The Japan Times Online

Advertising rates for Jan.-March 2012

Digital Media Division
Online Ad Sales Department
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The power of advertising with The Japan Times Online

Page impressions

Site page	Page URL	Average monthly page impressions
Top page	www.japantimes.co.jp	1.3 million
News top page	www.japantimes.co.jp/news.html	140,000
Opinion top page	www.japantimes.co.jp/opinion.html	50,000
Life in Japan top page	www.japantimes.co.jp/life.html	130,000
Entertainment top page	www.japantimes.co.jp/entertainment.html	60,000
Sports top page	www.japantimes.co.jp/sports.html	100,000

Pages	Average monthly page impressions
All story pages	2.5 million
Total site	8.3 million

Loyal user base

- Daily headlines e-mail subscribers: 22,000
- RSS feed subscribers: 12,000
- Average unique users: 800,000

April 2011

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Our reach

JTO ranks high according to keyword searches on major search sites

Google.com	
Search terms	Site rank
Japan newspaper	1
Japan features	1
Japan business news	1
Japan daily news	1

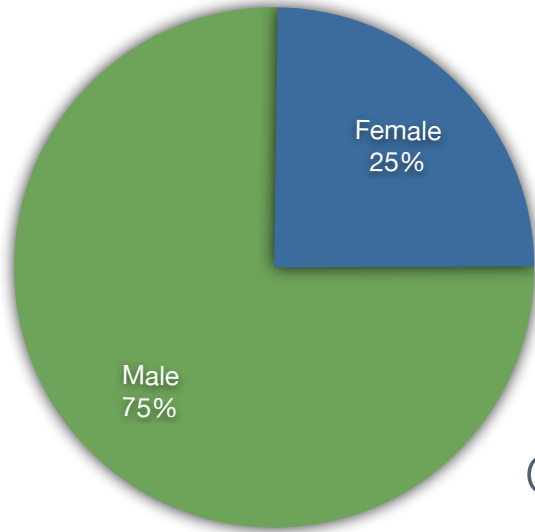| Yahoo.co.jp	
Search terms	Site rank
Japan daily news	1
Japan features	1
Japan business news	2

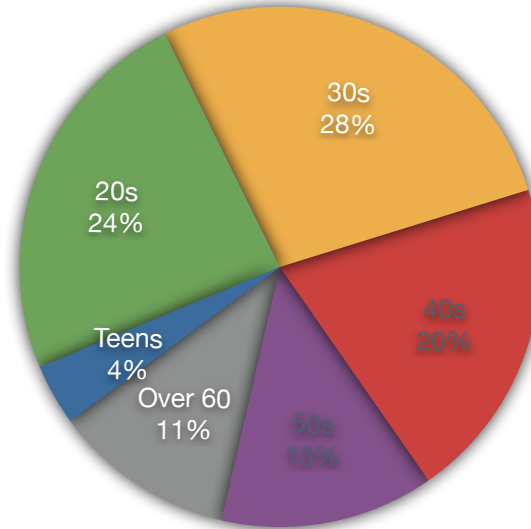| Bing.com	
Search terms	Site rank
Japan newspaper	1
Japan news	1
Japan business news	2

Data compiled August 2010

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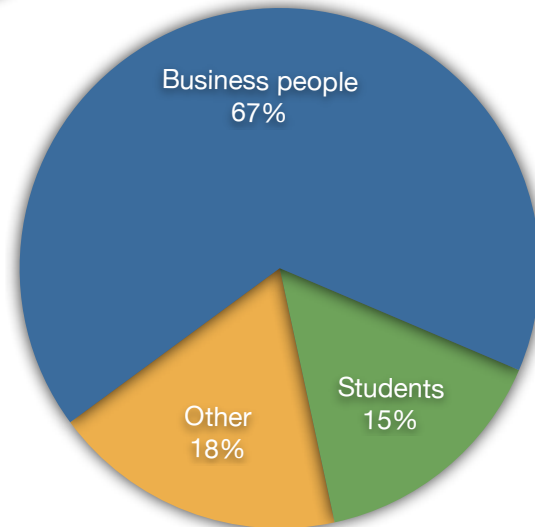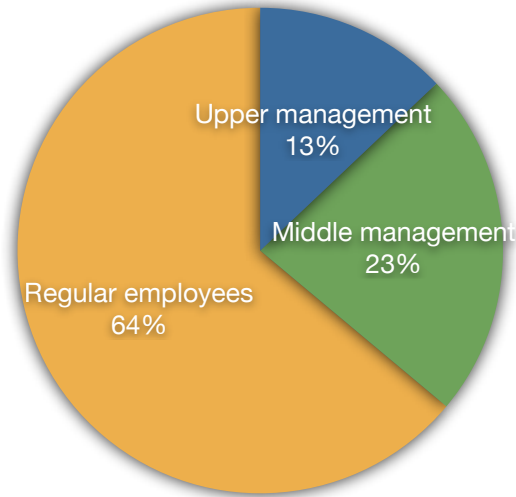# Demographics of The Japan Times Online users

Gender

- Female 25%
- Male 75%

Age

- 30s 28%
- 20s 24%
- Teens 4%
- Over 60 11%
- 50s 13%
- 40s 20%

Occupation

- Business people 67%
- Other 18%
- Students 15%

Demographics of The Japan Times Online users

Professional status

- Upper management 13%
- Middle management 23%
- Regular employees 64%

Education

- University 52%
- Graduate School 32%
- Other 16%

Annual income

- Above 100 m. yen 27%
- 100-80 m. yen 15%
- 80-60 m. yen 24%
- Below 60 m. yen 34%
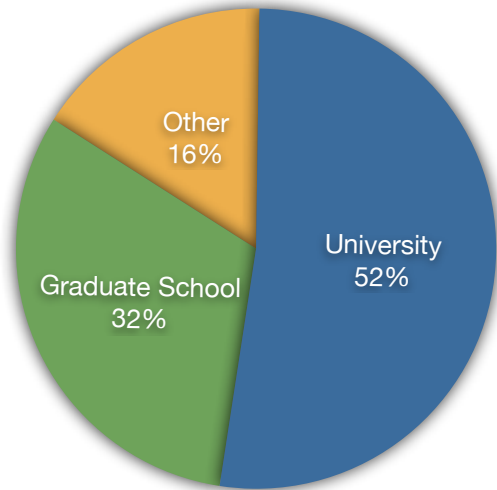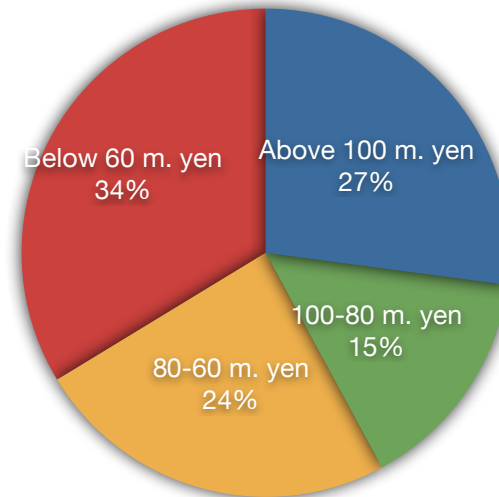
Demographics of The Japan Times Online users

Workplace decision makers

- 20% — Responsible for research, gathering samples
- 11% — Final approval of decision
- 16% — Consulting on the final decision
- 13% — Choice of brands, vendors
- 40% — Not involved in decision-making
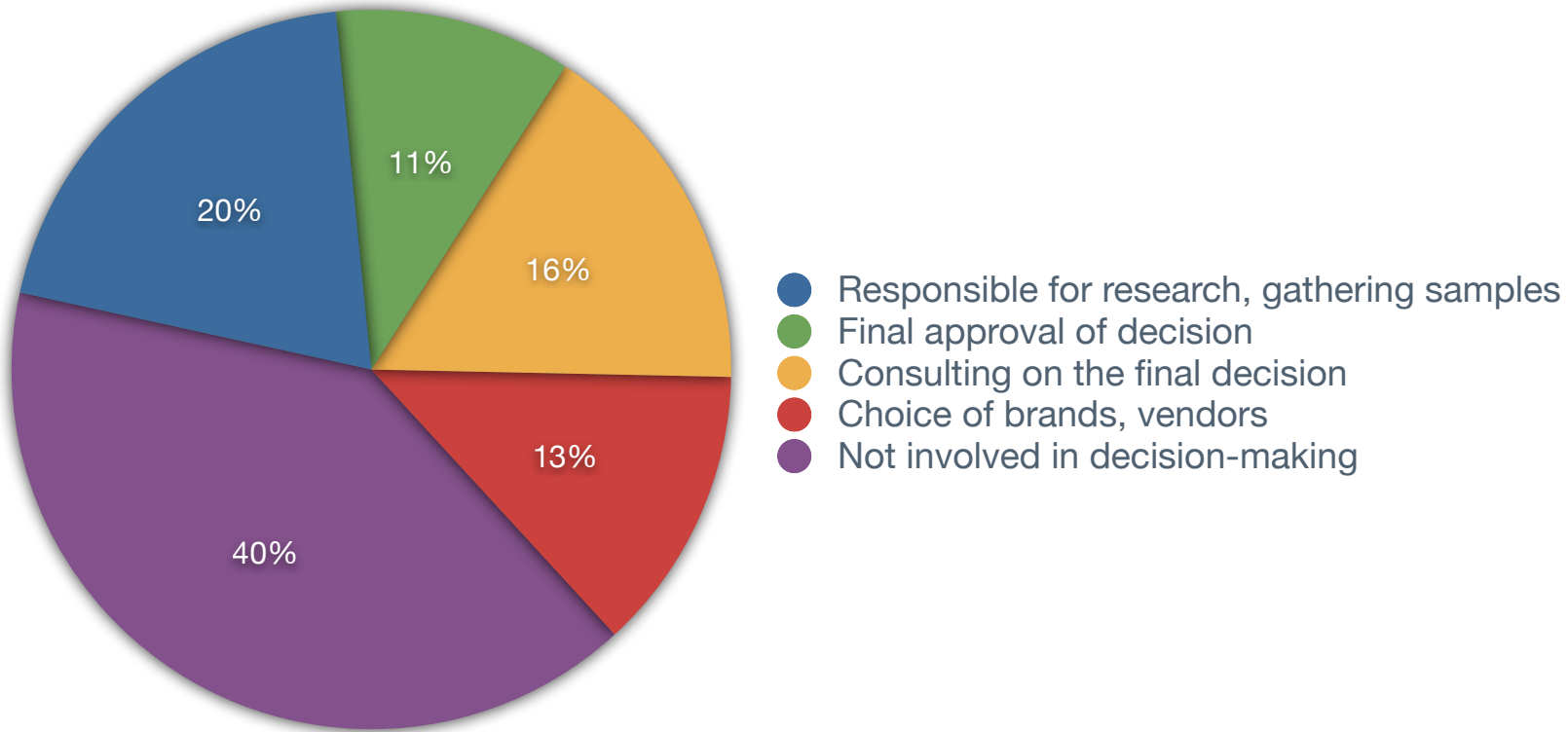
Top page/site positions

Display ads

Super banner	(728 x 90 px)
Rectangle	(300 x 250 px)
Tile	(125 x 125 px)
Small banner	(300 x 55 px)
Top panel	(182 x 60 px)
Brand panel	(468 x 60 px)

Geo-targeting available for super banner: Appeal to users only in Japan or overseas

Text ads

Menu text ad (1 line)
Center text ad 1 (2 lines)
Center text ad 2 (2 lines)

Impact + Top Rectangle

IMPACT

IMPACT + TOP RECTANGLE

For a **strong branding strategy** with a **wide reach**, the Impact Ad is highly recommended. The Impact Ad, which monopolizes **maximum screen space**, is displayed for up to 7 seconds before the user is redirected to the front page.

For a **strongest possible campaign**, the Impact Ad + Top Rectangle combination is highly recommended.

impact specifications

Size:	640 x 480 px
File size:	50KB
File format:	Flash (replacement GIF file required)
Loop/frequency:	Display 7 secs; 1 time per 48 hours

top rectangle specifications

Size:	300 x 250 px
File size:	50KB
File format:	Flash (replacement GIF file required)
Loop/frequency:	2 times in 15 secs

Production note: The creative must contain a 1 px black border, and this must be included in the total creative size.

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News, opinion/Entertainment, Life, Sports ad positions

Display ads

Site-wide (ex. top page)

Super banner   (728 x 90 px)

Rectangle   (300 x 250 px)

Top category page contents

News/Opinion/Life in Japan,

Entertainment, Sports top pages (total:

32 pages) plus story pages

Top page ad rate chart

Display period : 2 weeks

Display unit	Quantity	Duration	Display	Rate	Estimated impressions	Cost per impression
Impact	1	(see page 10)		¥500,000	200,000*	2.50
Impact + Top rectangle	1	2 weeks	static	¥900,000	600,000	1.50
Top super banner	1	2 weeks	static	¥480,000	400,000	1.20
Top rectangle	1	2 weeks	static	¥520,000	400,000	1.30
Center text 1	1	4 weeks	static	¥250,000	800,000	0.31
Center text 2	1	4 weeks	static	¥200,000	800,000	0.25
Top panel	1	4 weeks	static	¥250,000	800,000	0.31
Geo-targeted super banner	1	2 weeks	static	Overseas: ¥550,000 Japan: ¥700,000	Overseas: 550,000 Japan: 700,000	1.0

+Top impact impressions are guaranteed

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Site-wide ad rate chart

Display unit	Quantity	Duration	Display	Impressions	Rate	Cost per impression
Super banner	1	2 weeks	static	1,000,000	¥700,000	0.70
Rectangle	1	2 weeks	static	1,000,000	¥750,000	0.75
Brand panel	1	1 month	static	2,500,000	¥400,000	0.16
Tile	2	1 month	static	2,500,000	¥350,000	0.14
Small banner	2	1 month	static	2,500,000	¥300,000	0.12
Menu text	1	1 month	static	2,500,000	¥300,000	0.20

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Display period: 2 weeks

Display unit	Quantity	Rate	Estimated impressions	Cost per impression
Super banner Site-wide (excluding top page)	1	¥700,000	1,400,000	0.50
Rectangle Site-wide (excluding top page)	1	¥750,000	1,400,000	0.55

Ads in the daily E-mail news
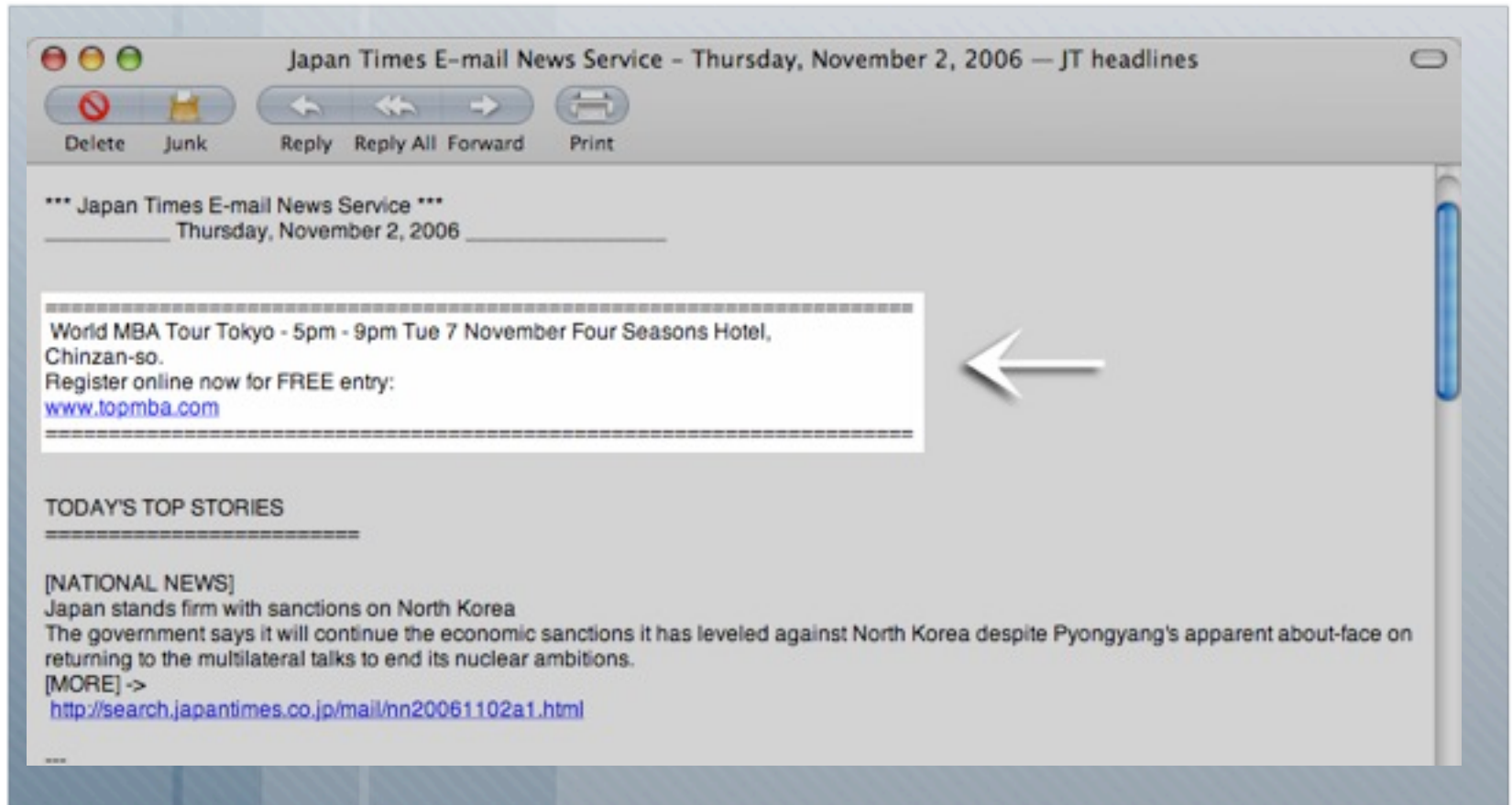
+ Ad placement in The Japan Times Online's E-Mail News Service (headlines and links to the day's stories, transmitted daily to app. 22,000 recipients)
  1 time rate: ¥100,000
  5 time rate: ¥300,000
+ Spec: 70 characters, 5 lines (+ 1 line for URL)

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Display unit specs/regulations

Display unit	Dimensions	File-size limit	Looping limit	Format
Super banner	728 x 90 px	20 KB (standard) 40 KB (rich media)	2 times (Flash, within 15 seconds)	GIF/JPG/Flash
Rectangle	300 x 250 px	20 KB (standard) 40 KB (rich media)	2 times (Flash, within 15 seconds)	GIF/JPG/Flash
Tile	125 x 125 px	20 KB	2 times, 15 seconds	GIF/JPG
Top panel	182 x 60 px	20 KB	2 times, 15 seconds	GIF/JPG
Brand panel	468 x 60 px	20 KB	2 times, 15 seconds	GIF/JPG
Small banner	300 x 55 px	20 KB	2 times, 15 seconds	GIF/JPG

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Text display unit specs/regulations

Display unit	Dimensions
Menu text	30 characters,1 line
Center text	40 characters per line, 2 lines

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Online advertising provisions

Creative requirements

- Standard display units must be received at least 5 business days prior to the campaign start date. Rich Media creatives must be received at least 10 business days in advance.

Ad placement time

- Ad display periods can only begin on weekdays.
- Placement of ads is done only once in a two-week period, and only on weekdays.
- The first day of the display period starts at noon. Please allow us until 12 a.m. of the same day to confirm the proper display. The Japan Times cannot be held responsible for any display problems within this period. At the end of the display period, the ad will be removed at 11:59 a.m.

Liability

- In the case of a natural disaster or maintenance trouble with DoubleClick's ad servers or malicious attacks that force downtime, we will not be held liable for any loss of ad impressions.

Reporting

- E-mail reports will be sent out within one week after the completion of the display period.

Right of refusal

- The Japan Times reserves the right to refuse any advertisement.
- If a rival company requests an ad to be displayed during the same period of a competitor's ad, The Japan Times Online will decide whether the rival ad can be displayed or not.

Display environment

- Please understand that The Japan Online cannot be held responsible if an ad cannot be displayed due to a firewall, security software or users' browser preferences.

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Specs for Flash-based ads

- The Japan Times Online accepts Flash 5 or above.

- The following must accompany each Flash creative:
    (1) SWF File
    (2) FLA File
    (3) Backup GIF (for users who are unable to see the Flash creative)
    * Please do not embed the URL inside the Flash creative.

- The following clickTag code must be used to allow Doubleclick to track the number of clicks. Please place invisible buttons on the topmost layer of the file and include the following ActionScript:

```
on(release){
    if((clicktag.substr(0,5)=="http:") or (clicktag.substr(0,6)=="https:")){
        getURL(  clicktag,"_blank");
    }
}
```

- Other requirements:
    The animation of the ads must be kept within 15 seconds.

Notes
- The Flash frame rate must be less than 16 frames per second. 12 frames per second is ideal.
- We cannot display ads with script errors
- We refuse ads that call external files or programs (e.g.: LoadMovie() Load Variable() LoadVars(); FSCommand XMLSocket). In certain cases, we may request the original file.

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