

**The Gateway to the Japanese Market**



**THE NIKKAN KOGYO SHIMBUN**

**RATE CARD**

(Nation Wide Edition)

As of August 2021

## 1. SIZES

The Nikkan Kogyo Shimbun is made up of vertical columns and has 15 horizontal columns in a page.

Column per page	15 horizontal columns
Column height	30 mm
Column width	378 mm
Printing Full page size	509 mm × 378 mm

## 2. GENERAL

The Nikkan Kogyo Shimbun is issued in Tokyo, Osaka and Fukuoka from Monday to Friday except on newspaper's holiday. Circulation is spread throughout Japan. The standard edition mostly runs 28 pages from Monday to Friday.

## 3. ADVERTISING RATES

Advertising rates for Bottom of Page Ad is shown on the next page.

No cash discounts are offered.

Base rates for Black & White, Nation wide edition, per size of 1 column x full width, are as follows:

Bottom of Page Ad	¥290,250
Publication Ad (Books & Magazines)	¥154,150
Announcement, Obituary, Recruitment, Notice, Tender Notice, Tombstone, Financial Statement	¥347,650

## 4. SURCHARGES

The base rates carry no date, page and position guarantee.

For such designation, advertisers are requested to pay the following surcharges.

Date	10% extra	
Page	Front page	50% extra
	Back page	30% extra
	Electro, Mechatro page	20% extra
	Other specific page	10% extra
Positions, Colors & Center Double Page Spread	See next page	

## 5. FABRICATION COST OF ADVERTISING

Advertising rate does not include production cost which will be billed at cost.

## 6. ADVERTISING ETHICS

The publisher reserves the right to accept advertising established principles, regarding contents, origin, technical execution or for similar reasons.

The advertisers or advertising agencies will be informed in the case of refusal.

## 7. DEADLINE DATE

Orders and Materials must reach International Affairs Department of THE NIKKAN KOGYO SHIMBUN, LTD. in Tokyo.

Number of days prior to insertion date:

	Orders	Materials
Black & White, Spot Color	15 Days	10 Days
Full Color	20 Days	15 days

## 8. CANCELLATION

Cancellation of advertising will not be accepted unless received by letter or telefax not later than 15 days before insertion date.

## 9. TECHNICAL REQUIREMENTS

All materials are right-reading and emulsion side down.

Inked area in an advertising should not exceed 60% of total space. If exceeded, materials are requested to be screened. Send following materials.

● Advertisers prepare material(s):

Black & White	1 electronic data (CD-R) 1 Specification Sheet 1 Proof Sheet	Screen: 120 lines per inch 45 degrees
Spot Color	1 set of electronic data (CD-R) 1 Specification Sheet 10 Full Color Proof Sheets	Screen: 120 lines per inch
Full Color	1 set of electronic data (CD-R) 1 Specification Sheet 10 Full Color Proof Sheets	Screen: 120 lines per inch Cyan 15 degrees Magenta 45 degrees Yellow 0 degrees Key (Black) 75 degrees
Center Double Page Spread	Black & White: 1 electronic data (CD-R) 1 Specification Sheet 10 Proof Sheets Spot Color, Full Color: 1 set of electronic data (CD-R) 1 Specification Sheet 10 Full Color Proof Sheets	Screen: See Black & White, Spot Color and Full Color respectively.

● Advertisers need material reproduction and/or translation from English to Japanese:

THE NIKKAN KOGYO SHIMBUN translates English ad copy into Japanese free of charge, but the production charges are not included. Advertisers are requested to provide:

1 set of electronic data (CD-R), 1 Specification Sheet and proof sheet with instruction.  
If the electronic data are not completed:  
Layout with instruction,  
English ad copy and Photographs, Logotypes, Illustrations

The publisher is not responsible for materials not mentioned returning instruction.

## 10. PAYMENT & AGENCY COMMISSION

Advertising agencies are responsible for payment of all advertising ordered on behalf of their advertisers. Agencies recognized by the publisher will get fifteen percent (15%) of gross billing on space, position and color. Production cost are not subject to agency commission. No other commissions apply.

## 11. RATE REVISION

For contract advertisers, announcement of change will be made 6 months prior to the date of revision. However, for continuing contracts, revised advertising rates will become effective 6 months after the date of revision, or at the expiration of existing contract arrangements.

For non-contract advertisers, rate revision may be made without notice.

## 12. LIMIT OF PUBLISHER'S RESPONSIBILITY

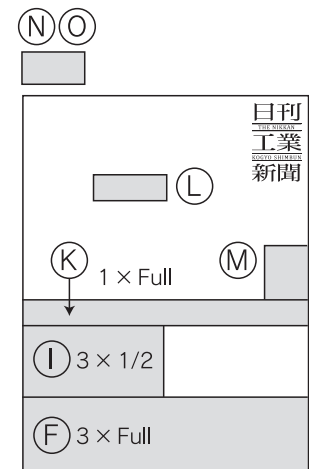
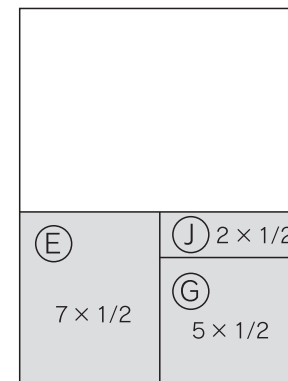
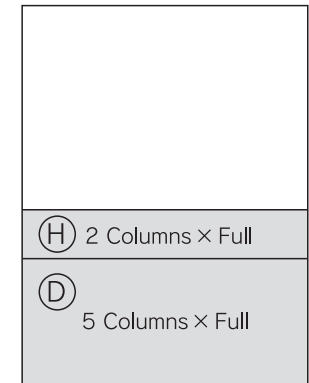
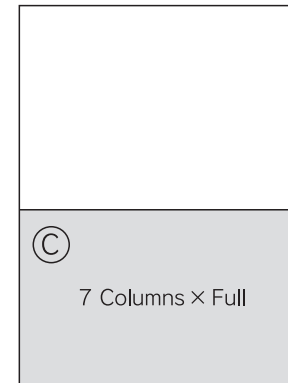
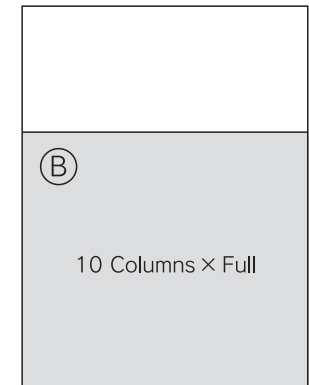
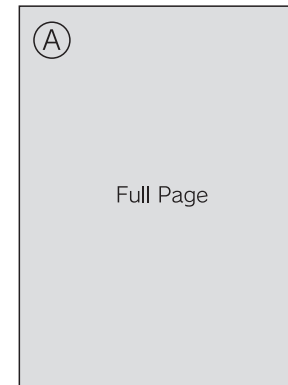
The publisher shall not be subject to any liability whatever for failure to publish or circulate all or part of any issue or issues because of strikes, work stoppages, accidents, fires, act of God or any other circumstances not within the control of the publisher.

# STANDARD RATE for Bottom of Page AD

THE NIKKAN KOGYO SHIMBUN  
(Nationwide Edition, as of August 2021)

Monthly Volume		Space (Height × Width)  Unit:mm	Rate per Insertion						
			Black & White			Color Rate (Surcharge)			
			Single Insertion	3 to 5 Consecutive Months	6 to 12 Consecutive Months	Spot Color	Full Color		
Ⓐ Full Page	Black & White, Spot Color	509 × 378	¥3,234,000	¥2,984,100	¥2,734,200	¥500,000	¥800,000		
	Full Color								
Ⓑ 10 Columns × Full Width		337 × 378	2,902,500	2,223,800	1,872,100	500,000	800,000		
Ⓒ 7 Columns × Full Width		235 × 378	2,031,750	1,573,740	1,347,220	400,000	600,000		
Ⓓ 5 Columns × Full Width		167 × 378	1,451,250	1,157,500	995,400	400,000	600,000		
Ⓔ 7 Columns × 1/2 Width		235 × 188	1,015,870	829,530	715,150	400,000	600,000		
Ⓕ 3 Columns × Full Width		98 × 378	870,750	711,030	612,990	400,000	600,000		
Ⓖ 5 Columns × 1/2 Width		167 × 188	725,620	602,200	520,750	400,000	600,000		
Ⓗ 2 Columns × Full Width		64 × 378	580,500	481,760	416,600	400,000	600,000		
Ⓘ 3 Columns × 1/2 Width		98 × 188	435,370	361,320	312,450	400,000	600,000		
Ⓙ 2 Columns × 1/2 Width		64 × 188	290,250	240,880	208,300	400,000	600,000		
Ⓚ 1 Column × Full Width		30 × 378	290,250	240,880	208,300	400,000	600,000		
Ⓛ Island	Front Page	30 × 70	198,980	176,750	164,440	Ⓛ, Ⓜ, Ⓝ, Ⓞ Page & Position Charges included.			
	Electro, Mechatro, Back Page		172,450	153,190	142,510				
	Others		132,640	117,820	109,620				
Ⓜ Side box	Front Page	64 × 52.5	228,560	203,830	188,930				
	Electro, Mechatro, Back Page		198,080	176,610	163,690				
	Others		152,350	135,870	125,940				
Ⓝ Dog Eared Position in Front Page		30 × 70	226,610	201,400	187,170				
Ⓞ Dog Eared Position in Back Page		30 × 70	120,000	106,560	99,000				
Center Double Page Spread		509 × 785	6,818,000	6,318,200	5,531,600			700,000	1,000,000

\* Consumption Tax is not included.



As of August 2021



## Advertising Inquiry

Overseas Contact Person & Company of THE NIKKAN KOGYO SHIMBUN

### ASIA

#### [Singapore]

■ Contact Person : Mr. Osamu Marumo  
Mobile: +65 9617-1561  
E-mail: marumo.osamu@kcpartnership.com

#### [Taiwan]

■ Contact Company : TAIWAN BRIGHT MARKETING & COMMUNIDATION, Co., LTD  
4F-1, 200, Hsin-Yi Rd. Sec. 3, Taipei, TAIWAN, R.O.C.  
Tel: +886-2-2755-7901  
E-mail: infomedia@mail.taiwanbright.com.tw

#### [India]

■ Contact Person : Mr. Nirmala Junko  
Mobile: +91-9164063625  
E-mail: junkonirmala@gmail.com

## Contact form

Concerning other area, please use the form below to send inquiries.

<https://biz.nikkan.co.jp/english/contact/>



### THE NIKKAN KOGYO SHIMBUN, LTD.

14-1, Nihombashi-Koamicho, Cho-ku, Tokyo 103-8548, Japan  
Tel: +81-3-5644-7227 Fax: +81-3-5644-7215

# Advertising Production Guidelines

## The Nikkan Kogyo Shimbun

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- Saving Illustrator Files

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## **Ad Material Submission Requirements**

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### **Applications**

Illustrator: Use versions **CS**, **CS2**, **CS3**, **CS4** and **CS5**, then save in **EPS** format when submitting. (ai format is not accepted)

\*When using Illustrator version CS6 and CC, save the file down to version CS5 to make sure there are no unreadable characters before submitting material.

### **OS**

Use an operating system that is guaranteed to be compatible with Illustrator and Photoshop. (Mac and Windows)

### **Ad Material Submission Media**

Use one CD-R to submit the data for one ad material data set.

Write publication date clearly on the media. (Also write on the media if the material is an additional print.)

Submit the CD-R with the Ad Material Submission Spec Form together with a hard copy of the final galley proof.

Do not compress the data files when submitting material on a CD-R.

### **File and Folder Names**

Usable characters include full-width Kanji, Hiragana, Katakana, underscore "\_" as a mark, and a dot "." preceding the file extension.

File names must include the file extension.

### **Include hard copy of the Final Galley Proof**

Monochrome material: One final galley proof

Color/single color material: Six color final galley proofs (either proofed on flatbed offset proofing press or proofed digitally)

\*Color copy output from desktop printing equipment is not accepted.

**Highlight and Shadow**

Halftone highlights at less than 8% may not appear in the newspaper.

Halftone shadows greater than 90% may appear as a solid color.

**Areas of Solid Black (K100%) in Ad**

Areas of solid black (K100%) should be less than 60% of the total area.

**Halftone Screen**

Please contact us prior to using a halftone screen.

**Data Volume to not Exceed 600MB**

Data submissions should not exceed 600MB. Be sure image and other resolutions are within the range specified.

**Anti-virus**

A virus check must be conducted prior to submission.

## Illustrator

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### Applications

- Acceptable Illustrator versions are CS, CS2, CS3, CS4 and CS5. \*PS Checker
- If using Illustrator version CS6 or version CC, save the file down to CS5 to make sure there are no unreadable characters before submitting material.
- Use Macintosh and Windows operating systems recommended by Illustrator.

**Apply the latest upgrade to your version of Illustrator.**

### Color Mode in New Document panel

- Select the CMYK Color Mode, and select Raster Effects High Resolution (300ppi).

**Check these settings before creating a document.**

### Document Raster Effects Settings

- Set to High Resolution (300ppi).

**Check this setting before creating a document.**

### Colors in Illustrator

- Apply Grayscale to monochrome material, and CMYK to color material in the Color panel.
- Apply C (Cyan) to the colored portions in a one color image. (Insert the OP number of Sakata INX in the Ad Material Submission Spec Form)

### Advertising Frames and Rules

- Black border stroke size is 0.34p and 0.34p or greater for white stroke.
- Click the Align Stroke to Inside button in the Stroke panel to draw your preferred size when drawing an advertising frame.

**When there is no advertising frame**

- Create transparent advertising frame the size of advertising with stroke or fill.



Font Sizes and Outlines

- Smallest font size for black characters is 6p and 8.5p for white outlined characters.
- Using small characters with bold fonts may cause characters to collapse.
- Fonts must be outlined.
- Remove unnecessary objects such as font anchor points or text areas.

Unnecessary Objects

Notes

Anchor points

Trim marks

Guidelines

Protruding blurred image

Protruding image

White object

Do not hide images with white objects.

- Remove unwanted objects such as trim marks, notes and anchor points, especially when they are outside of the advertising frame as they may be considered part of the advertisement.

Use deleting or masking to remove unnecessary objects.

Overprint Black

- In color material, do not set overprint unless the item is 100% Black.

Overprint White Object

- Do not apply overprinting to a white object.

Total Area Coverage Values (TAC Values)

- Do not exceed a maximum total ink coverage of 250% for colored image materials.  
\*This may cause ink transfer or bleeding through to the other side of the paper.

C (100% solid) M (100% solid) Y (100% solid) K (100% solid)

→Using all four ink colors at 100% could result in a total of 400% ink coverage.

Do not exceed 250%.

- Placing Images
  - Embed images.

- Saving Illustrator Files
  - Save the Illustrator file in EPS format.

Version: Select the version you have used. (When using CS6 and CC, save the file down to CS5, to make sure if there are any unreadable characters.)

Preview Format: Tiff (8 bit color)

Transparency Overprint: Preserve

Preset: High Resolution

Include CMYK PostScript in RGB files: No check mark

Compatible Gradient and Gradient Mesh Printing: No check mark

Adobe PostScript: 3

## Photoshop

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- Application
  - No preferences of versions. However each version should be updated to the latest release available.

- Color Mode and Resolution

	Color mode	Resolution
Multiple images	Grayscale mode (8 bits/channel)	240 – 350ppi
	CMYK color mode (8 bits/channel)	240 – 350ppi
Binary images	Bitmap mode	1200ppi

RGB color mode is not acceptable.

Color Images

- Do not exceed a maximum total ink coverage of 250% for colored image materials.  
\*This may cause ink transfer or bleeding through to the other side of the paper.

Select a part of the image with the eyedropper tool and the precise value of each ink coverage and total ink coverage used are shown.

Do not exceed 250%

Trimming Images

- Masking will not change the volume of data. Use the crop tool over the image and remove any unnecessary parts to reduce data volume.

Save Image As

- Save the file to EPS, TIFF or PSD format.
- No check mark on Embed Color Profile.

EPS Options

- Preview : Choose TIFF (8 bit/pixel)  
Encoding: Choose one of the following    ASCII85, ASCII, JPEG- Maximum Quality (Low compression)  
Remove all check marks from the list below.

Bilevel Monochrome in EPS Options

- Preview: TIFF (1bit/pixel)  
Encoding: ASCII85  
Image Interpolation: No check mark

TIFF Options

- Image Compression: None
- Pixel Order – Interleaved (RBRGB)
- Byte Order – Macintosh
- Remove all check marks from the list below.

## Nikkan Kogyo Shimbun Default value

Output Resolutions	1200dpi
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	Screen Rulings	Screen Angles
Monochrome	120	45°
Full Color	120	C15° M45° Y0° K75°
Single Color	120	C15° K75°

## Ad Dimensions

Height (mm)		Width (mm)	
15 Full columns	509	Full columns	378
7 Full columns	235	1/2 columns	188
5 Full columns	167	1/3 columns	125
3 Full columns	98	1/4 columns	93
2 Full columns	64		

### ● Small Ads

	Height (mm)		Width (mm)
Ear lug, Island ad	1 Full column	30	70
Side box	2 Full columns	64	52.5

### ● Center-Spread Ads

Height (mm)		Width (mm)	
Center-spread 15 full columns	509	Full columns	785

### ● N-SIZE (sizes recommended by The Japan Newspaper Publishers & Editors Association)

- Ad Materials that conform with N-SIZE specifications are accepted.
- Materials meeting N-SIZE requirements will be magnification processed and RIP (Raster Image Processor) processed to meet our standard sizes.

# Ad Material Submission Spec Form

Nikkan Kogyo Shimbun LTD.

Name of advertiser		
Contact person		TEL.

## Material Production Contact

Company name		
Contact person		TEL.

Ad Material Submission Media	CD-R	
Publication date on	Y/                      M/                      D	Please check. <input type="checkbox"/> Newspaper <input type="checkbox"/> Additional print
Operating System	Please check. <input type="checkbox"/> Mac OS <input type="checkbox"/> Win	
Output File Name	.eps	
Final Galley Proof	Please check. <input type="checkbox"/> 1 monochrome <input type="checkbox"/> 6 Full-color	
Font	Please outline all fonts.	
Ad Material Sizes	Please follow the ad material sizes printed at right side of this form. Height                      mm x Width                      mm	
Number of colors	Please check. <input type="checkbox"/> Monochrome: Please create with grayscale (CMYK, RGB and spot color are not accepted) <input type="checkbox"/> Full color: Please create with CMYK. (RGB and spot color are not accepted)	

Application	Please check. Illustrator <input type="checkbox"/> CS <input type="checkbox"/> CS2 <input type="checkbox"/> CS3 <input type="checkbox"/> CS4 <input type="checkbox"/> CS5 <input checked="" type="checkbox"/> CS6 <input type="checkbox"/> CG	
Embedded Data	Please check. <input type="checkbox"/> EPS ( <input type="checkbox"/> CMYK <input type="checkbox"/> grayscale <input type="checkbox"/> Monochrome bi-level) <input type="checkbox"/> TIFF ( <input type="checkbox"/> CMYK <input type="checkbox"/> grayscale <input type="checkbox"/> Monochrome bi-level) <input type="checkbox"/> PSD ( <input type="checkbox"/> CMYK <input type="checkbox"/> grayscale )	
Overprint	Please check. <input type="checkbox"/> Set Overprint	
Transparent Bounding Box	Please check. <input type="checkbox"/> Create with transparent paths	
Halftone Screen	Please consult with us before using.	

## Checklist prior to ad material submission

Please check after confirmed the following.

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- Font characters are at least **6 points** and outlined characters are at least **8.5 points**.
- Strokes are **0.3point** or larger.
- Fonts are all **outlined**.
- Ad material size is correct. (**no overhang beyond line width**)
- Trim marks, unnecessary objects and anchor points are **deleted**.
- Monochrome material was created **grayscale**. (**No CMYK, RGB or spot color**)
- Color material was created **CMYK (No RGB or spot color)** and TAC value does not exceeded **250%**
- Preset under Transparency in Document panel was set to **High Resolution**.
- Raster Effect in Document panel was set to **High Resolution**.
- Illustrator file was saved in **EPS format**.
- Monochrome image was created in **grayscale or monochrome bi-level**. (**No CMYK images, RGB images or double tone images**)
- Color images were created with **CMYK (no RGB images or double tone images)**, and TAC values do not exceeded **250%**.
- Image data were created with **appropriate resolutions**.
- Images are in **EPS, TIFF or PSD** format.
- Images in EPS format were saved as 8 bits/pixel, and either **ASCII, ASC1185, or JPEG at maximum quality (low compression)**.
- Each data file name includes the appropriate file **extension**.
- Print final galley proof in its original size as final data. Confirm there are no **unreadable characters or missing images**.
- Advertisement submission includes ad material data, ad material submission spec form and a hard copy of the final galley proof.
- Perform a **virus check**.

Contact us at: Nikkan Kogyo Shimbun Ltd. Advertising Division, Operation Department

TEL. 03-5644-7349

Please visit us at [http://www.nikkan.co.jp/adv/ad\\_guide/index.html](http://www.nikkan.co.jp/adv/ad_guide/index.html)

This advertising production guidance and specifications meet the Newspaper Advertise Digital Production Submission Guide Version 2.0 created by Japan Advertising Agencies Association.

This guide is available at: [https://www.jaaa.ne.jp/activity/committee\\_result/committee\\_result05/](https://www.jaaa.ne.jp/activity/committee_result/committee_result05/)

(Revised on June 26 2015)