

TOKYO GAME SHOW 2011

AD MENU

Sept 15-18, Makuhari Messe

-Varieties of TGS on-site banners and media ads menu for appealing your exhibit-

<<Menu and application forms>>

Please send the form by fax or email to the TGS Overseas Management Office.

Note: The OMO will accept application on a first-come and first-served basis.

Company Name:

Bill to (if different):

Contact Person:

TEL:

Email:

Signature:

Application date:

No.	Items		Purchase Unit	Price/1Set (Tax incl.)	Number of Items	Total Price (Tax incl.)
Media Banner	A	ID charm ribbon	1 unit	5,775,000		JPY
	B	Admission tickets (back side)	1 unit	525,000		JPY
	C	Restaurant tray sheet	6,000 sheets	420,000		JPY
	D	All Rotation Banner	1 unit	315,000		JPY
		Top Page Rectangle	1 unit	420,000		JPY
		Top Page Fixed Banner	1 unit	210,000		JPY
		Micro Site	1 unit	1,260,000		JPY
	E	Official Guidebook	Type 【 】			JPY
Outdoor Banner	1	Arched cover banner of station	Large 4 boards (both sides) Small: 3 boards (both sides)	1,680,000		JPY
	2	Banner around station	Type 【 】			JPY
	3	Arched banner	8 boards	892,500		JPY
	4	Spiral staircase banner	1 board	1,365,000		JPY
	5	Plaza billboard banner	1 board	840,000		JPY
	6	Entrance canopy banner	1 board	1,365,000		JPY
	7	Welcome board at entrance gate	1 board	945,000		JPY
	8	Entrance self-standing banner	1 board	525,000		JPY
Indoor Banner	9	Central entrance welcome sign	Type 【 】			JPY
	10	Central mall banner	1 sheet (both sides)	420,000		JPY
	11	Central mall column covered sign	2 walls	315,000		JPY
	12	Central mall glass wall sign	1 board	735,000		JPY
	13	Central mall monitor CM	1 monitor	315,000		JPY
	14	Food court table advertisement	1 unit	1,260,000		JPY
	15	Airlock Sign (Internal-light type)	Type 【 】			JPY
	16	Exhibit floor sign banner	6 sheets (both sides)	1,260,000		JPY
	17	Floor monitor CM	1 unit	315,000		JPY
	18	Ad-wall	Type 【 】			JPY
TOTAL						JPY

**ENQUIRY
APPLICATION**

Tokyo Game Show Overseas Management Office

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680 E-mail: tgs@smj.co.jp

A ID charm ribbon



【Advertisement Outline】

- Material: Braided cord
- Ad contents:
Company name, brand name & logo
- Finish: B&W print/ alligator clip
- Insertion: ID for business visitors and press
- Printing number: 50,000

Note: This image picture is sample.

JPY 5,775,000 per unit

Purchase unit : 1set / 1unit
Offering unit: 1 unit

Application deadline: July 22, 2011
Submission deadline: July 29, 2011

B Admission tickets (back side)



【Advertisement Outline】

- Material: Paper
- Size: W100mm x H30mm
- Ad Contents: Free format
- Finish: B&W
- Insertion:
Advance ticket/on-site ticket /invitation ticket for Business Day
- Printing number: 160,000

Note: This image picture is ticket of TGS 2010.

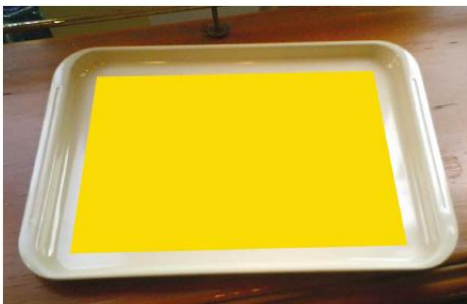
Design of ticket and position of ad are subject to change.

JPY 525,000 per unit

Purchase unit : 1set / 1unit
Offering unit: 1 unit

Application deadline: June 10, 2011
Submission deadline: June 14, 2011

C Restaurant tray sheet



【Advertisement Outline】

- Material: Paper
- Size: (A3) W420mm x H297mm
- Ad Contents: Free format
- Finish: 4 color print
- Location:
Royal Central Cafeteria (In front of Hall 6, 2F aisle)

JPY 420,000 per unit

Purchase unit : 6,000 sheets / 1unit
Offering unit: 1 unit

Application deadline: August 5, 2011
Submission deadline: August 16, 2011

D Official Website <http://tgs.cesa.or.jp/>

Application deadline: June 17

① All Rotation Banner

Rotation running on all TGS 2011 Japanese pages.

- Size: H90 x W728 pix
- File format: gif 20k less or flash 30k less
- Running period: from July 1 to October 31, 2011

JPY 315,000 per unit

Purchase unit : 1 unit
Offering unit: 5 units

② Top Page Rectangle

Large banner on TGS 2011 Japanese top page.
(It supports motion-type advertisements. Please contact OMO)

- Size: H200 x W200 pix
- File format: gif 20k less or flash 30k less
- Running period: from July 1 to October 31, 2011

JPY 420,000 per unit

Purchase unit : 1unit
Offering unit: 2 units

③ Top Page Fixed Banner

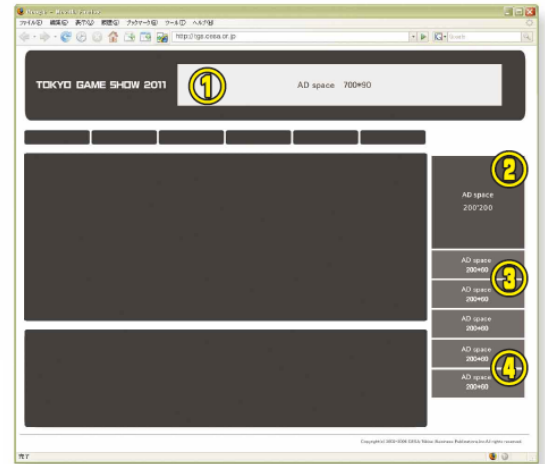
All time running banner on TGS 2011 top page.

- Size: H60 x W200 pix
- File format: gif 15k less or flash 20k less
- Running period: from July 1 to October 31, 2011

JPY 210,000 per unit

Purchase unit : 1 unit
Offering unit: 5 units

*All website ads are able to be insert only on TGS English website. Please contact for detail.



* Please ask OMO for page-view count of TGS 2010 Web.

* Position of running ads is subjected to change due to design. Please apply for the ads after checking confirmed design of TGS 2011.

④ Micro Site

Best for announcement of new products, sales promotion of online games on website.

Space for pictures (60x60) and texts (30 letters in Japanese/60 letters in English) is also offered.

- Size: A4 size 1 page (1,500 letters in Japanese/2,400 letters in English)
 - Running period: from July 1 to October 31, 2011
- Note: Please prepare texts and pictures by yourself.

JPY 1,260,000 per unit

Purchase unit : 1 unit
Offering unit: 5 units

E Official Guidebook [Japanese & other languages]

【Contents】

- Headline of TGS 2011
- Exhibit catalog
- Exhibitor directory
- Floor plan

【Outline】

- Distribution: Entrance gate etc.
- Printing number: 190,000 (tentative)
- Size: H280mm x W210mm
- Finish: full color, saddle stitch



Good deal linked to "Nikkei Entertainment", "Nikkei Trendy", "Nikkei Woman" or "Nikkei Trendy Net" is also available

Ad Space	Price (Tax incl.)		Size (HxW, mm)
	Exhibitor	Public	
Outside back cover	630,000	N/A	280 × 210
Inside front cover (Double-page Spread)	945,000	N/A	280 × 420
Inside front cover 2 (Double-page Spread)	840,000	N/A	280 × 420
Inside back cover (Double-page Spread)	630,000	N/A	280 × 420
Color 1page	315,000	367,500	280 × 210
B&W 1 page	178,500	210,000	280 × 210



*Image picture above is for 2010. Design for 2011 is subjected to change.

Application deadline: August 16
Submission deadline: August 22
Final proof deadline: August 29

Please contact Overseas Management Office about customizing or other advertisement plans.

3 Arched banner



【Outline】
■ Material: Cloth
■ Size: W900 x H2100
■ Finish:
Data output or dyeing-work (color)
■ Location: Central entrance plaza

JPY 892,500 per unit

Purchase unit : 8 boards / 1unit
Offering unit: 1 unit

4 Spiral staircase banner

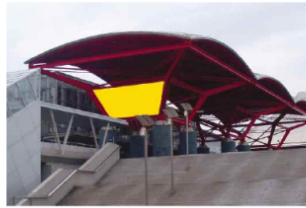


【Outline】
■ Material: Cloth
■ Size: W6000 x H3000
■ Finish:
Data output or dyeing-work (color)
■ Location:
Column (foreside of spiral staircase,
central entrance plaza)

JPY 1,365,000
per unit

Purchase unit : 1 board / 1unit
Offering unit: 1 unit

6 Entrance canopy banner

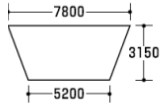


【Outline】
■ Material: Cloth
■ Size: W7800 x H3150
■ Finish:
Data output or dyeing-work (color)

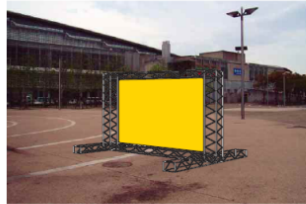
■ Location: Entrance canopy, central entrance plaza

JPY 1,365,000
per unit

Purchase unit :
1 sheet / 1unit
Offering unit: 1 unit



7 Welcome board at entrance gate



【Outline】
■ Material: Cloth
■ Size: W3600 x H1800
■ Finish:
Data output or dyeing-work (color)
■ Location:
1F entrance gate/ visitors' flow line
■ Target: Public Day visitors
(September 17 & 18)

JPY 945,000 per unit

Purchase unit : 1 board / 1unit
Offering unit: 1 unit

2 Banner around station

Please contact Overseas
Management Office for detail.



NEW

1 Arched cover banner of station



Large



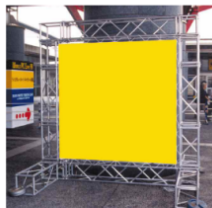
Small

【Outline】
■ Material: Cloth
■ Size:
Large/ W1000 x H700 (both sides)
Small/ W600 x H400 (both sides)
■ Contents:
Company name or company logo
*Hall and booth number should be included. Please
contact Overseas Management Office for detail.
■ Finish:
Data output or dyeing-work (color)
■ Location:
Arched cover
(In front of Kaihin Makuhari Sta.)

JPY 1,680,000 per unit

Purchase unit :
Large 4 sheets / Small 3 sheets
Offering unit: 1 unit

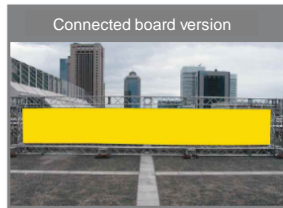
8 Entrance self-standing banner



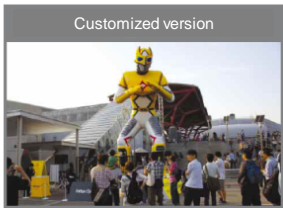
【Outline】
■ Material: Cloth
■ Size: W1800 x H1800
■ Finish: Data output or dyeing-work (color)
■ Location: Based on consultation
*Please contact OMO for price to customize.

JPY 525,000
per unit

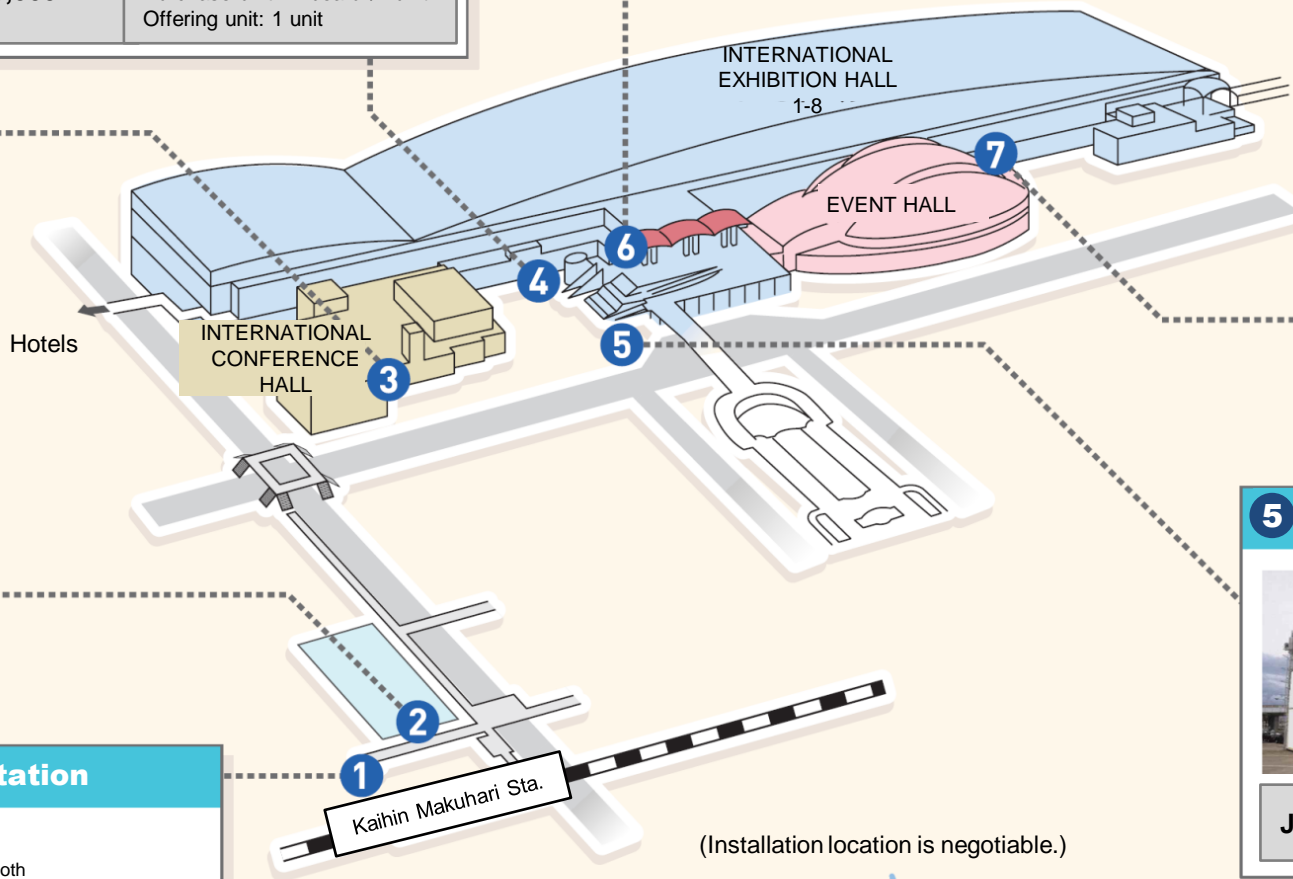
Purchase unit :
1 board / 1unit
Offering unit: 7 units



Connected board version



Customized version



INDOOR ADVERTISEMENT

Good deal linked to TV Tokyo or TV CM on AT-X is available for AD menu 13, 15, 17 and 18.

◆ Application deadline: July 29 ◆ Data/material submission deadline: August 8

* Size of all advertisement is millimeter-base. * All price includes tax.

Please contact Overseas Management Office about customizing or other advertisement plans.

14 Food court table advertisement

NEW



- 【Outline】
- Material: Plastic sheets
 - Size: W1800 x D500 (Oval shape)
 - Finish: Data output+ lamination
 - Food court in Hall 7

*Location is subjected to change due to floor plan.



JPY 1,260,000 per unit

Purchase unit: 30 tables / 1unit
(*Number of table is subjected to change)
Offering unit: 1 unit

15 Airlock Sign (Internal-light type)

RENEWAL



- 【Outline】
- Material: Acrylic plate (internal light)
 - Size: W3000 x H1800
 - Finish: Data output (color) or cutting sheet
 - Location: Temporary entrance, each mall

*Number of offering units is subjected to change due to floor plan.

- 【Option】LCD version
- Material: LCD with speaker
 - Size: 60-inch V-type
 - Submission: Ask OMO
 - Location: Temporary entrance, each mall
 - Price: JPY 577,500 (Tax incl.)

*Number of offering units is subjected to change due to floor plan.
* Non-exhibitors can apply this plan.

JPY 420,000 per unit

Purchase unit: 1 boards / 1unit
Offering unit: 8 units

16 Exhibit floor sign banner



- 【Outline】
- Material: Cloth
 - Size: W2000 x H2000
 - Finish: Data output or dyeing-work (color)
 - Location: Hanging from the ceiling of each Hall

JPY 1,260,000 per unit

Purchase unit: 6 sheets / 1unit
Offering unit: 2 units

13 Central mall monitor CM



- 【Outline】
- 60 seconds x 28 times or more per day
 - Size: 46-inch V-type
 - Submission data: β-CAM SP or DV-CAM
 - Location: Media lines in front of each hall

* Non-exhibitors can apply this plan.

JPY 315,000 per unit

Purchase unit: 1 monitor / 1unit
Offering unit: 15 unit

Application deadline: August 19
Submission deadline: August 25

17 Floor monitor CM

NEW



- 【Outline】
- 60 seconds x 28 times or more per day
 - Monitor: LCD with speaker
 - Size: 60-inch V-Type
 - Submission data: Please ask OMO
 - Location: Floor plan distribution place

* Non-exhibitors can apply this plan.
* Location is subjected to change due to floor plan.

JPY 315,000 per unit

Purchase unit: 1 monitor / 1unit
Offering unit: 15 units

Application deadline: August 19
Submission deadline: August 25

12 Central mall glass wall sign



- 【Outline】
- Material: Woodwork pannel+output sheet
 - Size: W7900 x H2500
 - Finish: Data output (color)
 - Location: Glass wall of central mall

JPY 735,000 per unit

Purchase unit: 1 board / 1unit
Offering unit: 7 units

11 Central mall column covered sign



- 【Outline】
- Material: Cloth
 - Size: W2500 x H1800
 - Finish: Data output or dyeing-work (color)
 - Location: Central mall

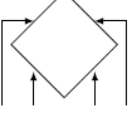
JPY 315,000 per unit

Purchase unit: 2 walls / 1unit
Offering unit: 7 units

18 Ad-wall



- 【Outline】
- Material: Output sheet
 - Size: W950 x H2300 (4sides)
 - Location: Based on consultation (in public spaces only)

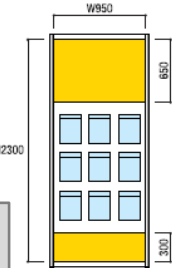


Ad spaces (W950 x H2300)

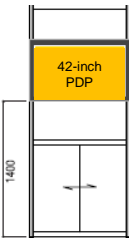
JPY 420,000 per unit

Purchase unit: 1 wall (4 sides) / 1unit
Offering unit: 7 units

- 【Option A】
With catalog pockets
- 9 catalog pockets per side
 - Additional charge: JPY 31,500 per side



- 【Option B】
With PDP monitor
- 42-inch PDP with speaker
 - Additional charge: JPY 210,000 per side



*Non-exhibitors can apply the plan.

10 Central mall banner



- 【Outline】
- Material: Woodwork pannel+output sheet
 - Size: W5000 x H950
 - Finish: Data output (color)
 - Location: Central mall

JPY 420,000 per unit

Purchase unit: 1 sheet (both sides) / 1unit
Offering unit: 16 units

9 Central entrance welcome sign



- 【A: Hanging banner】
- Material: Cloth
 - Size: W2700 x H2700
 - Finish: Data output or dyeing-work (color)

- 【B: Floor seal】
- Material: Plastic sheets
 - Size: Based on consultation
 - Finish: Data output+ lamination

- Location: 2F central entrance
- Target: Sept 15-16/ All visitors of Business Day
Sept 17-18/ Part of visitors (on-site tickets holders, re-entering visitors, family-corner visitors etc.)

A: JPY 420,000 per unit
B: JPY 52,500 per sqm

A: Purchase unit: 1 sheet / 1unit
Offering unit: 2 units
B: Purchase unit: 1 sheet / 1unit
Offering unit: 1 unit (Location is negotiable)

NEW