

thejapantimes

The New York Times

International Edition

Advertising Rates

(Effective December 2018)



thejapantimes

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Crossmedia Sales Division

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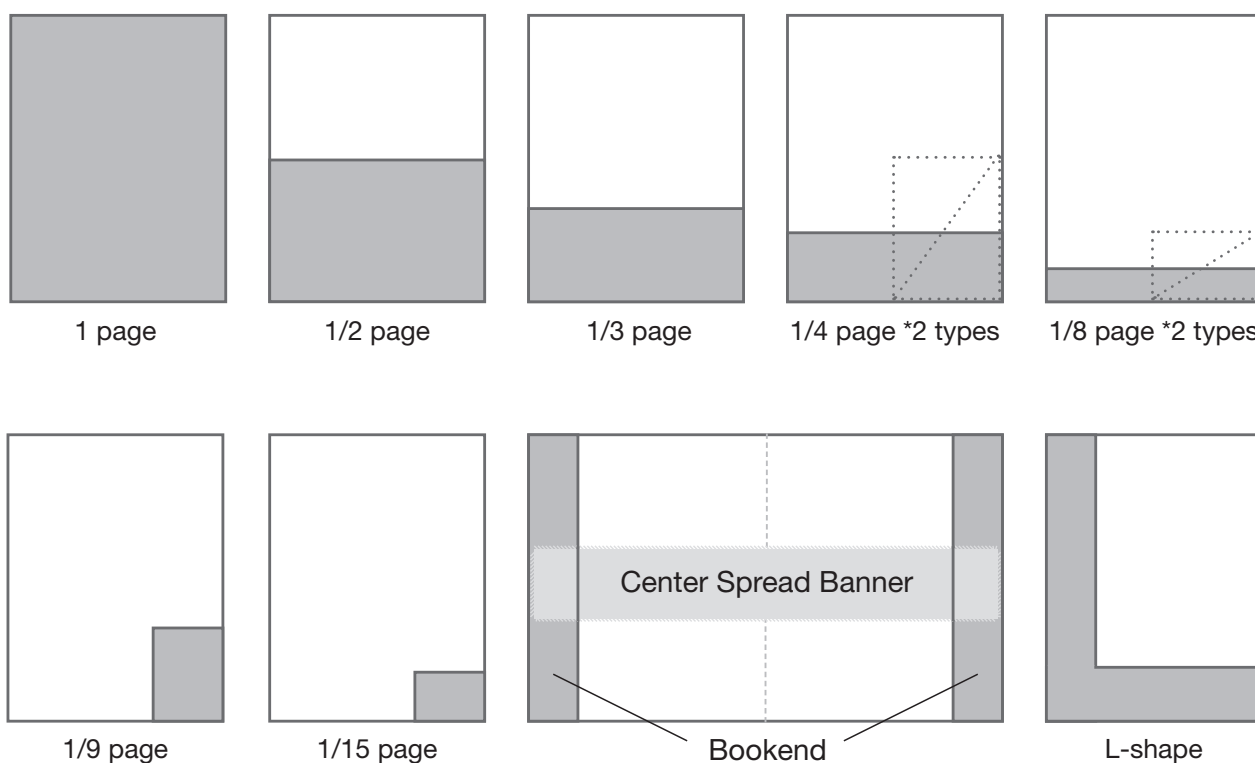
General Advertising

Unit Rate ¥8,000 per col/cm

*Less than 1/16 page (equivalent to 9cm×2col) Unit Rate ¥9,000 per col/cm

Advertising Space & Rates

1 page	51.0 cm × 6 col	¥2,400,000	1/8 page	12.5 cm × 3 col	¥300,000
1/2 page	25.0 cm × 6 col	¥1,200,000	1/8 page	6.5 cm × 6 col	¥312,000
1/3 page	17.0 cm × 6 col	¥816,000	1/9 page	17.0 cm × 2 col	¥272,000
1/4 page	25.0 cm × 3 col 12.5 cm × 6 col	¥600,000	1/15 page	10.0 cm × 2 col	¥160,000
Center Spread Banner 12.5 cm high × 79.3 cm width (Color)					¥3,000,000
Bookend 51.0 cm high × 9.2 cm width × 2 ads (Color)					¥3,000,000
L-shape 51.0 cm H × 9.2 cm W + 10.2 cm H × 29.2 cm W (Color)					¥2,500,000



Dimensions

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	Column	Width
1	6.0 cm	4	25.5 cm
2	12.5 cm	5	32.0 cm
3	19.0 cm	6	38.5 cm

● 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. Index ad (3.5 cm high x 6.0 cm width)

Color ¥125,000 per insertion

B. Back Page Ear ad (size: 4.0 cm high x 8.5 cm width) [excluding Friday]

Color ¥130,000 per insertion

C. Front Page ad

1/9 page (17.0 cm high x 12.5 cm width) or 12.5 cm high x 9.2 cm width

17.0 cm high x 12.5 cm width ¥540,000 per insertion

12.5 cm high x 9.2 cm width ¥350,000 per insertion

D. Puzzle Page ad (9.0 cm high x 9.2 cm width) [excluding Saturday]

One insertion ¥100,000

E. TV Program Column ad (2.5 cm high x 3.0 cm width)

One insertion ¥15,000

F. Special Announcement (Tender Offers, etc.) ad ¥10,000 per col/cm

*Advertising rates do not include consumption tax.

Terms and Conditions

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)

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

Minimum font size: 6 points for English, 8 points for Japanese

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.

Space for each column is as follows:

Column	Max. Depth	Min. Depth	Column	Max. Depth	Min. Depth
1	51.0 cm	5.0 cm	4	51.0 cm	3.0 cm
2	51.0 cm	3.0 cm	5	51.0 cm	3.0 cm
3	51.0 cm	3.0 cm	6	51.0 cm	3.0 cm

*Depth is set at 35 cm or less when it is less than 51 cm.

9. For ads that significantly deviate in tone or manner from the editorial standpoint of The Japan Times, we may ask for modification. The Japan Times reserves the right to reject any advertisement.

Thank you for your understanding.