AD RATES

Two-Color Ad

Front Ad Section (Front of Book)  1 page  110,000 yen
  2 pages  210,000
  1/2 page  60,000

Four-Color Ad

Front Ad Section  1 page  270,000 yen

*Applications for ads in Special Positions are subject to confirmation by publisher.
*Two-color ad is black and either red or blue.

MECHANICAL DATA

Size  Full page  26.0 × 18.0 cm
  Full page bleed  29.4 × 21.6
  Double page spread  28.8 × 42.0
  DPS bleed  29.4 × 42.6
  Half page  12.5 × 18.0

Screen  175 lines

Trimmed size  28.8 × 21.0 cm

DATE OF ISSUE

On 20th day of the month before
(e.g. the April issue published on 20th of March)

CLOSING DATE FOR ORDER

On 10th day of the month before Issueing Month
(e.g. the April issue on 10th of February)

CLOSING DATE OF AD MATERIAL

On 15th day of the month before Issueing Month
(e.g. the April issue on 15th of February)

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