraton, Westin Hotel Tokyo, Park Hotel Tokyo, Tokyo Dome Hotel, Hotel Okura Tokyo, Hotel Seiyo, Ginza Capital Hotel, Shinjuku Prince Hotel, Shinagawa Prince Hotel, Shiba Park Hotel, Keio Plaza Hotel, Royal Park Shidome Tower, ANA Inter-continental Hotel, Pan Pacific Yokohama, Yokohama Royal Park Hotel, Inter-continental; Hotel, Hotel Sunroute ASAKUSA, J&F Hotel, Sakura House, Khaosan Tokyo

**Bars, Restaurants, Shops**

AUX BACCHANALES (Ginza, Takanawa) Tully's (Kamiya-cho, Akasaka Twin Tower, Tennozu Isle), TGI Fridays (Sakuragi-cho), Café La Bohème (Ginza, Shirogane), Zest Cantina (Ebisu, Roppongi), Hard Rock Café (Roppongi, Yokohama), Grand Central Oyster Bar (Shinagawa), Marunouchi café, Nadaman at Hotel New Otani, Zipang (Caretta Shiodome, Akasaka), AGAVE, Alux, mu-mu (Nishi-shinjuku), TABLEAUX, La JOLLA, Maharaja (Marunouchi), Ben's café, ARMS, Burger 5, suji's, As Classics Diner, COHIBA ATMOSHERE KASUMICHO, Elio Locanda Italiana, BLUE CORN CAFÉ, BRASSERIE LA CLASS, LAOX (Akihabara Duty Free Main Store.), Akky International (Akihabara 1, 2), Takarada Musen (Akihabara), National Azabu Supermarket (Hiroo), Ikspiari (Maihama), Silk (Azabu), Fuji-Torii (Harajuku), Azabu Interior (Kamiya-cho), Maruzen (Marunouchi), Yokohama Akarenga,

**Embassies and U.S. military base in Japan**

U.S. Embassy, Embassy of Italy, Embassy of Portugal, Embassy of Micronesia, Embassy of Canada, ACCJ, U.S. Navy Yokosuka Base, Yokota Air Base, U.S. Army Base Camp Zama

## Ads material transaction note

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

Format Style: EPS only

Application:

Layout soft: Adobe Illustrator version 8.0 ~ CS

Font data: All of fonts in ads copy must be outlined

Logo, photo, or other images:

Must be saved as EPS format and embedded.

Resolution is between 200 to 300 pixels/inch

Screen line is 85/inch

B/W: Saved as Gray Scale mode & 8 bits style

Color: Made and saved as CMYK mode & 8 bits style. RGB type is not acceptable to out 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. Stuffit, Aladdin> to [nyuko@japantimes.co.jp](mailto:nyuko@japantimes.co.jp) or by MO(230MB format for Macintosh) or CD via curier, hand delivery or other way.

When submitted to Ad data to us, please make sure that an ad copy file and photo or logo image file are saved as same folder/MO. Proof file also included a data folder is preferable.

Please contact us with any other questions you may have.

The Japan Times  
Advertising Department  
Tel: +81-3-3453-5530  
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