

JIMTOF Daily

<Proposal of Advertising>

*Corresponding to English and Japanese

June, 2016

JIMTOF Fair Management Office



Japan Machine Tool Builders' Association (JMTBA)



Tokyo Big Sight Inc.

1. Greetings

Machine Tool Builders' Association (JMTBA) and Tokyo Big Sight Inc. will hold "JIMTOF 2016" (the 28th Japan International Machine Tool Fair) for six days from November 17 to November 22, 2016 at Tokyo Big Sight.

We are very grateful for the cooperation of exhibitors. "JIMTOF 2016" will be held in the largest scale by expanding the space to East New Exhibition Hall, which is planned to be opened in October 2016.

For aiming at further development of services for the visitors, "JIMTOF Daily (tentative name)" will be issued by JIMTOF Fair Management Office during the exhibition period.

We cooperate with the Nikkan Kogyo Shimbun, Ltd. which issues "The Daily Industrial News" and locates nation-wide branch offices in both large cities and local cities. "JIMTOF Daily" will be issued and distributed to visitors at the venue everyday during the exhibition period.

In this time, we secure advertising space for the exhibitors. We would appreciate it if you could take full advantage of the advertising for your company's promotion and we hope that it will lead to excitement of JIMTOF2016.

JIMTOF Fair Management Office

2. Outline of Media

Name of Media	JIMTOF Daily (The Tabloid of the 28th Japan International Machine Tool Fair published by Organizers)
Date of Issue	From November 17 th to November 22 nd , 2016 ※ For 6 days (Planned)
Type of Paper	Tabloid Paper, 8 pages Language: English and Japanese Type of Color: Full Color
Number of Publication	23,000 copies / per day *Distributed in the exhibition hall (differ from day to day)
Contents of Article	<ul style="list-style-type: none"> - Report of Seminar - Trend analysis report of exhibitors from the perspective of the user - Explanation article by theme - Introduction article of overseas companies booth - Interview of visitors etc.
Space of Advertising	<p>All type of advertising is full color. The type of advertising is as follow.</p> <ul style="list-style-type: none"> - 2 Type of Bottom of Page Advertising - Full Page Advertising - 2 Type of Introduction Advertising <p>*Full page advertising and Editorial are available. *Introduction advertising in English is available.</p>
Price of Advertising	From JPY 200,000- to JPY 2,400,000- (Excluding consumption tax)
Opening Date for Advertising Application	From July 1 st , 2016 (Fri.)
Deadline for Advertising Application	[Editorial] September 30 th , 2016 (Fri.) [Introduction Advertising] September 30 th , 2016 (Fri.) [Others] October 14 th , 2016 (Fri.)
Deadline for Submitting Advertising Manuscript	[Materials of Introduction Advertising from Advertisers] October 14 th , 2016 (Fri.) [Editorial & Others] October 31 st , 2016 (Mon.)

3. Image of Media

JIMTOF 2016

第28回 日本国際工作機械見本市
The 28th JAPAN INTERNATIONAL MACHINE TOOL FAIR
2016年11月17日(木)→11月22日(火) 会場:東京ビッグサイト
November 17 (Thu.) - November 22 (Tue.), 2016
Venue: Tokyo Big Sight (Tokyo International Exhibition Center)



JIMTOF Daily



世界のモノづくりを日本から動かす。

仮テキスト一般社団法人日本工作機械工業会並びに株式会社東京ビッグサイトは、2014年10月30日木から11月4日火までの6日間、第27回日本国際工作機械見本市を開催いたしました。前回展で50周年を迎え、今回「モノづくりを未来へ、世界へ。」を統一テーマとして、新たな一歩を踏み出しました。

I change world manufacturing from Japan.

Temporary text public corporate judicial person Japan machine tool industry society and Tokyo Big Sight Co., Ltd. held the 27th Japan international machine tool trade fair for six days from a tree to a November 4 fire on October 30, 2014. Reach the 50th anniversary by a last time exhibition; this time to "manufacturing the future world." As a unification theme, I stepped forward to the new one step.

基調講演

仮さらなるモノづくりの発展に寄与していくこと



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 氏

仮テキスト一般社団法人日本工作機械工業会並びに株式会社東京ビッグサイトは、2014年10月30日木から11月4日火までの6日間、第27回日本国際工作機械見本市を開催いたしました。前回展で50周年を迎え、今回「モノづくりを未来へ、世界へ。」を統一テーマとして、新たな一歩を踏み出しました。



はじめ、製造業に関わる多くの関係者の皆様のご協力・ご支援の賜物と厚く御礼申し上げます。前回展に続き、会場収容能力を超える多数の参加

「モノづくりを未来へ、世界へ。」を統一テーマとして、新たな一歩を踏み出しました。これも一重にご出展者・ご来場者の皆様、そして協賛団体をはじめ、製造業に関わる多くの関係者の皆様のご協力・ご支援の賜物と厚く御礼申し上げます。前回展に続き、会場収容能力を超える多数の参加



Temporary text public corporate judicial person Japan machine tool industry society and Tokyo Big Sight Co., Ltd. held the 27th Japan international machine tool trade fair for six days from a tree to a November 4 fire on October 30, 2014. Reach the 50th anniversary by a last time exhibition; this time to "manufacturing the future world." As unification theme, I stepped forward to the new one step. As for this to attend an exhibitor, many people concerned including a support of exhibitors, industry, is very grateful with a gift of cooperation. This time exhibition, it is exhibited the majority of participants exceeding the capacity of the exhibition space.

In Japanese

In English

Front Page Advertising

3 Columns

4. Type of Advertising & Price List

*For editorial advertising, two transcriptions for both English and Japanese are available as an option. Please kindly contact "The NIKKAN KOGYO SHIMBUN" for more detailed information.

Type of Advertising	Advertising Frame	Date of Insertion	Insertion Page
Bottom of Page Advertising -Front Page-	G	Day 1 (Nov. 17 th) & Day 4 (Nov. 20 th)	Front Page
	H	Day 2 (Nov. 18 th) & Day 5 (Nov. 21 st)	
	I	Day 3 (Nov. 19 th) & Day 6 (Nov. 22 nd)	
Bottom of Page Advertising -Inside Pages-	J	Everyday	Page 2 or Page 4
	K	Everyday	
Full Page Advertising	A·B·C·D·E·F	Each 3 days	Page 3 or Page 5 or Page 8
Introduction Advertising [1]	R·S·T·U·V·W (1~4)	Each day optional choice	Page 7
Introduction Advertising [2]	L·M·N·O·P·Q (1) R·S·T·U·V·W (5)	Each day optional choice	Page 6 or Page 7

Type of Advertising	Price	Editorial /English Translation
Bottom of Page Advertising -Front Page-	JPY 1,000,000-	
Bottom of Page Advertising -Inside Pages-	JPY 1,800,000-	
Full Page Advertising	JPY 2,400,000-	- Editorial is available - Coverage Cost: +JPY 550,000-
Introduction Advertising [1]	JPY 200,000-	- Japanese Translation is Available: + JPY 20,000-
Introduction Advertising [2]	JPY 400,000-	- Japanese Translation is Available: + JPY 20,000-

*All pages are full color. The price is excluding tax. We will charge 8% consumption tax.

5. Basic Layout

*All pages are full color. The price is excluding tax. We will charge consumption tax 8 % .

Front Page

Report & Photo
Ad 3 Columns

Page 2

Report & Photo
Ad 3 Columns

Page 3

Full Page Ad (Editorial)

Page 4

Report & Photo
Ad 3 Columns

Page 5

Full Page Ad (Editorial)

Page 6

Report & Photo
Introduction Ad [2]

Page 7

Introduction Ad [1]	Introduction Ad [1]
Introduction Ad [1]	Introduction Ad [1]
Introduction Ad [2]	Introduction Ad [2]

Page 8

Full Page Ad (Editorial)

6. Layout Image

*The contents of article and layout, etc. might be changed by convenience. We apologize in advance.

	Front Page	Page 2	Page 3	Page 4	Page 5	Page 6	Page 7	Page 8
Day 1 (Nov. 17 th)	Report & Photo Ad/3 Columns <G>	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) <A>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) <E>	Report & Photo Introduction Ad <L1>	Introduction Ad <R1> <R2> Introduction Ad <R3> <R4> Introduction Ad <R5>	Full Page Ad (Editorial) <C>
Day 2 (Nov. 18 th)	Report & Photo Ad/3 Columns <H>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) 	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) <F>	Report & Photo Introduction Ad <M1>	Introduction Ad <S1> <S2> Introduction Ad <S3> <S4> Introduction Ad <S5>	Full Page Ad (Editorial) <D>
Day 3 (Nov. 19 th)	Report & Photo Ad/3 Columns <I>	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) <C>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) <A>	Report & Photo Introduction Ad <N1>	Introduction Ad <T1> <T2> Introduction Ad <T3> <T4> Introduction Ad <T5>	Full Page Ad (Editorial) <E>
Day 4 (Nov. 20 th)	Report & Photo Ad/3 Columns <G>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) <D>	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) 	Report & Photo Introduction Ad <O1>	Introduction Ad <U1> <U2> Introduction Ad <U3> <U4> Introduction Ad <U5>	Full Page Ad (Editorial) <F>
Day 5 (Nov. 21 st)	Report & Photo Ad/3 Columns <H>	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) <E>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) <C>	Report & Photo Introduction Ad <P1>	Introduction Ad <V1> <V2> Introduction Ad <V3> <V4> Introduction Ad <V5>	Full Page Ad (Editorial) <A>
Day 6 (Nov. 22 nd)	Report & Photo Ad/3 Columns <I>	Report & Photo Ad/3 Columns <K>	Full Page Ad (Editorial) <F>	Report & Photo Ad/3 Columns <J>	Full Page Ad (Editorial) <D>	Report & Photo Introduction Ad <Q1>	Introduction Ad <W1> <W2> Introduction Ad <W3> <W4> Introduction Ad <W5>	Full Page Ad (Editorial)

8. Size of Advertising / Terms & Conditions (Regulations)

Advertising Space	Size (Height × Width) Unit: mm
3 Columns Advertising	98mm × 243mm
Full Page Advertising	370mm × 243mm

For size of introduction advertising, following materials should be submitted by deadline.

- Name of Company (Japanese and English)
- Booth Number
- Headline
- Running Text (Japanese and English)
- Contact (Only E-mail address)
- Photo (JPEG Data etc.)

※ General word will be transcription by the journalese regulation of the Nikkan Kogyo Shimbun, Ltd.

Terms and Conditions (Regulation)

- ① The manuscript such as advertising and text should be final manuscript.
- ② Fonts on manuscript should be outlined.
- ③ The manuscript should be produced by Adobe Illustrator and Adobe Photoshop. Photo data should be saved in EPS format.
- ④ The color on the manuscript should be four colors (CMYK), two colors (MK) and black & white (grayscale).
- ⑤ The manuscript should be put within the size of the regulation.
- ⑥ The character (font size) of the manuscript is more than 8pt.
- ⑦ The enclose borders should put on the manuscript.
- ⑧ The total usage of the ink (TAC value) in the manuscript should not exceed 250%.
- ⑨ The "Specification Sheet of JIMTOF Daily" of the Nikkan Kogyo Shimbun, LTD. should be attached on the manuscript. Please access to the following site for downloading "Specification Sheet of JIMTOF Daily".
http://corp.nikkan.co.jp/adguide/mediadata/specification_sheet_of_jimtofdaily.pdf
- ⑩ When putting QR Code on the manuscript, it should be only black color.

If you have any question or need more detailed information, please kindly contact the person in charge of the Nikkan Kogyo Shimbun, LTD.

9. Others

Publishers



Japan Machine Tool Builders' Association (JMTBA)



Tokyo Big Sight Inc.

Production

THE NIKKAN KOGYO SHIMBUN, LTD

Applications and Inquiries

※ Application will be accepted
from July 1st, (Fri.) 2016.

THE NIKKAN KOGYO SHIMBUN, LTD.

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