

# AD RATES

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## 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
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\*Applications for ads in Special Positions are subject to confirmation by publisher.

\*Two-color ad is black and either red or blue.

# MECHANICAL DATA

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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 Issuing Month  
(e.g. the April issue on 10th of February)

## CLOSING DATE OF AD MATERIAL

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

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