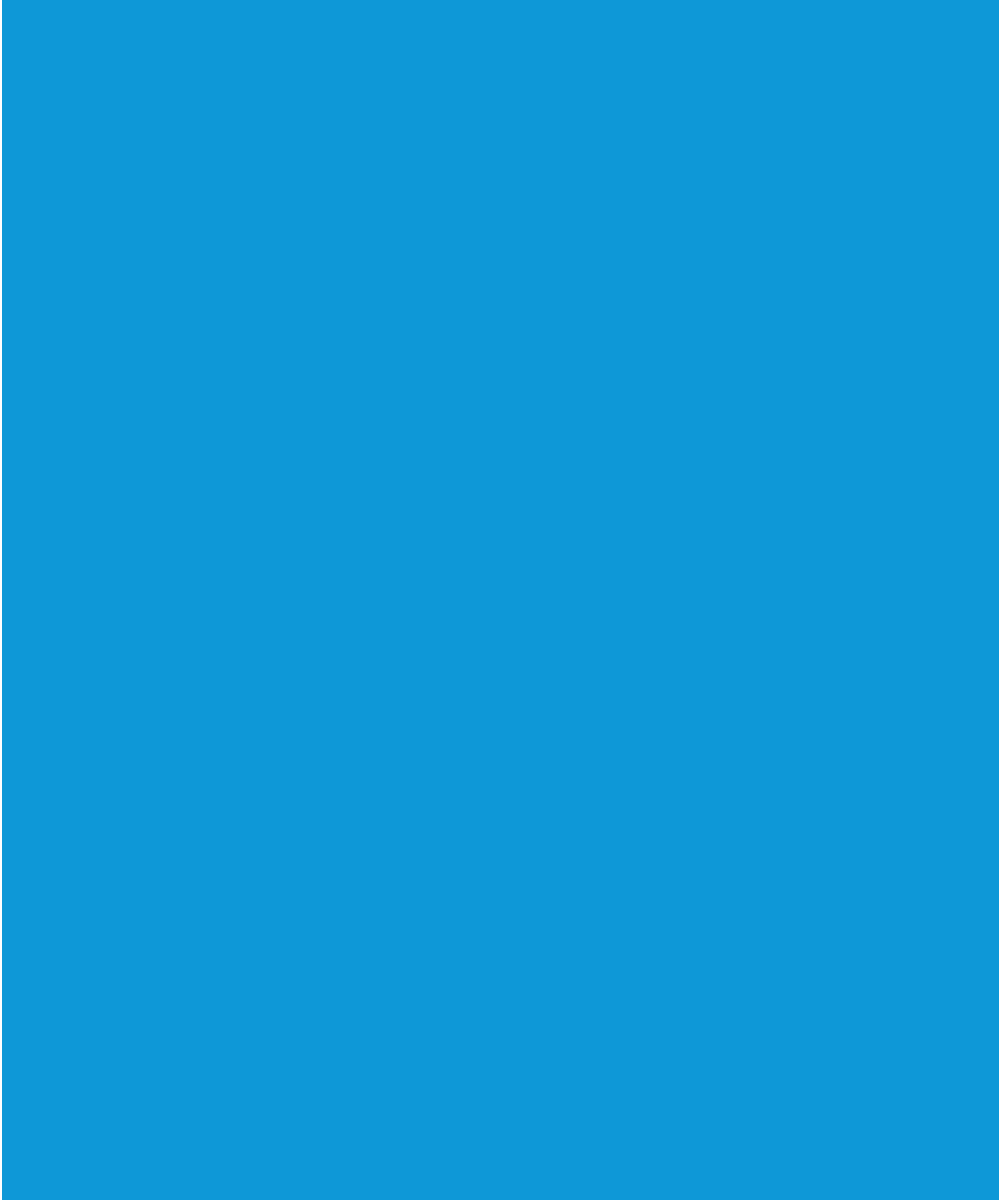


# the japan times

ADVERTISING RATES | PRINT & DIGITAL



# Print advertising

**Newspaper ads**

**Sizes, placement, rates**

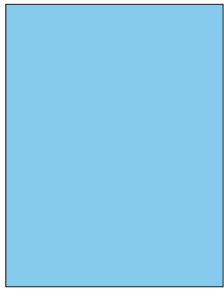
**Content guidelines**

**Advertorials**

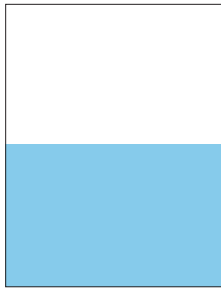
# Print advertising

The Japan Times

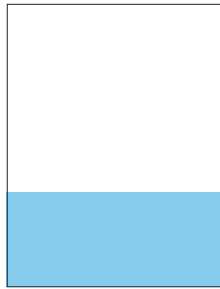
## Main advertising menu



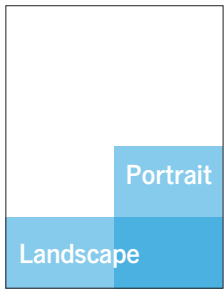
1 1 page



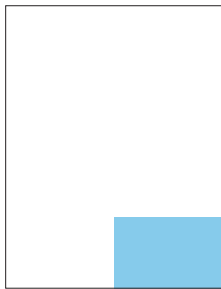
2 1/2 page



3 1/3 page



4 1/4 page



5 1/8 page

Front Page

6 Front page ad large

7 Front page ad

8 Index ad



## Size

	Size (H × W)	
1 1 page	51.0 cm × 38.5 cm	
2 1/2 page	25.0 cm × 38.5 cm	
3 1/3 page	17.0 cm × 38.5 cm	
4 1/4 page	(Landscape) 12.5 cm × 38.5 cm	(Portrait) 25.0 cm × 19.0 cm
5 1/8 page	12.5 cm × 19.0 cm	
6 Front page ad large	17.0 cm × 12.5 cm	
7 Front page ad	12.5 cm × 9.2 cm	
8 Index ad	3.5 cm × 6.0 cm	

# Print advertising

The Japan Times

## Basic rates

	Full color	Black and white
① 1 page	¥3,960,000 (¥3,600,000)	¥2,640,000 (¥2,400,000)
② 1/2 page	¥2,200,000 (¥2,000,000)	¥1,320,000 (¥1,200,000)
③ 1/3 page	¥1,650,000 (¥1,500,000)	¥902,000 (¥820,000)
④ 1/4 page	¥1,430,000 (¥1,300,000)	¥660,000 (¥600,000)
⑤ 1/8 page	¥880,000 (¥800,000)	¥330,000 (¥300,000)
⑥ Front page ad large	¥1,210,000 (¥1,100,000)	—
⑦ Front page ad	¥770,000 (¥700,000)	—
⑧ Index ad	¥330,000 (¥300,000)	—

※ When The Japan Times produces a creative basic ad, an additional 15% production fee will be charged.

※ (Tax excluded)

The Japan Times

## Announcement ads (tender offers, name changes, etc.)

- 1 cm x 1 column (6 cm) ..... ¥11,000 (¥10,000)  
(Minimum size: 5 cm x 1 col. black and white)

The Japan Times

## Content submission guidelines

### ● Data-submission method

Email

Please send files to [jtad@japantimes.co.jp](mailto:jtad@japantimes.co.jp)  
(add the publication date and client's name in the subject)

### ● Data checklist

- 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 and white data: Please check that there are no color objects in the file.
- Minimum font size: 6 points for English, 8 points for Japanese.

### ● Applications for layout

Adobe Illustrator CS2 ~ Adobe InDesign CS4 ~

### ● Format Style

PDF/X-1a

### ● Notice

- Minimum size of ad border is 1/10 mm.
- For ads that significantly deviate in tone or manner from the editorial guidelines of The Japan Times, we may ask for changes. Thank you for your understanding.

### ● Cancellation

- For cancellation of print advertising/advertorials smaller than 1/2 page, 50% of the advertising rate is billable from the time of booking until 5 business days prior to the publication date. 100% of the advertising rate is billable for cancellation 4 business days or fewer prior to the publication date.
- For cancellation of print advertising/advertorials 1/2 page or larger, 50% of the advertising rate is billable from the time of booking until 7 business days prior to the publication date. 100% of the advertising rate is billable for cancellation 6 business days or fewer prior to the publication date.
- Any changes pertaining to ad insertion that are conveyed by phone or by word of mouth will not be accepted.

# Advertorials

Sizes

Rates

Interview and web services

# Advertorials

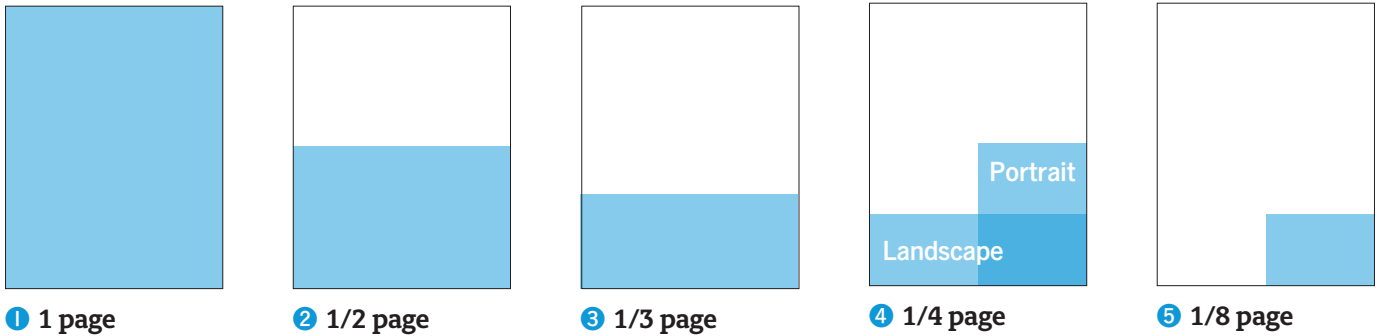
The Japan Times

## Advertorial menu

To improve reach, your advertorial will also be posted on The Japan Times Online.

This will give you access to a global audience via web searches and social media.

### Sizes



	Size (H × W)	
1 1 page	51.0 cm × 38.5 cm	
2 1/2 page	25.0 cm × 38.5 cm	
3 1/3 page	17.0 cm × 38.5 cm	
4 1/4 page	(Landscape) 12.5 cm × 38.5 cm	(Portrait) 25.0 cm × 19.0 cm
5 1/8 page	12.5 cm × 19.0 cm	

### Examples

1/8 page format



Full-page format



# Advertorials

The Japan Times

## Rates

### ● No interview

	Full color, print and web	Black and white, print and web	Web only	
① 1 page	¥5,940,000 (¥5,400,000)	¥3,960,000 (¥3,600,000)	Up to 3 images Around 1,800 words	¥3,960,000 (¥3,600,000)
② 1/2 page	¥3,300,000 (¥3,000,000)	¥1,980,000 (¥1,800,000)	Up to 3 images Around 900 words	¥1,980,000 (¥1,800,000)
③ 1/3 page	¥2,475,000 (¥2,250,000)	¥1,353,000 (¥1,230,000)	Up to 2 images Around 600 words	¥1,353,000 (¥1,230,000)
④ 1/4 page	¥2,145,000 (¥1,950,000)	¥990,000 (¥900,000)	Up to 2 images Around 450 words	¥990,000 (¥900,000)
⑤ 1/8 page	¥1,320,000 (¥1,200,000)	¥495,000 (¥450,000)	Up to 1 images Around 230 words	¥495,000 (¥450,000)

### ● Interview included

	Full color, print and web	Black and white, print and web	Web only	
① 1 page	¥6,732,000 (¥6,120,000)	¥4,488,000 (¥4,080,000)	Up to 3 images Around 1,800 words	¥4,488,000 (¥4,080,000)
② 1/2 page	¥3,740,000 (¥3,400,000)	¥2,244,000 (¥2,040,000)	Up to 3 images Around 900 words	¥2,244,000 (¥2,040,000)
③ 1/3 page	¥2,805,000 (¥2,550,000)	¥1,529,000 (¥1,390,000)	Up to 2 images Around 600 words	¥1,529,000 (¥1,390,000)
④ 1/4 page	¥2,431,000 (¥2,210,000)	¥1,122,000 (¥1,020,000)	Up to 2 images Around 450 words	¥1,122,000 (¥1,020,000)
⑤ 1/8 page	¥1,496,000 (¥1,360,000)	¥561,000 (¥510,000)	Up to 1 image Around 230 words	¥561,000 (¥510,000)

※ Digital advertisements are color only.

※ Extra images and visual requirements can be discussed on request.

※ If you ask us to cover a distant location, transportation, accommodation and other fees will be charged.

※ If you wish to have a photo shoot, you may be charged a fee, depending on the content.

※ (Tax excluded)

### ● Inclusions

- Promotion via The Japan Times' official SNS accounts (Facebook/Twitter)
- Analytics/metrics report

### ● Optional extras

- Standalone website creation
- Native advertising and promotional services
- Video production
- Embedding existing video
- Content licensing, etc.



# Digital advertising

Platform options

Rates

# Digital advertising

The Japan Times Online (www.japantimes.co.jp)

## Web advertising menu

### ● PC

Top page and article page



### ● Mobile

Article page only



### 1 First rectangle PC

An ad displayed in the upper right column when The Japan Times Online is opened. It is generally the area first seen by the viewer. This ad draws more viewers by using a banner that is more than twice as large as our default web ad.

### 2 Second rectangle PC

Default size ad. The display position will be lower than the first rectangle, but more affordable.

### 3 Header banner PC Mobile

This ad is displayed prominently above the content in both the PC and mobile versions. Billboard size is larger than regular, giving it greater impact.

### 4 In-text rectangle Mobile

An ad displayed below the second paragraph of a story on the mobile version of JTO. Has a major effect on readers since it appears in the middle of an article.

# Digital advertising

The Japan Times Online (www.japantimes.co.jp)

## Web advertising menu

### ● PC

	Banner size	Rate	Impressions
① First rectangle	300 x 250 pixels/336 x 280 pixels	<b>¥330,000</b> (¥300,000)	200,000
	300 x 600 pixels	<b>¥550,000</b> (¥500,000)	200,000
② Second rectangle	300 x 250 pixels/336 x 280 pixels	<b>¥220,000</b> (¥200,000)	200,000
	300 x 600 pixels	<b>¥330,000</b> (¥300,000)	200,000
③ Header banner	728 x 90 pixels	<b>¥275,000</b> (¥250,000)	200,000
	970 x 250 pixels	<b>¥550,000</b> (¥500,000)	200,000

※ (Tax excluded)

### ● Mobile

	Banner size	Rate	Impressions
③ Header banner	320 x 50 pixels	<b>¥165,000</b> (¥150,000)	100,000
	320 x 180 pixels	<b>¥275,000</b> (¥250,000)	100,000
④ In-text rectangle	300 x 250 pixels/336 x 280 pixels	<b>¥440,000</b> (¥400,000)	200,000

※ (Tax excluded)

The Japan Times Online ([www.japantimes.co.jp](http://www.japantimes.co.jp))

## Content submission guidelines

### ● Deadlines & creative changes

- For .gif and .jpeg files, text must be sent 5 business days in advance; for .mp4 files, 8 business days in advance.
- Creative changes will only be accepted once and must be sent 3 business days in advance.

### ● Insertion and confirmation time

- Insertion time will be at noon in Japan on a weekday.

### ● Size limit and format

- Please check Google's "[Guidelines for display creatives](#)" and submit based on those guidelines.

Guidelines for display creatives



<https://support.google.com/displayvideo/answer/3017252?hl=en>

- Please use RGB for images, objects and fonts. Process colors (CMYK) and spot colors are not acceptable.



### ● Compensation

- Even if the number of impressions is lower than expected, there will be no reduction, refund or compensatory posting.
- In the event of natural disasters, system failures due to unauthorized access, or other major incidents and instances where we are not accountable, advertising fees will not be compensated. In cases where advertising is suspended due to pre-notified system maintenance (emergencies included), there will be no compensation.

### ● Display environment

- Please note that ads may not display correctly, depending on viewers' browser settings, firewall configurations, security software, etc.

### ● Ad policies

- Please note that if the ad is deemed unfit according to our company policy, we will not post it on our website. Also, if the ad manuscript and link content are deemed unfit, we will refuse to post it on our website.

### ● Cancellation charges and other conditions

- For cancellation of digital advertising, including advertorials that are equivalent in volume to or smaller than 1/2 page, 50% of the advertising rate is billable from the time of booking until 5 business days prior to the publication date. 100% of the advertising rate is billable for cancellation 4 business days or fewer prior to the publication date.
- For cancellation of digital advertorials that are equivalent in volume to or larger than 1/2 page, 50% of the advertising rate is billable from the time of booking until 7 business days prior to the publication date. 100% of the advertising rate is billable for cancellation 6 business days or fewer prior to the publication date.
- Any changes pertaining to ad insertion that are conveyed by phone or by word of mouth will not be accepted.

# Subscriber newsletter ads

Formats

Rates

# Subscriber newsletter ads

## Email advertising

Ads can be posted in the two online magazines (HTML) distributed by The Japan Times. You can post text introductions or web banners.

**Daily News Updates**  
from the **jt**

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**Daily/Delivered around 10 p.m. (local time)**

Number of registered users: **31,000**

Stay in the loop by getting the day's top news reports about Japan, Asia and the world, plus our own features and commentary, delivered daily to your inbox.

**TAKE5**  
from the **japan times**

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**Every weekday/Delivered around noon (local time)**

Number of registered users: **21,000**

Sign up for Take 5 and you'll get a carefully curated list of our takes on recent hot topics, as well as all the necessary context you need to make sense of news and trends.

※ Number based on February 2021 survey.

## Basic rates

Mail magazine	Banner advertising	Text advertising	Set price
Daily News Updates	¥330,000 (¥300,000)	¥330,000 (¥300,000)	¥550,000 (¥500,000)
TAKE5	¥330,000 (¥300,000)	¥330,000 (¥300,000)	¥550,000 (¥500,000)

※ (Tax excluded)

## Data-submission

### ● Specifications

**Banner AD** Please prepare two sizes: 600 pixels wide x 200 px high (PC) and 300 pixels wide x 250 px high (mobile).

**Text AD** Title should be about 10 words long, accompanied by a description about 20-30 words long. Ad will appear with the following credit: **[ADVERTISEMENT]**.




### ● Deadline for manuscripts

- Please submit your data and materials at least 5 business days prior to the desired publication date.

# Optional service

# Optional service

## Service menu

Summary		Reference rate (other requirements can be discussed on request)	
 <p><b>Guaranteed access promotion</b></p>	<p>We guarantee access to content published on our web page while conducting promotional activities on our social networking services and recommending the content.</p>	<p>Guaranteed access of 5,000 PV or more</p>	<p><b>¥550,000</b> (¥500,000)</p>
 <p><b>Content creation (videos in English)</b></p>	<p>We can produce videos to meet your needs, such as interviews with top executives as well as introductions to companies and services. The video will be posted online and distributed.</p>		<p><b>¥550,000</b> (¥500,000)</p>
 <p><b>English version of Japanese press release (translation)</b></p>	<p>The experienced staff of The Japan Times will convert a Japanese press release into an English-language version that can be understood by native viewers.</p>	<p>One page, A4-size Japanese press release</p>	<p><b>¥110,000</b> (¥100,000)</p>

※ (Tax excluded)

Please feel free to contact us for other services, such as embedding videos, creating special web pages, providing content for secondary use, etc.



Other than advertising, we provide a variety of quality English content based on our experience and reputation as an English newspaper. If there are any questions regarding video production, translation, English flyers and catalogs or livestreams overseas, feel free to contact us.

Contact

**Japan Times Agency Media Solutions Division**

〒102-0082 2F Ichibancho Daini TG Building, 2-2 Ichibancho, Chiyoda-ku, Tokyo

Tel.: **050-3646-8421**

Contact form:

<https://japantimes-agency.com/>



**the japan times**

[www.japantimes.co.jp](http://www.japantimes.co.jp)