

TOKYO GAME SHOW 2012 AD MENU

Sept 20-23, 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	5,250,000		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	Station arcade cover banner	Large 4 boards (both sides) Small: 3 boards (both sides)	1,680,000		JPY
	2	Arched banner	8 boards	892,500		JPY
	3	Spiral staircase banner	1 board	1,365,000		JPY
	4	Plaza billboard banner	1 board	840,000		JPY
	5	Entrance canopy banner	1 board	1,365,000		JPY
	6	Welcome board at entrance gate	1 board	945,000		JPY
	7	Entrance self-standing banner	1 board	525,000		JPY
Indoor Banner	8	Central entrance welcome sign	Type []			JPY
	9	Central mall banner	1 sheet (both sides)	420,000		JPY
	10	Central mall column covered sign	2 walls	315,000		JPY
	11	Central mall glass wall sign	1 board	735,000		JPY
	11+	Sound signage	1 unit	997,500		JPY
	12	TGS vision	1 unit	840,000		JPY
	13	Food court table advertisement	10 tables	420,000		JPY
	14	Airlock Sign (Internal-light type)	Type []			JPY
	15	Exhibit floor sign banner	1sheet (both sides)	315,000		JPY
	16	Central mall floor seal advertisement	Size []			JPY
	17	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 5,250,000 per unit

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

Application deadline: June 29, 2012
Submission deadline: July 6, 2012

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

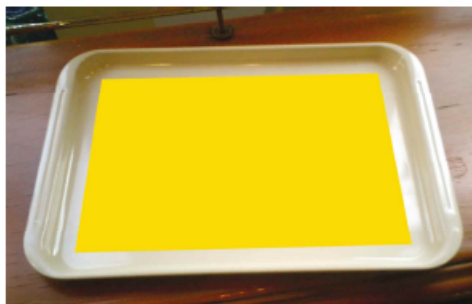
Note: This image picture is ticket of TGS 2011.
Design of ticket and position of ad are subject to change.

JPY 525,000 per unit

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

Application deadline: June 4, 2012
Submission deadline: June 11, 2012

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 10, 2012
Submission deadline: August 21, 2012

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

Application deadline: June 13

① All Rotation Banner

Rotation running on all TGS 2012 Official Website

- Size: H90 x W728 pixel
- File format: gif 20k or less / flash 30k or less
- Running period: from July 2 to October 31, 2012

JPY 315,000 per unit

Purchase unit : 1 unit
Offering unit: 5 units

② Top Page Rectangle

Large banner on TGS 2012 Official Website
(It supports motion-type advertisements.)

- Size: H200 x W200 pixel
- File format: gif 20k or less / flash 30k or less
- Running period: from July 2 to October 31, 2012

JPY 420,000 per unit

Purchase unit : 1 unit
Offering unit: 2 units

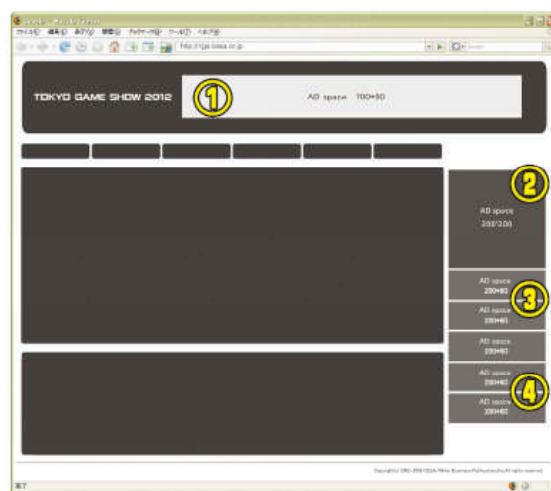
③ Top Page Fixed Banner

All time running banner on TGS 2012 top page.

- Size: H60 x W200 pixel
- File format: gif 15k or less / flash 20k or less
- Running period: from July 2 to October 31, 2012

JPY 210,000 per unit

Purchase unit : 1 unit
Offering unit: 5 units



* Please ask OMO for page-view count of TGS 2011 Web.

* Position of running ads is subjected to change due to design. Please apply for the ads after checking confirmed design of TGS 2012.

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 1 page (1,500 letters in Japanese/2,400 letters in English)

- Running period: from July 2 to October 31, 2012

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 2012
- Exhibitor Directory
- Floor Plan

【Outline】

- Distribution: Entrance gate etc.
- Printing number: 195,000 (tentative)
- Size: H280mm x W210mm
- Finish: full color, saddle stitch

Special!

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	Non-exhibitor	
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 1 page	315,000	367,500	280 × 210
B&W 1 page	178,500	210,000	280 × 210


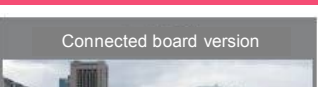
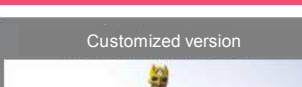


Good keeping PR Media!

*Image picture above is for 2011. Design for 2012 is subjected to change.

Application deadline: August 21
Submission deadline: August 27
Final proof deadline: September 3

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

<div data-bbox="1299 1598 1356 1648">7</div> <div data-bbox="1368 1612 1923 1648">Entrance self-standing banner</div>	(Installation location is negotiable.)		
<div data-bbox="1299 1669 1537 1749">  </div> <div data-bbox="1558 1669 1938 1755"> <p>【Outline】</p> <ul style="list-style-type: none"> ■ Material: Cloth ■ Size: W1800 x H1800 ■ Finish: Data output or dyeing-work (color) ■ Location: Based on consultation <p>*Please contact OMO for price to customize.</p> <table border="1"> <tr> <td data-bbox="1558 1814 1748 1866"> JPY 525,000 per unit </td><td data-bbox="1748 1814 1938 1866"> Purchase unit : 1 board / 1 unit Offering unit: 7 units </td></tr> </table> </div>	JPY 525,000 per unit	Purchase unit : 1 board / 1 unit Offering unit: 7 units	<div data-bbox="1991 1669 2288 1749"> <p>Connected board version</p>  </div> <div data-bbox="2303 1669 2585 1749"> <p>Customized version</p>  </div>
JPY 525,000 per unit	Purchase unit : 1 board / 1 unit Offering unit: 7 units		

INDOOR ADVERTISEMENT

Good deal linked to TV Tokyo or TV CM on AT-X is available for AD menu 14 and 17.

◆ Application deadline: August 2 ◆ Data/material submission deadline: August 9

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

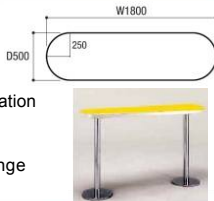
*Please contact Overseas Management Office about customizing or other advertisement plans.

13 Food court table advertisement



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

*Location is subjected to change due to floor plan.



JPY 420,000 per unit

Purchase unit: 10 tables / 1unit
(*Number of table is subjected to change)
Offering unit: 3 unit

14 Airlock sign (Internal-light type)



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

- 【Option】 LCD version
- Material: LCD with speaker
 - Size: 60-inch V-type
 - Submission: Ask OMO
 - Location: Temporary entrance of 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: 6 units

15 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 315,000 per unit

Purchase unit: 1 sheets / 1unit
Offering unit: 12 units

11 Central mall glass wall sign



- 【Outline】
- Material: Woodwork panel+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+ Sound signage

NEW



- 【Outline】
- Material: A: Speaker /1.5mm Thin speaker+output fabric B: Panel / Woodwork panel+output sheet
 - Size: A: Speaker /W1800 x H2500 B: Panel / W3600xH2500
 - Finish: Data output (color)
 - Location: Glass wall of central mall

Sound is coming from the sign when one stands in front of it.

JPY 997,500 per unit

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

10 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

16 Central mall floor seal advertisement

NEW



- 【Outline】
- Material: Plastic sheets
 - Finish: Data output+ lamination
 - Size: Based on consultation
 - Location: 2F Concourse

JPY 52,500 per sqm

Purchase unit: 1 seal / 1unit

17 Ad-wall

(Installation location is negotiable.)



JPY 420,000 per unit

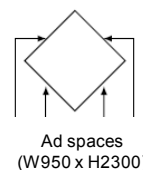
Purchase unit: 1 wall (4 sides) / 1unit
Offering unit: 7 units

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

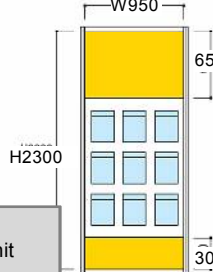
- 【Option A】 With catalog pockets
- 9 catalog pockets per side
 - Additional charge: JPY 31,500 per side

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

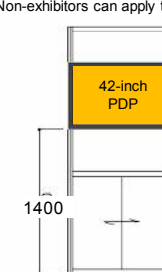
*Non-exhibitors can apply the plan.



Ad spaces (W950 x H2300)



H2300



1400

8 Central entrance welcome sign



- Location: 2F central entrance
- Target: Sept 20-21/ All visitors of Business Day Sept 22-23/ 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)

- 【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

