

Weekend Scene (Special Pullout Supplement)

- Distributed on the 2nd and 4th Friday of the month
- All paid advertisements in Weekend Scene will be placed in the same week's Japan Times Wednesday, Thursday and Friday editions at no extra charge.

Email: jtad@japantimes.co.jp

The Japan Times

Crossmedia Sales Div.

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

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【Outline】

Distribution Date: on the 2nd and 4th Friday of the month (except for holidays)

Distribution term: 2 weeks

Circulation: About 55,000 copies (The Japan Times: about 45,000, Supplement: about 10,000)

Distribution Method: Placed at associated locations (We can accommodate distribution at event venue in the case of running special advertisement features)

Distribution Points: About 100 places in the Tokyo metropolitan area (see the attached paper for details)

Format: 8 pages

Ad Application Deadline: 2 weeks prior to the insertion date (3 weeks prior for color ads)

Ad Material Deadline: Noon on Friday (7 days before insertion)

 Noon on Tuesday (10 days before insertion) for color ads

【Contents (scheduled)】

Entertainment: Restaurants/Shopping/Hotels/Movies/Events/Museums/Regional Events/Festivals, etc.

Introduction to major tourist spots

【Target】

2 million non-Japanese residents in Japan/10 million tourists in Japan/3,000 foreign-affiliated companies/20,000

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 salesperson.

Advertising Space & Rates for Front and Back page

Placement	Type	Size	One Insertion	With no Date Specified
Front page	1/3	17.0 cm High × 8 col (38.4 cm) Wide	¥816,000	¥550,000
Front page	1/4	12.5 cm High × 8 col (38.4 cm) Wide	¥600,000	¥450,000
Front page	1/8	12.5 cm High × 4 col (19.0 cm) Wide	¥300,000	¥250,000
Back page	1/4	12.5 cm High × 8 col (38.4 cm) Wide	¥600,000	¥400,000
Back page	1/8	12.5 cm High × 4 col (19.0 cm) Wide	¥300,000	¥200,000
Back page	1/16	12.5 cm High × 2 col (9.2 cm) Wide	¥150,000	¥100,000
Front page	Dog ear	4.0 cm High × 8.5 cm Wide	¥65,000	¥40,000
Front page	Dog ear	Both ears	¥100,000	¥70,000

Area Guide Page (P2~P3) *unit rate is ¥4,500 per col/cm

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

* Above rates do not include consumption tax and data production fee.

* Due to editorial reasons, distribution dates may change without prior notice.

* Minimum size ad for area guide page is 3 cm high × 2 col wide and the maximum size is 1/8 page. The width must be 2 or 4 col.

* Stores that sign advertising contracts for 3 months or more and are located within existing area maps will be added to the maps.

* Data production fee is 15% additional for regular ads, and 50% additional for article-style ads. Please consult with our salesperson.

■ Additional Charge for Color:

over 1/2 page to 1 page	¥ 1,200,000
over 1/4 to 1/2 page	¥ 800,000
up to 1/4 page	¥ 700,000
Dog ear (4.0 cm high × 8.5 cm wide)	¥ 60,000

■ Pullout Supplement Limited Additional Charge for Color:

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

over 1/2 page to 1 page	¥ 200,000
over 1/4 to 1/2 page	¥ 150,000
up to 1/4 page	¥ 100,000

* Both black-and-white data and color data are required to be provided to The Japan Times for limited color printing pullout supplements.

* Due to color ad insertion, layout may change without prior notice.

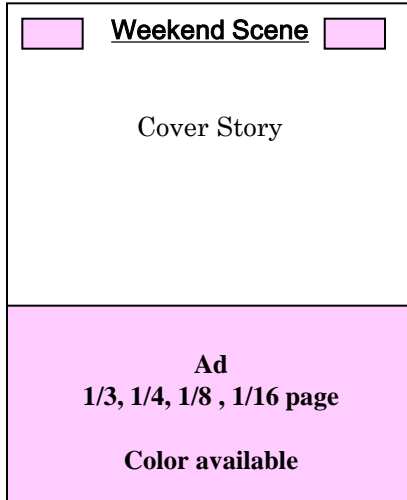
* Minimum size for a color ad is 1/8 page.

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

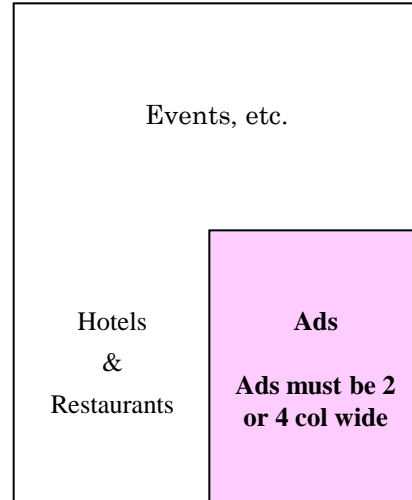
* No additional charge for color is required for the ad accompanying the publicity article.

Weekend Scene Layout (Sample)

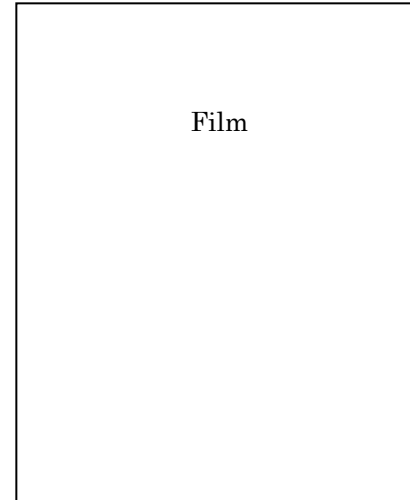
P1



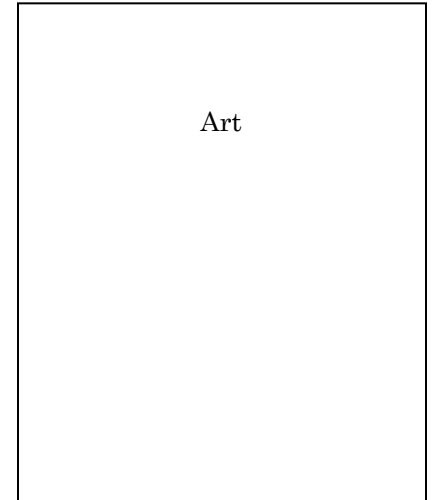
P2



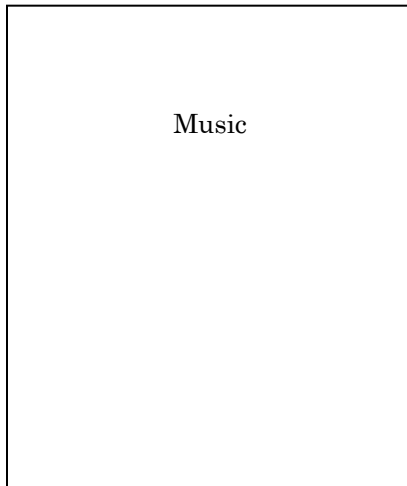
P3



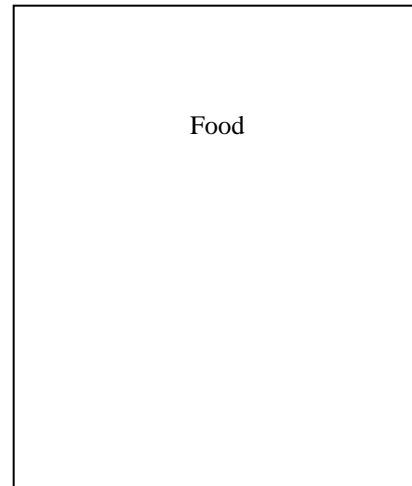
P4



P5



P6



Weekend Scene Distribution Points

Tourist Information Centers

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

Transportation Points

Hato Bus Information Center, Yurikamome(Shinbashi Sta.), Tokyo Cruise Ship(Asakusa dock), Hinomaru Limousine, Across No.1 Travel, Willer Express Japan

Hotels, Guesthouses

Imperial Hotel, Grand Hyatt Tokyo, Royal Park Hotel, Marunouchi Hotel, Cerulean Tower Hotel, The Westin Tokyo, Hotel Okura Tokyo, Shinagawa Prince Hotel, Keio Plaza Hotel, ANA InterContinental Tokyo, Conrad Tokyo Hotel, The Yokohama Bay Hotel Tokyo, Yokohama Royal Park Hotel, InterContinental Yokohama Grand, Hotel New Grand, Granvia Hiroshima, Dormy Inn Express Asakusa, Dormy Inn Premium Shibuya-jingumae, Sakura House, Khaosan Tokyo, K's House Tokyo Oasis, Nikko Inn

Bars, Restaurants, Shops, Schools

Aux Bacchanales(Ginza,Takanawa), Tully's(Tennoz Isle), Café La Boheme(Shirokane, Azabujuban), Hard Rock Café(Roppongi, Yokohama), Agave, AS Classics Diner, bERGAMO, TeTeS(Nishiazabu), Authentic, Elio Locanda Italiana, Pub Bulldog, Bluecorn Cafe, LAOX(Akihabara Duty Free Main Store), Takarada Musen, National Azabu Supermarket, Azabu Interior(Kamiyacho), Maruzen(Marunouchi), Maruara-Watanabe, Faculty of Agriculture, University of Tokyo, Makuhari International School, EF Tokyo

Embassies and U.S. Military Bases

U.S. Embassy, Embassy of Italy, Embassy of Canada, Yokota Air Base, U.S. Army Base, Camp Zama

Ad material transaction note

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

**Application for layout: Adobe Illustrator CS2 ~
Adobe InDesign CS4 ~**

Format Style: PDF/X-1a

Data-submission method

By e-mail: Please send files to nyuko@japantimes.co.jp (add the publication date and client's name in the subject)

By CD: Please send with a hard copy of your advertisement (in the case of color materials, seven hard copies)

Data-checking

Document setting: Artboard size must be set to the exact size of the advertisement

Photo or other images: Resolution of between 200 to 300 pixels/inch

Do not set white objects to overprint. For example make sure “overprint” is off when using white text on a colored background.

Color data: All images, objects and fonts must be in CMYK. RGB files are not acceptable so please refrain from using this format

The maximum total CMYK ink coverage in the advertisement must not exceed 250%.

Black & White data: Please check that there are no color objects in the file

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