

TOKYO GAME SHOW 2014

AD MENU

2 0 1 4

September 18[Thu] — **21**[Sun]

Venue: **Makuhari Messe** (Chiba, Japan)

**To contact
/enquiry**

Tokyo Game Show Overseas Management Office (OMO)
c/o Space Media Japan Co., Ltd.

Email: tgs@smj.co.jp **Phone:** +81-3-3512-5670 / **Fax:** +81-3-3512-5680

Notes for Material Submissions

- No color proof will be available for approval. (Please add software application information such as application name, version, and operating system.)
- All materials must be sent with low-resolution PDF.
- The minimum resolutions for photography in the ad is 75 dpi. Higher resolutions are recommended.
- Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator files.
- Production and posting and placement fees are included on the advertising fee. However, production costs will be charged separately in the case of a special imaging processing.
- All advertising contents are limited to post messages associated with TOKYO GAME SHOW.
- All advertising products are subject to change for specifications, quantities, etc.

MEDIA BANNER

*All prices are tax inclusive.

A

ID Charm Ribbon

【 AD Specifications 】

- Material: Braided cord
- Ad. Contents: Company name, brand name & logo
- Finish: One Color Print/ Alligator Clip
- Insertion: ID for Business Day Visitors and Press

Purchase Unit: 1-set/1 Unit
Offering Unit: 1 Unit

Note:
Sample Image



JPY 5,400,000 per unit

Application Deadline: June 27(Fri), 2014
Material Deadline: July 4(Fri), 2014

B

Admission Tickets (back side)

【 AD Specifications 】

- Material: Paper
- Size: W100m X H30mm
- Ad. Contents: Free format
- Finish: One Color Print
- Insertion: Advance Ticket/On The Day Ticket/ Business Day Invitation Ticket

Purchase Unit: 1-set/1 Unit
Offering Unit: 1 Unit

Note: Sample Image (TGS2013 Tickets)



JPY 540,000 per unit

Application Deadline: May 23(Fri), 2014
Material Deadline: May 30(Fri), 2014

C

Restaurant Tray Sheet

【 AD Specifications 】

- Material: Paper
- Size: A3 W420m X H297mm
- Ad. Contents: Free format
- *Please indicate Hall and Booth number of your exhibit and Tokyo Game Show logo in advertisement page.
- Finish: 4-Color Print
- Location: Royal Central Cafeteria (In front of Hall 6, 2F aisle)

Purchase Unit: 6,000 Sheets/1 Unit
Offering Unit: 1 Unit

JPY 432,000 per unit

Application Deadline: August 8(Fri), 2014
Material Deadline: August 19(Tue), 2014



D

Official Guidebook [Japanese & Multi Languages]

【 Guidebook Contents 】

- What to see/to do at TGS2014
- Exhibitor's List
- Floor MAP

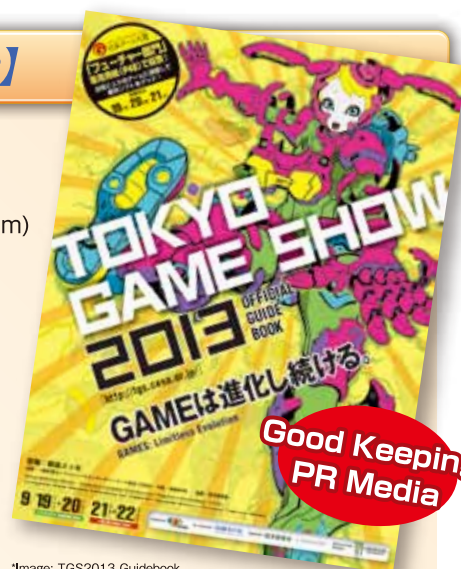
【 AD Specifications 】

- Distribution: Entrance Gate etc.
- Size: Modified A4 (H280mm X W210mm)
- Finish: 4-color Print, Saddle-Stitch



Bundle rate is available in conjunction with "Nikkei Entertainment", "Nikkei Trendy", "Nikkei Woman" and "Nikkei Trendy net".

Advertising Space	Price (Tax Included)		Size (H X W, mm)
	Exhibitor	Non-exhibitor	
Outside Back Cover	648,000	N/A	280 X 210
Inside Front Cover (Double-Page Spread)	972,000	N/A	280 X 420
Inside Front Cover 2 (Double-Page Spread)	864,000	N/A	280 X 420
Inside Back Cover (Double-Page Spread)	648,000	N/A	280 X 420
1 page, 4-color	324,000	378,000	280 X 210
1 page, Black & White	183,600	216,000	280 X 210



Good Keeping
PR Media

*Image: TGS2013 Guidebook
Design for 2014 is subject to change.

Application Deadline: August 19(Tue), 2014
Material Deadline: September1(Mon), 2014



Official Website

Application Deadline: June 13 (Wed.), 2014

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

- Advertisement position is subject to change depending on view design. Please contact for details.
- Please submit advertisement material 7 business days prior to the start of advertisement.
- Please refer to the following URL for the details of the advertisement requirement. <http://www.nikkeibp.com/adinfo/specs/>

① All Rotation Banner

Rotation running on
all TGS 2014 Official Website

- Size: H90 X W728 pixel
- File Format: Flash/GIF or Jpeg (30kb or less)
- Running Period: From July 1 to October 31, 2014

JPY 324,000 per unit

Purchase Unit: 1 Unit
Offering Units: 5 Units

② Top Page Rectangle

Large banner on TGS2014 Official Website
corresponding motion-type advertisements

*Please ask OMO for the details of motion-type advertisements.

- Size: H300(or 250) X W300 pixel
- File Format: Flash/GIF or Jpeg (30kb or less)
- Running Period: From July 1 to October 31, 2014

JPY 432,000 per unit

*Additional distribution fee will be charged for motion-type advertisements.

Purchase Unit: 1 Unit
Offering Units: 2 Units

③ Top Page Fixed Banner

All time running banner
on TGS2014 top page.

- Size: H60 X W300 pixel
- File Format: Flash/GIF or Jpeg (30kb or less)
- Running Period: From July 1 to October 31, 2014

JPY 216,000 per unit

Purchase Unit: 1 Unit
Offering Units: 5 Units

⑤ TGS Official Video Channel Trailer Footage

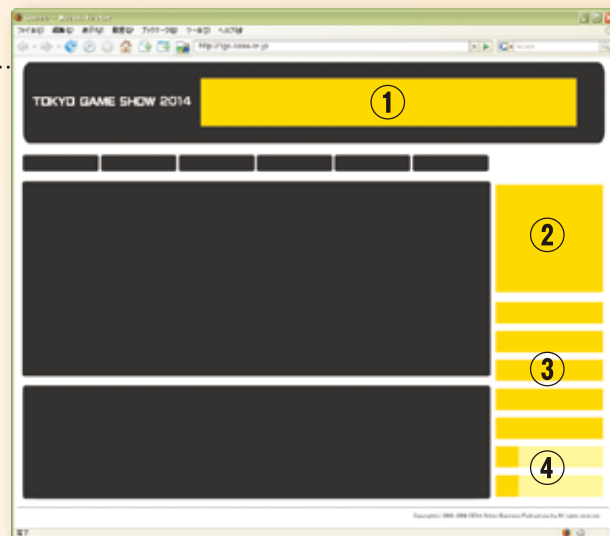
TGS provides its official video channel during the show operated by media partner of "niconico." At the channel, trailer footage time frame will be provided.

*OMO will advise the file format, compression method, and the deadlines.

- Broadcasting Duration: 5 Minutes
- Distribution Format: Trailer Video Footage provided by exhibitor
- Exposure Period: September 18(Thu) through September 21(Sun)
More than 3 times X 4-Days
- Special Request: Upon Consultation. (Please contact OMO for more consultations.)

JPY 54,000 per unit

Purchase Unit: 1 Unit (more than 3 times)
Offering Units: 12 Units



④ Micro Site

Best for announcement of new products, sales promotion of online games on website. In addition, space for pictures (70 X 70 pixel) and text (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.

Note: Please prepare all data by yourself.

- Size: A4 1 page
(1,500 letters in Japanese / 2,400 letters in English)
- Running Period: From July 1 to October 31, 2014
- Induction Menu: Visual Box Image X 1 (H70 X W70 pixel)
30 letters in Japanese / 60 letters in English

JPY 1,296,000 per unit

Purchase Unit: 1 Unit
Offering Units: 5 Units

⑥ Smartphone Web Panel

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, 2014
- Running Page: Almost all optimized site on smartphone

JPY 540,000 per unit

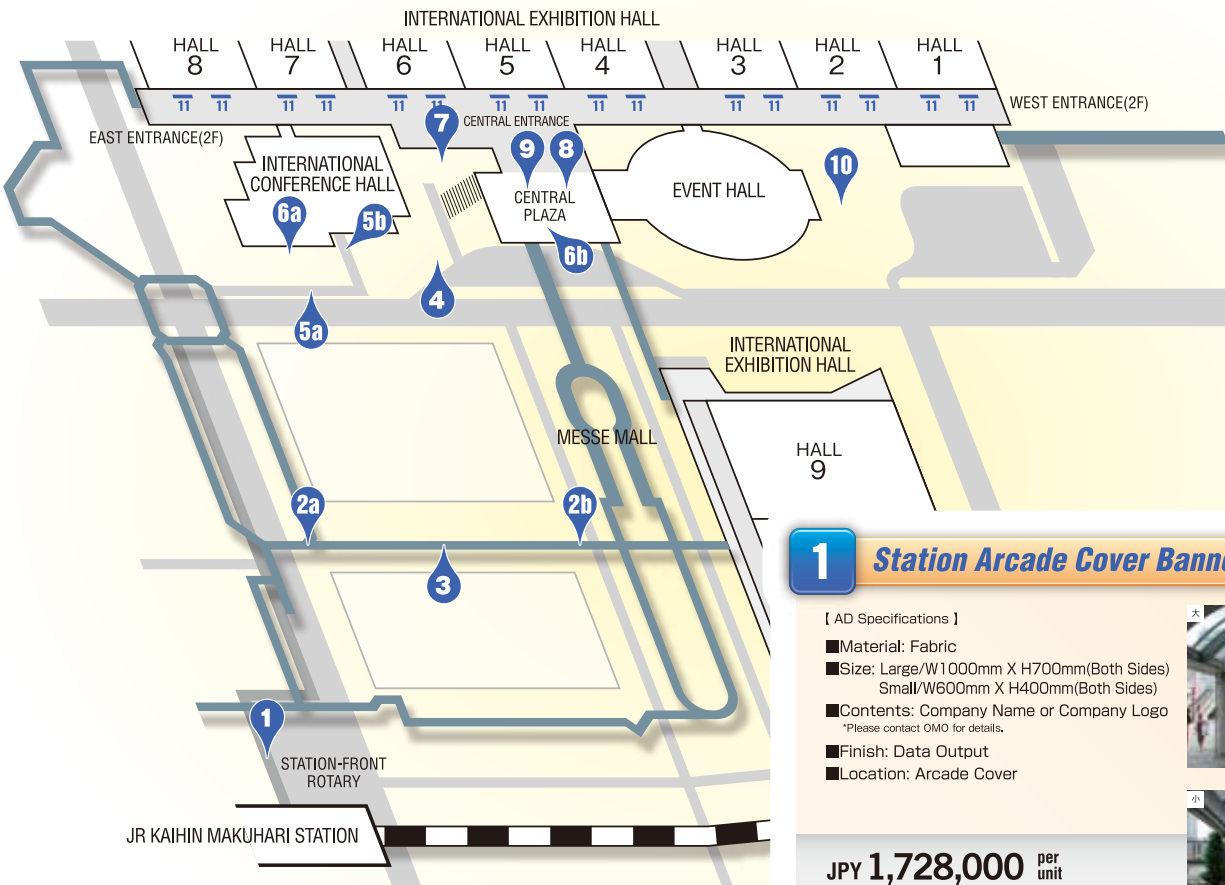
Purchase Unit: 1 Unit
Offering Units: 1 Unit



Outdoor Advertisement



Please contact OMO about customizing or other advertisement plans.



1 Station Arcade Cover Banner

[AD Specifications]

- Material: Fabric
- Size: Large/W1000mm X H700mm(Both Sides)
Small/W600mm X H400mm(Both Sides)
- Contents: Company Name or Company Logo
*Please contact OMO for details.
- Finish: Data Output
- Location: Arcade Cover



JPY 1,728,000 per unit

Purchase Unit: Large 4 Boards (Both Sides)
Small 3 Boards (Both Sides)
Offering Unit: 1 Unit

*All prices are tax inclusive.

2 Sky Way Column Banner (a)(b)

[AD Specifications]

- Material: Fabric
- Size: W1100mm X H1000mm
- Building Frame: W1100mm X H1500mm
- Finish: Data Output
- Advertising Contents: Company name or Company logo only



Please contact OMO about other customized plans.

a JPY 324,000 per unit
b JPY 432,000 per unit

Purchase Unit: 2 Boards/1 Unit Offering Unit: 1 Unit
Purchase Unit: 3 Boards/1 Unit Offering Unit: 1 Unit

3 Sky Way Arch Banner

[AD Specifications]

- Material: Plastic Sheet
- Size: W2500mm X H900mm
- Building Frame: W3500mm X H900mm
- Finish: Data Output + Lamination
- Advertising Contents: Company name or Company logo only
- Location: Sky Way



Please contact OMO about other customized plans.

JPY 216,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

4 Plaza Billboard Banner

[AD Specifications]

- Material: Fabric
- Size: W7000mm X H3250mm
- Finish: Data Output
- Location: Central Entrance Plaza



JPY 864,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 5 Units

5 Arcade Banner (a)(b)

NEW

[AD Specifications] ■ Material: Mesh Tarpaulin ■ Finish: Data Output



a JPY 756,000 per unit
b JPY 864,000 per unit

Purchase Unit: 1 Unit/1 Unit Offering Unit: 1 Unit/1 Unit
Purchase Unit: 1 Unit/1 Unit Offering Unit: 1 Unit/1 Unit

6a Arched Banner (International Conference Hall)

[AD Specifications]

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: In Front Of International Conference Hall



JPY 918,000 per unit

Purchase Unit: 8 Boards/1 Unit
Offering Unit: 1 Unit

6b Arched Banner (Central Plaza)

[AD Specifications]

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: Central Plaza



JPY 540,000 per unit

Purchase Unit: 4 Boards/1 Unit
Offering Unit: 1 Unit

7 Spiral Staircase Banner

[AD Specifications]

- Material: Fabric
- Size: W6000mm X H3000mm
- Finish: Data Output
- Location: Column Foreside of Spiral Staircase at Central Entrance Plaza



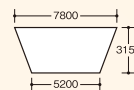
JPY 1,404,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

8 Entrance Canopy Banner

[AD Specifications]

- Material: Fabric
- Size: W7800mm X H3150mm
- Finish: Data Output
- Location: Entrance Canopy at Central Plaza



JPY 1,404,000 per unit

Purchase Unit: 1 Sheet/1 Unit
Offering Unit: 3 Units

9 Column-Covered Advertisement Under Entrance Canopy NEW

[AD Specifications]

- Material: Output Sheet + Board
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



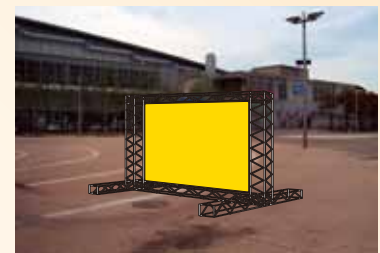
JPY 540,000 per unit

Purchase Unit: 1 Sheet(4 Sides)/1 Unit
Offering Unit: 2 Units

10 Entrance Gate Welcome Board

[AD Specifications]

- Material: Fabric
- Size: W3600mm X H1800mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 20 & 21)



JPY 972,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

11 Exhibition Hall Venue Window Covered Advertisement NEW

[AD Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H670mm
- Finish: Data Output
- Location: Veune North Side Room Window X 16 at Hall 1 through 8 North Side Windows



JPY 648,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

12 Entrance Self-Standing Banner

[AD Specifications]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Upon Consultation



Customized version ▲

*Please contact OMO for price to customize

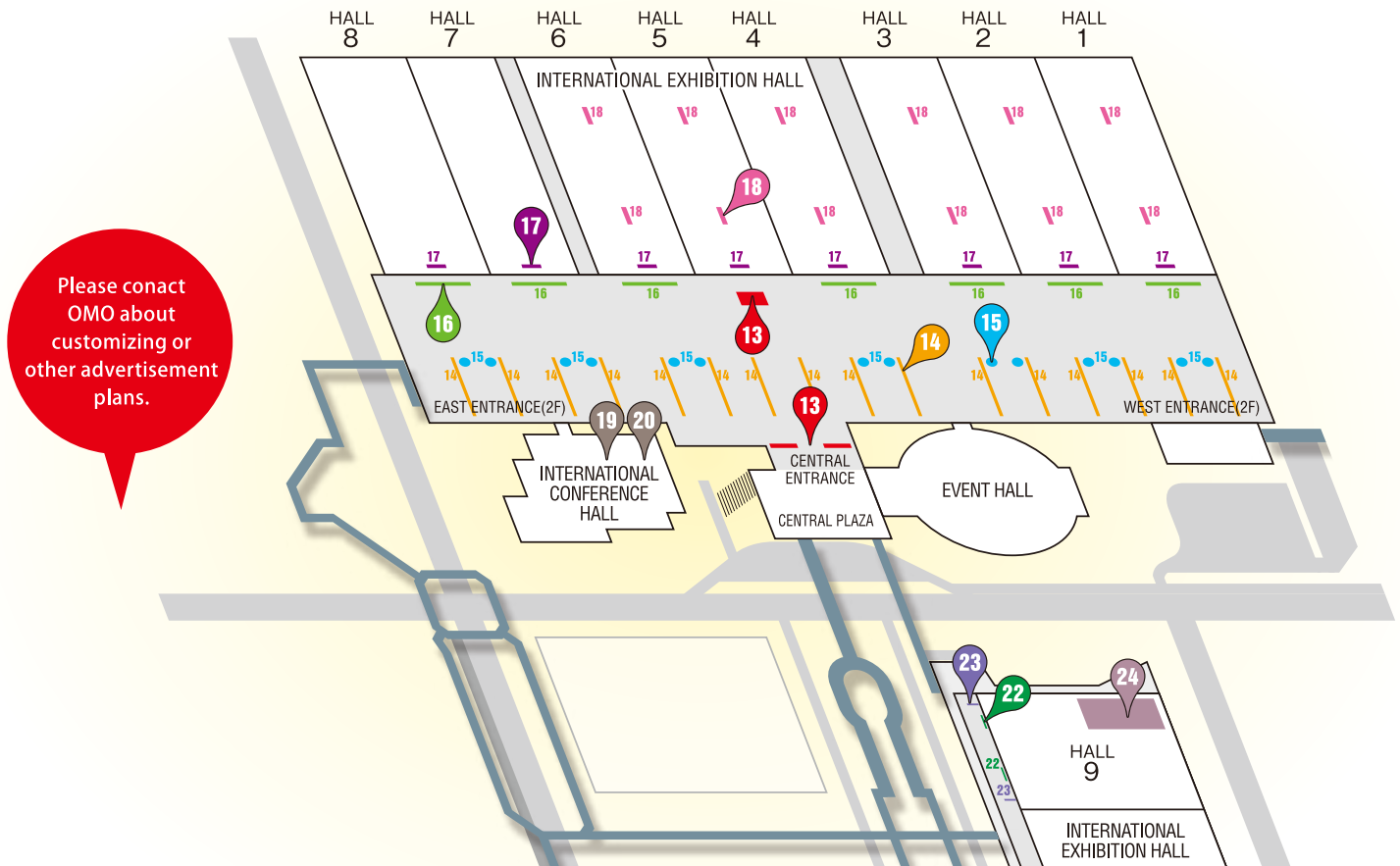
JPY 540,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 7 Units



▲ 4-span used version

Indoor Advertisement



*All prices are tax inclusive.

13 Central Entrance Welcome Signage

[A Hanging Banner]

- Material: Fabric
- Size: W2700mm X H2700mm
- Finish: Data Output

[B Floor Seal]

- Material: Plastic Sheets
- Size: Upon Consultation
- Finish: Data Output + Lamination

■Target: September 18-19/All Business Day Visitors
September 20-21/Part of Visitors (Onsite Tickets Holders, Re-entering Visitors, etc.)

■Location: 2F Central Entrance



A JPY 432,000 per unit
B JPY 54,000 per sqm

Purchase Unit: 1 Sheet/1 Unit Offering unit: 2 Units

Purchase Unit: 1 Sheet/1 Unit Offering unit: 1 Unit
(Location is negotiable)

14 Central Mall Banner

[AD Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W5000mm X H950mm (both sides)
- Finish: Data Output
- Location: Central Mall



JPY 432,000 per unit

Purchase Unit: 1 Sheet (both sides)/1 Unit
Offering Unit: 16 Units

15 Central Mall Column Covered Signage

[AD Specifications]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY 324,000 per unit

Purchase Unit: 2 Walls/1 Unit
Offering Unit: 7 Units

16 Central Mall Glass Wall Signage

[AD Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W7900mm X H2500mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY 756,000 per unit

Purchase Unit: 1 board/1 Unit
Offering Unit: 7 Units

17 Hall 1-8 Balcony Banner

NEW

[AD Specifications]

- Material: Fabric
- Size: W4500mm X H1800mm (2 Sets)
- Finish: Data Output
- Location: Hanging from the north side balcony



JPY 432,000 per unit

Purchase Unit: 2 Sheets/1 Unit
Offering Unit: 8 Units

18 Exhibit Floor Signage Banner

[AD Specifications]

- Material: Fabric
- Size: W2000mm X H2000mm (Both Sides)
- Finish: Data Output
- Location: Hanging From The Ceiling of Each Hall



JPY 324,000 per unit

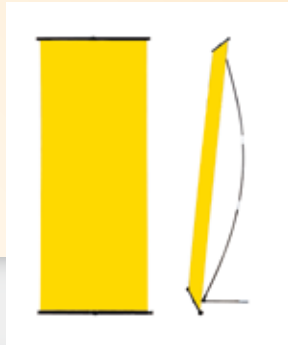
Purchase Unit: 1 board/1 Unit
Offering Unit: 12 Units

19 Business Meeting Area Standing Banner

NEW

[AD Specifications]

- Material: Fabric
- Size: W890mm X H2000mm
- Finish: Data Output
- Location: Business Meeting Area (International Conference Hall) Near Reception



*Business Days only (September 18 & 19)

JPY 324,000 per unit

Purchase Unit: 4 banners/1 Unit
Offering Unit: 1 Unit

20 Business Meeting Area Drink Sponsorship

NEW

[Sponsorship Contents]

- Inclusion of:
 - ・Advertisement at drink counter
 - ・Corner signage
 - ・Drink
 - ・Drink distribution staff
- Location: International Conference Hall foyer

*Complimentary mineral water bottles are provided.

*Business Days only (September 18 & 19)



JPY 1,080,000 per unit

Purchase Unit: 1 Sponsorship/1 Unit
Offering Unit: 1 Unit

21 Ad-Wall

[AD Specifications]

- Material: Output Sheet
- Size: W950mm X H2300mm (4 sides)
- Finish: Data Output
- Location: Based On Consultation (in public spaces only)



Sample Image:
A-type Ad Wall with catalog holder

[Option]

- A. With Catalog Pockets
 - 9 Catalog Pockets Per Side
 - Additional Charge: JPY32,400 per side
- B. With Monitor
 - 42-inch with speaker
 - Additional Charge: JPY216,000 per side

JPY 432,000 per unit

Purchase Unit: 1 Wall(4 sides)/1 Unit
Offering Unit: 7 Units
*Non-exhibitors can apply to this plan.

22 Entrance Banner at Hall 9

[AD Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H4100mm
- Finish: Data Output
- Location: Entrance at Hall 9



JPY 540,000 per unit

Purchase Unit: 2 Boards/1 Unit
Offering Unit: 2 Units

23 Esplanade Banner

[AD Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm(both sides)
- Building Frame: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade



JPY 432,000 per unit

Purchase Unit: 1 Board(both sides)/1 Unit
Offering Unit: 2 Units

24 Cosplay Area Back Panel Sponsorship

[AD Specifications]

- Material: Panel
- Size: W2000mm X H2400mm
- Finish: Data Output
- Location: Cosplay Area



JPY 108,000 per unit

Purchase Unit: 1 Wall/1 Unit
Offering Unit: 10 Units

TOKYO GAME SHOW 2014 AD MENU

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.

Bill to (if different):

Contact Person:

e-mail

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 5,400,000	×	JPY	
	B	Admission Tickets (back side)	1 Unit	JPY 540,000	×	JPY	
	C	Restaurant Tray Sheet	6,000 sheets	JPY 432,000	×	JPY	
	D	Official Guidebook (Japanese & Multi Languages)	Type: 【	】	×	JPY	
	E	Official Website	① All Rotation Banner	1 Unit	JPY 324,000	×	JPY
			② Top Page Rectangle	1 Unit	JPY 432,000	×	JPY
			③ Top Page Fixed Banner	1 Unit	JPY 216,000	×	JPY
			④ Micro Site	1 Unit	JPY 1,296,000	×	JPY
⑤ TGS Official Video Channel Trailer Footage			1 Unit	JPY 54,000	×	JPY	
⑥ Smartphone Web Panel			1 Unit	JPY 540,000	×	JPY	
Outdoor Banner	1	Station Arcade Cover Banner	Large: 4 Boards (Both Sides) Small: 3 Boards (Both Sides)	JPY 1,728,000	×	JPY	
	2	Sky Way Column Banner (A)	2 Walls	JPY 324,000	×	JPY	
		Sky Way Column Banner (B)	3 Walls	JPY 432,000	×	JPY	
	3	Sky Way Arch Banner	1 Board	JPY 216,000	×	JPY	
	4	Plaza Billboard Banner	1 Board	JPY 864,000	×	JPY	
	5	Arcade Banner (a)(b)	Type: 【	】	×	JPY	
	6	Arched Banner (International Conference Hall)	1 Unit (8 Boards)	JPY 918,000	×	JPY	
		Arched Banner (Central Plaza)	1 Unit (4 Boards)	JPY 540,000	×	JPY	
	7	Spiral Staircase Banner	1 Board	JPY 1,404,000	×	JPY	
	8	Entrance Canopy Banner	1 Board	JPY 1,404,000	×	JPY	
	9	Column-Covered Advertisement Under Entrance Canopy	1 Unit	JPY 540,000	×	JPY	
	10	Entrance Gate Welcome Board	1 Board	JPY 972,000	×	JPY	
Indoor Banner	11	Exhibition Hall Venue Window Covered Advertisement	1 Unit	JPY 648,000	×	JPY	
	12	Entrance Self-Standing Banner	1 Board	JPY 540,000	×	JPY	
	13	Central Entrance Welcome Signage	Type: 【	】	×	JPY	
	14	Cental Mall Banner	1 Board (Both Sides)	JPY 432,000	×	JPY	
	15	Central Mall Column Covered Signage	2 Walls	JPY 324,000	×	JPY	
	16	Central Mall Glass Wall Signage	1 Board	JPY 756,000	×	JPY	
	17	Hall 1-8 Balcony Banner	2 Sheet	JPY 432,000	×	JPY	
	18	Exhibit Floor Signage Banner	1 Sheet (Both Sides)	JPY 324,000	×	JPY	
	19	Business Meeting Area Standing Banner	4 Banners	JPY 324,000	×	JPY	
	20	Business Meeting Area Drink Sponsorship	1 Unit	JPY 1,080,000	×	JPY	
	21	Ad-Wall	Type: 【	】	×	JPY	
	22	Entrance Banner at Hall 9	2 Boards	JPY 540,000	×	JPY	
23	Esplanade Banner	1 Sheet (Both Sides)	JPY 432,000	×	JPY		
24	Cosplay Area Back Panel Sponsorship	1 Board	JPY 108,000	×	JPY		

TOTAL JPY [] [] . [] [] [] [] [] []

Fax: +81-3-3512-5680