

2014 Rate Card & Ad specs

RATE CARD

		1x	6x	12x	US\$
4-Color	Full Page	3500	3300	3140	
	1/2 Page(Hor. /Ver.)	2300	2200	2090	
	1/3 Page(Hor. /Ver.)	1750	1650	1570	
2-Color	Full Page	2750	2610	2490	
	1/2 Page(Hor. /Ver.)	1800	1710	1620	
	1/3 Page(Hor. /Ver.)	1380	1310	1250	
B&W	Full Page	2100	1980	1880	
	1/2 Page(Hor. /Ver.)	1400	1320	1250	
	1/3 Page(Hor. /Ver.)	1100	1050	950	

Premium Positions*	1x	12x
CV2	4200	3860
Facing CV2 (Pg. 1)	4000	3680
CV3	3800	3500
CV4	4500	4140

*Advertisers on a 12x contract prioritized to be served premium positions.

- Translation (English to Japanese): \$200 per page or fractional
- We prefer ad material supplied as PDFs with PDF/X-1a format option.

AD SIZES

W x H	TRIM	BLEED (mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2Page Horizontal	180 x 125	
1/2Page Vertical	85 x 255	
1/3Page Horizontal	180 x 83	
1/3Page Vertical	55 x 255	

ONLINE and TARGET MARKETING PROGRAM

e-Newsletter text ad:

Weekly : Top @\$800 Middle or Bottom: @\$500

- ad spec: Japanese Character 144 + linked URL

Online banner ad:

Super banner (585x200 pixel, 40K, gif/jpeg/flash)	@\$2500/Month
Leaderboard (728x90 pixel, 30K, gif/jpeg/flash)	@\$2000/Month
Skyscraper (120x600 pixel, 30K, gif/jpeg/flash)	@\$1500/Month
Tile banner (125x125 pixel, 20K, gif/jpeg/flash)	@\$1000/Month
Text Banner (Japanese Character 144)	@\$800/Month
Microsite	@\$2500/Month

- minimum contract term: 1 month

e-List rental:

rental fee @\$1000/M segmentation +@\$100/M

- minimum charge: \$1000

List rental:

rental fee @\$1000/M* segmentation +@\$100/M *postal charge excluded

- minimum charge: \$1000*

Outsert:

rental fee @\$1000/M* segmentation +@\$100/M *material must be less than 297 x 210mm, 50g.

- minimum charge: \$1000

Contact

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LaserFocusWorld
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