

Revised in April 2017

thejapantimes

Spotlight (Special Pullout Supplement)

- Distributed on the 2nd and 4th Friday of the month
- Consists of two pages of that Friday's The Japan Times and other days of paper
- All paid advertisements in Spotlight will be placed on The Japan Times at no extra charge

Email: jtad@japantimes.co.jp

The Japan Times

Crossmedia Sales Div.

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

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

Email: jtad@japantimes.co.jp

Advertising Space & Rates for Front page

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

Inside Page (P2) *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.

* Minimum size ad for area guide page is 3 cm high × 2 col wide. The width must be 2 or 4 col.

* 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
up to 1/8 page	¥ 500,000
up to 1/16 page	¥ 300,000
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.

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

Basic Spotlight Layout

P1

spotlight 

Film, Music, Art, Stage,
Events, etc.

Ad
1/3, 1/4, 1/8 , 1/16 page
Color available

P2

Film, Music, Art, Stage,
Events, etc.

Hotels
&
Restaurants

Ads
Ads must be 2
or 4 col wide

P3

Film, Music, Art, Stage,
Events, etc.

P4

Film, Music, Art, Stage,
Events, etc.

Lifestyle

P5

Travel

P6

Spotlight 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.), Asakusa Cultural Tourist Center, T-CAT, Akiba Info, Tokyo Station, Shinjuku South Exit Travel Service Center, Tourist Information Center Yokohama

Transportation Points

Hato Bus Information Center, Yurikamome(Shinbashi Sta.), Hinomaru Limousine, Across No.1 Travel, Tobu Travel Asakusa

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, Marriot Tokyo

Bars, Restaurants, Shops, Schools

Aux Bacchanales(Ginza,Takanawa), Café La Boheme(Shirokane, Azabujuban), Hard Rock Café(Roppongi, Yokohama), Pub Bulldog, Restaurant Salt, World Breakfast Allday, Angelic café, 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, Mitsukoshi Ginza, Mitsukoshi Nihombashi

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

The Japan Times
Advertising Administration Desk
Tel: +81-3-3453-5530
Fax: +81-3-3453-7085
Email: nyuko@japantimes.co.jp