

TOKYO GAME SHOW 2013

AD MENU

Sept 19-22, 2013 @ Makuhari Messe

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

<<Menu and application form>>

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

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

Company Name:

Bill to (if different):

Contact Person:

Email:

Tel:

Application date:

Signature:

No.	Items		Purchase Unit	Unit Price (Tax incl.)	Number of Order	Total Price (Tax incl.)	
Media Banner	A	ID Charm Ribbon	1 unit	JPY 5,250,000		JPY	
	B	Admission Tickets (back side)	1 unit	JPY 525,000		JPY	
	C	Restaurant Tray Sheet	6,000 sheets	JPY 420,000		JPY	
	D	Official Guidebook	Type []			JPY	
	E	Official Website	All Rotation Banner	1 unit	JPY 315,000		JPY
			Top Page Rectangle	1 unit	JPY 420,000		JPY
Top Page Fixed Banner			1 unit	JPY 210,000		JPY	
Micro Site			1 unit	JPY 1,260,000		JPY	
Smartphone Web Panel			1 unit	JPY 525,000		JPY	
Outdoor Banner	1	Station Arched Cover Banner	Large: 4 boards (both sides) Small: 3 boards (both sides)	JPY 1,680,000		JPY	
	2a	Sky Way Column Banner (A)	2 walls	JPY 315,000		JPY	
	2b	Sky Way Column Banner (B)	3 walls	JPY 420,000		JPY	
	3	Sky Way Arch Banner	1 board	JPY 210,000		JPY	
	4	Plaza Billboard Banner	1 board	JPY 840,000		JPY	
	5a	Arched Banner (International Conference Hall)	8 boards	JPY 892,500		JPY	
	5b	Arched Banner (Central Plaza)	4 boards	JPY 525,000		JPY	
	5c	Arched Banner (around Esplanade)	2 boards	JPY 315,000		JPY	
	6	Spiral Staircase Banner	1 board	JPY 1,365,000		JPY	
	7	Entrance Canopy Banner	1 board	JPY 1,365,000		JPY	
Indoor Banner	8	Connecting Bridge Banner Set	Large: 1 boards (one side) Small: 3 boards (both sides)	JPY 1,470,000		JPY	
	9	Entrance Gate Welcome Board	1 board	JPY 945,000		JPY	
	10	Entrance Self-standing Banner	1 board	JPY 525,000		JPY	
	11	Central Entrance Welcome Sign	Type []			JPY	
	12	Central Mall Banner	1 board (both sides)	JPY 420,000		JPY	
	13	Central Mall Column Covered Sign	2 walls	JPY 315,000		JPY	
	14	Central Mall Glass Wall Sign	1 board	JPY 735,000		JPY	
	15	Airlock Sign (Internal-Light type)	Type []			JPY	
	16	Exhibit Floor Sign Banner	1 sheet (both sides)	JPY 315,000		JPY	
	17	Food Court Table Advertisement	10 tables	JPY 420,000		JPY	
18	Central Mall Floor Seal Advertisement	Size []		/sqm	JPY		
19	Ad-Wall	Type []			JPY		
20	Entrance Banner at Hall 9	2 boards	JPY 525,000		JPY		
21	Esplanade Banner	1 board (both sides)	JPY 525,000		JPY		
22	Cosplay Area Back Panel Sponsor	1 board	JPY 105,000		JPY		
TOTAL						JPY	

**ENQUIRY /
APPLICATION**

TGS Overseas Management Office (OMO)

c/o Space Media Japan Co., Ltd.

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

A ID Charm Ribbon

【Outline】

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



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

Note: This image picture is sample.

JPY 5,250,000
per unit

Application deadline: June 28, 2013
Submission deadline: July 5, 2013

B Admission Tickets (back side)

【Outline】

- Material: Paper
- Size: W100mm x H30mm
- Ad Contents: Free format
- Finish: One color print
- Insertion: Advance ticket / on-site ticket / Business Day invitation ticket
- Printing number: 160,000 (tentative)



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

Note: This image picture is ticket of TGS 2012. Design of ticket and position of ad are subject to change.

JPY 525,000
per unit

Application deadline: May 24, 2013
Submission deadline: May 31, 2013

C Restaurant Tray Sheet

【Outline】

- Material: Paper
- Size: (A3) W420mm x H297mm
- Ad Contents: Free format
- * Please show Hall and Booth number of your exhibit in advertisement page.
- Finish: 4-color print
- Location: Royal Central Cafeteria (In front of Hall 6, 2F aisle)

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



JPY 420,000
per unit

Application deadline: August 9, 2013
Submission deadline: August 20, 2013

D Official Guidebook [Japanese & multi languages]

【Contents】(planned)

- Headline of TGS 2013
- Exhibitor's list
- Floor plan

【Outline】

- Distribution: Entrance gate etc.
- Printing number: 200,000 (planned)
- Size: H280mm x W210mm
- Finish: 4-color print, 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	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
1 page, 4-color	315,000	367,500	280 × 210
1 page, Black & White	178,500	210,000	280 × 210



Good keeping PR Media!

*Image picture above is for 2012. Design for 2013 is subjected to change.

Application deadline: August 20, 2013
Submission deadline: August 26, 2013
Final proof deadline: September 2, 2013

E**Official Website**

Application deadline: June 12, 2013

Website URL **<http://tgs.cesa.or.jp/>**

- Please contact us for the details such as actual page-view result for TGS2012.
- Advertisement position is subject to change depending on view design. Please contact for the details.
- Please submit advertisement script 5 business days prior to the start of advertisement.
- Please refer to the following URL under "Nikkei BP AD Web" for the details of the advertisement requirement.
<http://adweb.nikkeibp.co.jp/adweb/wad/index.html>

1 All Rotation Banner

Rotation running on all TGS 2013 Official Website

- Size: H90 x W728 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 315,000 per unitPurchase unit: 1 unit
Offering unit: 5 units

2 Top Page Rectangle

Large banner on TGS 2013 Official Website
Corresponding motion-type advertisements
* Please ask OMO for the details of motion-type advertisements.

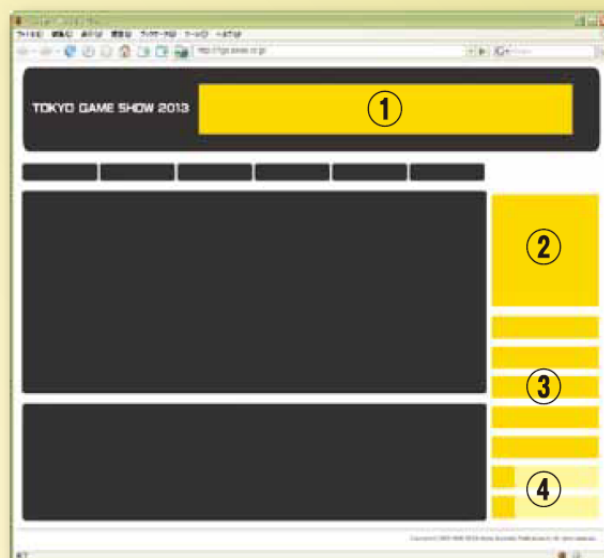
- Size: H300(250) x W300 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 420,000 per unit* Additional distribution fee will be charged for motion-type advertisementsPurchase unit: 1 unit
Offering unit: 2 units

3 Top Page Fixed Banner

All time running banner on TGS 2013 top page.

- Size: H60 x W300 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 210,000 per unitPurchase unit: 1 unit
Offering unit: 5 units

4 Micro Site

Best for announcement of new products, sales promotion of online games on website. In addition, space for pictures (60x60 pixel) and texts (30 letters in Japanese / 60 letters in English) is offered in bottom right corner of Top page of the official site to lead web visitors to Micro Site.

- Size: A4 1 page
(1,500 letters in Japanese / 2,400 letters in English)
- Running period: from July 1 to October 31, 2012

Note: Please prepare all data by yourself.

JPY 1,260,000 per unitPurchase unit: 1 unit
Offering unit: 5 units

5 Smartphone Web Panel

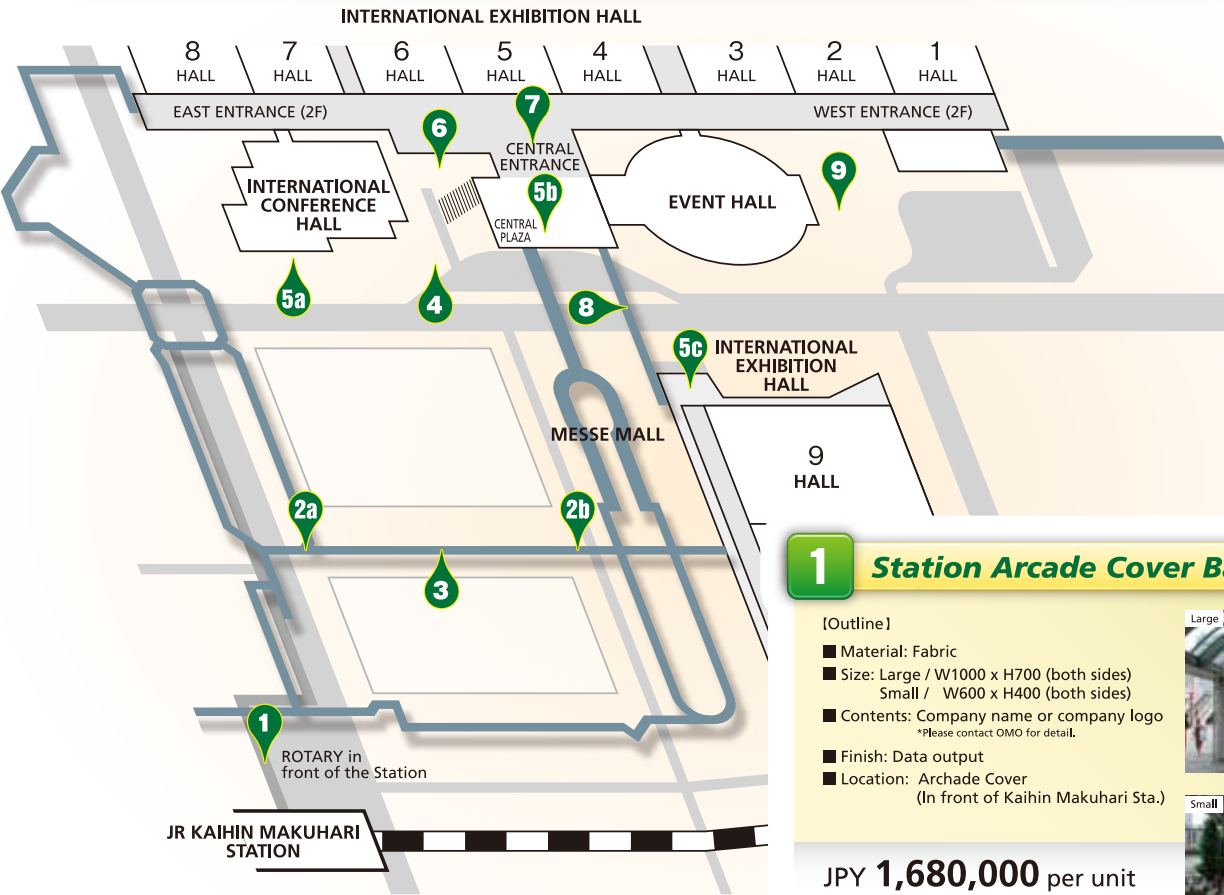
NEW

Appearing on optimized site on smartphone (iPhone/Android).

- Size: H50 x W320 pixel
- File format: gif or jpeg (20kb or less)
- Running period: from July 1 to October 31, 2013
- Running page: Almost all optimized site on smartphone

JPY 525,000 per unitPurchase unit: 1 unit
Offering unit: 1 unit

OUTDOOR ADVERTISEMENT *Outdoor Banner*



*Please contact OMO about customizing or other advertisement plans.

*Please include Hall and Booth number in data page you are going to submit for advertisement.

1 Station Arcade Cover Banner

[Outline]

- Material: Fabric
- Size: Large / W1000 x H700 (both sides)
Small / W600 x H400 (both sides)
- Contents: Company name or company logo
*Please contact OMO for detail.
- Finish: Data output
- Location: Arcade Cover (In front of Kaihin Makuhari Sta.)

JPY 1,680,000 per unit

Purchase unit : Large 4 boards (both sides) / Small 3 boards (both sides)
Offering unit: 1 unit

2a Sky Way Column Banner (A) NEW

[Outline]

- Material: Fabric
- Size: W1100 x H1100
- Building frame: W1100 x H1500
- Finish: Data output
- Location: Sky Way (closer to Kaihin Makuhari Sta.)

JPY 315,000 per unit

Purchase unit : 2 boards / 1 unit
Offering unit: 1 unit

2b Sky Way Column Banner (B) NEW

[Outline]

- Material: Fabric
- Size: W1100 x H1100
- Building frame: W1100 x H1500
- Finish: Data output
- Location: Sky Way (closer to Makuhari Messe Mall)

JPY 420,000 per unit

Purchase unit : 3 boards / 1 unit
Offering unit: 1 unit

3 Sky Way Arch Banner NEW

[Outline]

- Material: Plastic Sheets
- Size: W2500 x H900
- Building frame: W3500 x H900
- Finish: Data output + lamination
- Location: Sky Way

JPY 210,000 per unit

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

4 Plaza Billboard Banner

[Outline]

- Material: Fabric
- Size: W7000 x H3250
- Finish: Data output
- Location: Central Entrance Plaza

JPY 840,000 per unit

Purchase unit : 1 board / 1 unit
Offering unit: 5 units

*Price including Tax
 *Size of all advertisement is millimeter-base

5a **Arched Banner** <International Conference Hall>

[Outline]

- Material: Fabric
- Size: W900 x H2100
- Finish: Data output
- Location: In front of International Conference Hall



JPY **892,500** per unit

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

5b **Arched Banner** <Central plaza> **NEW**

[Outline]

- Material: Fabric
- Size: W900 x H2100
- Finish: Data output
- Location: Central plaza



JPY **525,000** per unit

Purchase unit : 4 boards / 1 unit
 Offering unit: 1 unit

5c **Arched Banner** <around Esplanade> **NEW**

[Outline]

- Material: Fabric
- Size: W900 x H2100
- Finish: Data output
- Location: Around Esplanade



JPY **315,000** per unit

Purchase unit : 2 boards / 1 unit
 Offering unit: 1 unit

6 **Spiral Staircase Banner**

[Outline]

- Material: Fabric
- Size: W6000 x H3000
- Finish: Data output
- Location: Column (Foreside of spiral staircase, Central Entrance Plaza)



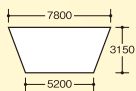
JPY **1,365,000** per unit

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

7 **Entrance Canopy Banner**

[Outline]

- Material: Fabric
- Size: W7800 x H3150
- Finish: Data output
- Location: Entrance canopy, Central plaza



JPY **1,365,000** per unit

Purchase unit : 1 sheet / 1 unit
 Offering unit: 3 units

8 **Connecting Bridge Banner Set** **NEW**

[Outline]

- Material: Fabric
- Size: Entrance side / W2400 x H600
 Halfway of the bridge / W1500 x H600 (both sides)
- Finish: Data output
- Location: Entrance and to the halfway of the bridge



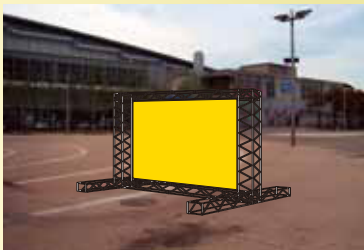
JPY **1,470,000** per unit

Purchase unit : large board / 1unit (one side)
 small board / 4 units (both sides)
 Offering unit: 1 unit

9 **Entrance Gate Welcome Board**

[Outline]

- Material: Fabric
- Size: W3600 x H1800
- Finish: Data output
- Location: 1F Entrance Gate/ Visitors' flow line
- Target: Public Day visitors (September 21 & 22)



JPY **945,000** per unit

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

10 **Entrance Self-Standing Banner** **Installation location is negotiable.**

[Outline]

- Material: Fabric
- Size: W1800 x H1800
- Finish: Data output
- Location: Based on consultation

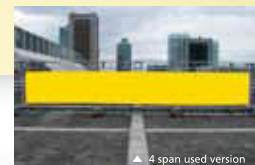


Customized version ▲

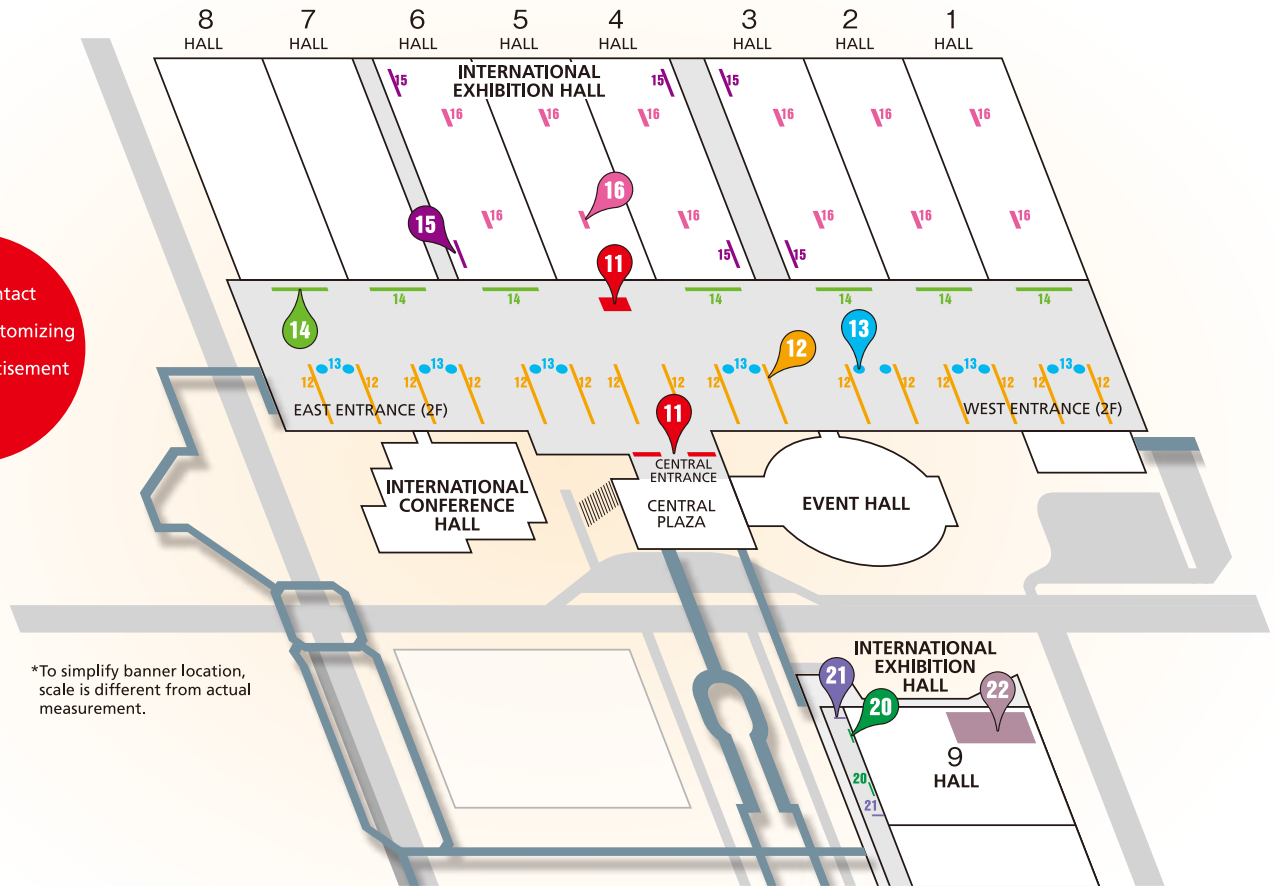
*Please contact OMO for price to customize.

JPY **525,000** per unit

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



▲ 4 span used version



*Please contact OMO about customizing or other advertisement plans.

*To simplify banner location, scale is different from actual measurement.

*Please include Hall and Booth number in data page you are going to submit for advertisement.

11 Central Entrance Welcome Sign

- [A : Hanging banner]
 - Material: Fabric
 - Size: W2700 x H2700
 - Finish: Data output
- [B : Floor seal]
 - Material: Plastic Sheets
 - Size: Based on consultation
 - Finish: Data output + lamination

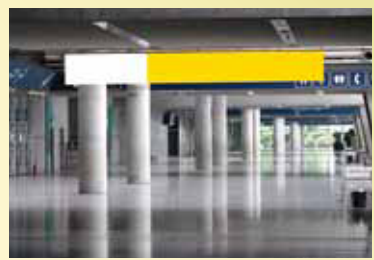


A JPY 420,000 per unit
B JPY 52,500 per sqm

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

12 Central Mall Banner

- [Outline]
 - Material: Woodwork Panel + Output Sheet
 - Size: W5000 x H950 (both sides)
 - Finish: Data output
 - Location: Central mall



JPY 420,000 per unit

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

13 Central Mall Column Covered Sign

- [Outline]
 - Material: Fabric
 - Size: W2500 x H1800
 - Finish: Data output
 - Location: Central Mall



JPY 315,000 per unit

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

14 Central Mall Glass Wall Sign

- [Outline]
 - Material: Woodwork Panel + Output Sheet
 - Size: W7900 x H2500
 - Finish: Data output
 - Location: Glass wall of central mall



JPY 735,000 per unit

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

◆ Application deadline: August 1, 2013
 ◆ Data/material submission deadline: August 8, 2013

*Price including Tax
 *Size of all advertisement is millimeter-base

15 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
- Price: JPY 577,500



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

JPY 420,000 per unit

Purchase unit : 1 board / 1 unit
 Offering unit: 6 units

* Non-exhibitors can apply this plan.

16 Exhibit Floor Sign Banner

[Outline]

- Material: Fabric
- Size: W2000 x H2000 (both sides)
- Finish: Data output
- Location: Hanging from the ceiling of each Hall



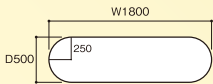
JPY 315,000 per unit

Purchase unit: 1 sheet (both sides) / 1 unit
 Offering unit: 12 units

17 Food Court Table Advertisement

[Outline]

- Material: Plastic sheet
- 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 / 1 unit (*Number of table is subjected to change)
 Offering unit: 3 units



18 Central Mall Floor Seal Advertisement

Installation location is negotiable.

[Outline]

- Material: Plastic sheet
- Size: Based on consultation
- Finish: Data output + lamination
- Location: Central Mall



* Location and shape of the advertisement will be adjusted after consultation.

JPY 52,500 per square meter

Purchase unit: 1 seal / 1 unit
 Offering unit: 1 unit

19 Ad-Wall

Installation location is negotiable.

[Outline]

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



Customized version

[Option]

- A. With catalog pockets**
 - 9 catalog pockets per side
 - Additional charge: JPY 31,500 per side
- B. With PDP monitor**
 - 42-inch PDP with speaker
 - Additional charge: JPY 210,000 per side

JPY 420,000 per unit

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

* Non-exhibitors can apply this plan.

20 Entrance Banner at Hall 9

NEW

[Outline]

- Material: Plastic sheet
- Size: W1400 x H4100
- Finish: Data output
- Location: Entrance of Hall 9



JPY 525,000 per unit

Purchase unit : 2 boards / 1 unit
 Offering unit: 2 units

21 Esplanade Banner

NEW

[Outline]

- Material: Woodwork panel + output sheet
- Size: W3500 x H900 (both sides)
- Building frame: W5000 x H900
- Finish: Data output
- Location: Esplanade



JPY 525,000 per unit

Purchase unit : 1 board (both sides) / 1 unit
 Offering unit: 2 units

22 Cosplay Area Back Panel Sponsor

NEW

[Outline]

- Material: Panel
- Size: W1100 x H1100
- Finish: Data output
- Location: Cosplay shooting area



JPY 105,000 per unit

Purchase unit: 1 wall / 1 unit
 Offering unit: 10 units