

Senken Shimbun **ADVERTISING RATES**

UNDER COLUMN

BLACK AND WHITE BASIC RATES

Front page [4cols. or 1/4P].....	650,000Yen
Last page [4cols. or 1/4P].....	600,000Yen
EX: 1cols. [Other page].....	122,500Yen
2cols. [Other page].....	245,000Yen
2cols half. [Other page].....	122,500Yen
3cols. [Other page].....	367,500Yen
3cols half. [Other page].....	183,750Yen
4cols. , 1/4P[Other page].....	490,000Yen
4cols half. [Other page].....	245,000Yen
6cols. [Other page].....	735,000Yen
8cols. [Other page].....	980,000Yen
12cols. [Other page].....	1,470,000Yen
24cols.	3,140,000Yen
[2 full page/centerless]	

2 COLORS (BLACK PLUS ONE COLOR)

1cols. [Other page].....	479,500Yen
2cols. [Other page].....	602,000Yen
2cols half. [Other page].....	479,500Yen
3cols. [Other page].....	724,500Yen
3cols half. [Other page].....	540,750Yen
4cols. , 1/4P[Other page].....	847,000Yen
4cols half. [Other page].....	602,000Yen
6cols. [Other page].....	1,092,000Yen
8cols. [Other page].....	1,386,000Yen
12cols. [Other page].....	1,876,000Yen
24cols.	3,952,000Yen
[2 full page/centerless]	

4 COLORS

Front page [4cols. or 1/4P].....	1,160,000Yen
Last page [4cols. or 1/4P].....	1,110,000Yen
EX: 1cols. [Other page].....	632,500Yen
2cols. [Other page].....	755,000Yen
2cols half. [Other page].....	632,500Yen
3cols. [Other page].....	877,500Yen
3cols half. [Other page].....	693,750Yen
4cols. , 1/4P[Other page].....	1,000,000Yen
4cols half. [Other page].....	755,000Yen
6cols. [Other page].....	1,245,000Yen
8cols. [Other page].....	1,560,000Yen
12cols. [Other page].....	2,050,000Yen
24cols.	4,300,000Yen
[2 full page/centerless]	

AD DRAFT SIZE

Black & White, 2colors, 4colors

	Depth	Width
1/4P [Front, Other page].....	265mm	190mm
1cols. [Other page].....	41mm	385mm
2cols. [Other page].....	86mm	385mm
2cols half. [Other page].....	86mm	190mm
3cols. [Other page].....	131mm	385mm
3cols half. [Other page].....	131mm	190mm
4cols. [Other page].....	175mm	385mm
4cols half. [Other page].....	175mm	190mm
6cols. [Other page].....	265mm	385mm
8cols. [Other page].....	355mm	385mm
12cols. [Other page].....	534mm	385mm
24cols.	534mm	793mm
[2 full page/centerless]		

UNIT SPACE AD (Black & White)

Unit(Depth/mm × Width/mm)	Front page	Other page
Dog ear (69 × 34)	119,000Yen	-
Island (41 × 52)	65,000Yen	45,000Yen
Side box (86 × 52)	90,000Yen	70,000Yen

DEADLINE of the advertising draft

Black & White
 ...3days prior to the insertion date

2 Colors (Black plus 1 color)
 ...5days prior to the insertion date

4 Colors
 ...7days prior to the insertion date

Draft form
 Data (MO, CD etc or Email)
 Email address : ad-staff@senken.co.jp

PAYMENT

We will send the account after the insertion of your AD. Please transfer the amount to our bank by Japanese Yen.
BANK: SUMITOMO MITSUI BANKING CORPORATION, NIHONBASHI BRANCH, TOKYO, JAPAN
CURRENT ACCOUNT: NO.1025933
SWIFT CODE: SMBCJPJT

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