

Rates/ Ad specs

2012 RATE CARD

		1x	6x	12x	24x	US\$
4-Color	Full Page	3300	3140	2980	2830	
	1/2 Page(Hor. /Ver.)	2200	2090	1990	1890	
	1/2 Page(island)	2420	2300	2190	2080	
	1/3 Page(Hor. /Ver.)	1650	1570	1490	1420	
2-Color	Full Page	2750	2610	2480	2360	
	1/2 Page(Hor. /Ver.)	1800	1710	1620	1540	
	1/3 Page(Hor. /Ver.)	1380	1310	1250	1190	
B&W	Full Page	1650	1570	1490	1420	
	1/2 Page(Hor. /Ver.)	1320	1250	1190	1130	
	1/3 Page(Hor. /Ver.)	1050	942	890	850	

Premium Positions*	1x	12x
CV2	4200	3860
Facing CV2 (Pg. 1)	4000	3680
CV3	3500	3220
CV4	4500	4140

*Advertisers on a 12x contract prioritized to be served premium positions.

● Translation (English to Japanese): \$200 per page or fractional

ONLINE and TARGET MARKETING PROGRAM

e-Newsletter text ad:

Weekly : Top @\$500 Middle or Bottom: @\$450

● ad spec: Japanese Character 144 + linked URL

Online banner ad:

Leaderboard @\$1500/Month

Skyscraper @\$1000/Month

● minimum contract term: 1 month

e-List rental:

base rate @\$500/M segmentation +@\$100/M
transmission fee +@\$200/M

● minimum charge: \$1000

List rental:

base rate @\$500/M segmentation +@\$100/M
tipping charge +@\$100/M

● minimum charge: \$600 (postal charge excluded)

Outsert:

base rate @\$900/M* segmentation +@\$100/M

*material must be less than 297 x 210mm, 50g.

● minimum charge: \$1000

AD SIZES

W x H	TRIM	BLEED (mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2Page Island	115 x 200	
1/2Page Horizontal	180 x 125	
1/2Page Vertical	85 x 255	
1/3Page Horizontal	180 x 83	
1/3Page Vertical	55 x 255	

● We prefer ad material supplied as PDFs with PDF/X-1a format option.

Contact

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