

The Japan Times

The New York Times

International Edition

# Advertising Rates

(Effective January 2017)



The Japan Times, Ltd.

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Crossmedia Sales Division

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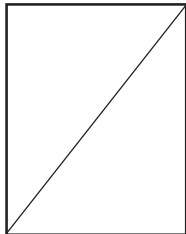
## General Advertising

¥6,000 per col/cm

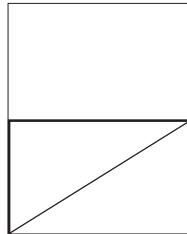
### Advertising Space & Rates

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

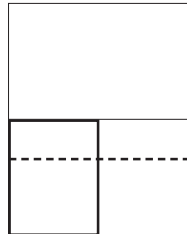
\*Basic unit rate for spaces smaller than 1/16 page is ¥7,000 per col/cm



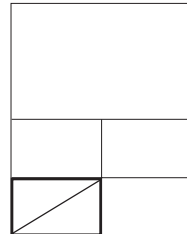
1 page



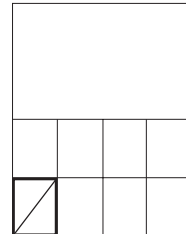
1/2 page



1/3 · 1/4 page



1/8 page



1/16 page

#### 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
1	4.4 cm
2	9.2 cm
3	14.1 cm
4	19.0 cm

Column	Width
5	23.8 cm
6	28.7 cm
7	33.6 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)	¥5,000	¥4,400
Over 200 cm (equivalent to 1/2 page)	¥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. 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

### D. Puzzle Column (size: 9.0 cm height x 9.2 cm width) Monday – Saturday

One insertion .....	¥100,000 per insertion
Over 13 insertions .....	¥90,000 per insertion
Over 26 insertions .....	¥72,000 per insertion
Over 52 insertions .....	¥60,000 per insertion

### E. 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)

### F. 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

### G. Special Supplement Ads .....

¥7,000 per col/cm

### H. Special Announcement (Tender Offers, etc.) Advertisement .....

¥8,000 per col/cm

### I. Classified Window Ads (size: 3~7 cm height x 1 col.)

One insertion .....	¥21,000 per col/cm
Over 2 insertions a month for more than 3 months .....	¥20,000 per col/cm

(For real estate ads: ¥19,000 and ¥18,000, respectively)

### J. Classified Bottom Ads

One insertion .....	¥20,000 per col/cm
Over 2 insertions a 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)

### K. 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.

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# Terms and Conditions

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## 1. Application deadline for advertisements

Apply 7 days prior to insertion in principle, but 15 days prior to insertion in principle in the case of large ads (1/2 page in size or more) or color ads. 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, the paper is delivered the next day.

## 3. Deadline for advertising materials

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

## 4. 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

## 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	Column	Max. Depth	Min. Depth
1	25.0 cm	5.0 cm	5	51.0 cm	5.0 cm
2	51.0 cm	3.0 cm	6	51.0 cm	5.0 cm
3	51.0 cm	3.0 cm	7	35.0 cm	5.0 cm
4	51.0 cm	3.0 cm	8	51.0 cm	5.0 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.