

# TOKYO GAME SHOW 2015

## Guide for AD MENU

**September 17 (Thu)–20 (Sun)**

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

To  
contact

Tokyo Game Show Overseas Management Office (OMO)  
c/o Space Media Japan Co., Ltd.  
Email: [tgs@smj.co.jp](mailto:tgs@smj.co.jp) Phone: +81-3-3512-5670 Fax: +81-3-3512-5680

### Notes for Data Submissions

- All the advertising data must be placed the logo of TOKYO GAME SHOW 2015 and exhibiting booth and hall number.
- 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, posting and placement fees are included on the advertising fee. However, production costs will be charged separately in the case of a special image 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.
- Additional material production fee will be charged if the submission have been passed its deadline.

# MEDIA BANNER

\*All prices are tax inclusive.

**A**

## ID Charm Ribbon

【 Advertising Specs 】

- 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

**¥5,400,000 per unit**

Application Deadline: June 26(Fri), 2015  
Material Deadline: July 3(Fri), 2015

**B**

## Admission Tickets (back side)

【 Advertising Specs 】

- 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

**¥540,000 per unit**

Application Deadline: May 22(Fri), 2015  
Material Deadline: May 29(Fri), 2015

**C**

## Restaurant Tray Sheet

【 Advertising Specs 】

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

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

**¥432,000 per unit**

Application Deadline: August 7(Fri), 2015  
Material Deadline: August 18(Tue), 2015



**D**

## Official Guidebook (Japanese & Multi Languages)

【 Guidebook Contents (planned) 】

- What to see/to do at TGS2015
- Exhibitor's List
- Floor MAP

【 Advertising Specs 】

- 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".**



Good Keeping  
PR Media

\*Image:  
TGS2014 Guidebook  
Design for 2015 is subject to change.

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

Application Deadline: August 18(Tue), 2015  
Final Proof Deadline: August 31(Mon), 2015



Website URL <http://tgs.cesa.or.jp/> Site Open (Planned): July 7, 2015

- 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/online/>

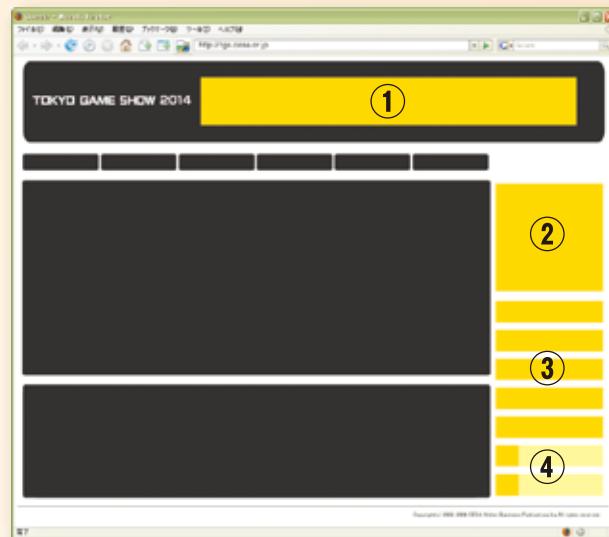
## ① All Rotation Banner

Rotation running on  
all TGS 2015 Official Website

- Size: H90 X W728 pixel
- File Format: Flash/GIF or Jpeg (30kb or less)
- Running Period: From July 1 to October 30, 2015

¥324,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 5 Units



## ② Top Page Rectangle Banner

Large banner on TGS2015 Official Website  
corresponding motion-type advertisements

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

- Size: H300(250) X W300 pixel
- File Format: Flash/GIF or Jpeg (50kb or less)
- Running Period: From July 1 to October 30, 2015

¥432,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 2 Units

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

## ③ Top Page Fixed Banner

All time running banner on  
TGS2015 top page

- Size: H60 X W300 pixel
- File Format: Flash/GIF or Jpeg (30kb or less)
- Running Period: From July 1 to October 30, 2015

¥216,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 5 Units

## ④ Micro Site

Best for announcement of new products, sales promotion of online games on website. In addition, space for pictures (70X70 pixels) and text (30 letters in Japanese/ 60 letters in English X 2 lines) 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 letter in English)
- Running Period: From July 1 to October 30, 2015
- Induction Menu: Visual Box Image X 1(H70 X W70 pixel)  
30 Letters in Japanese / 60 Letters in English

¥1,296,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 5 Units

\*Travel cost for interview and other production actions may be added extra charge.

## ⑤ Official Video Channel Trailer

TGS2015 operates its official video channel during the SHOW period. Media partner "niconico" will be broadcasting the official video channel. The official video channel provides the slot for trailers and commercial menus.

\*File format, compressing method, and closing date will be announced after applications are submitted.

- Duration of Broadcasting: 5 Minutes
- Distribution Format: Trailer Movie Material
- Broadcasting Period: September 17 (Thu) through 20(Sun), More than 3 times/day in 4 days.

¥54,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 12 Units

## ⑥ Smartphone Web Panel Sponsorship

Appearing on optimized site on  
smartphone (iPhone/Android)



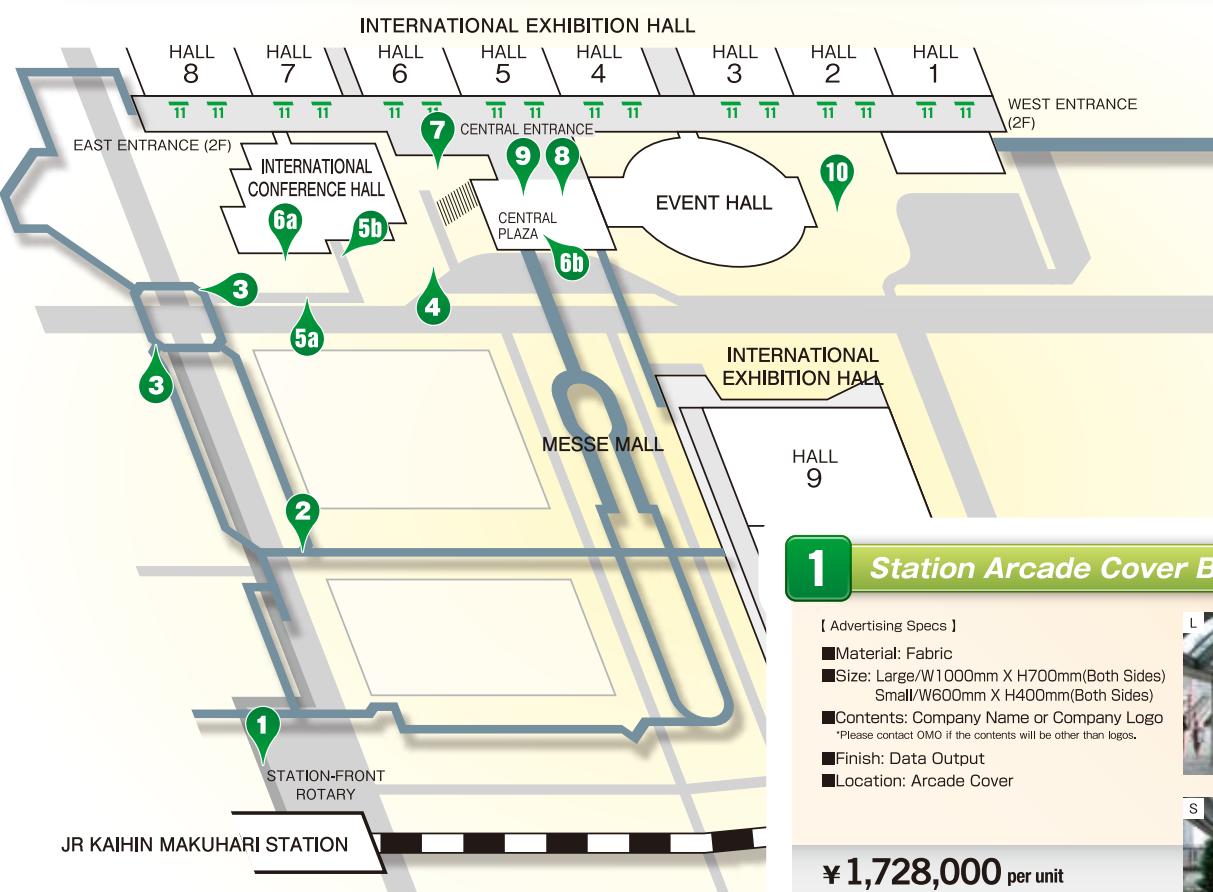
- Size: H50 X W320 pixel
- File Format: GIF or Jpeg (20kb or less)
- Running Period: From July 1 to October 30, 2015
- Running Page: Almost all optimized site on smartphone

¥540,000 per unit

Purchase Unit: 1 Unit  
Offering Units: 1 Unit

# OUTDOOR ADVERTISEMENT

All the advertising data may be used for TOKYO GAME SHOW 2015 and e...



Please contact OMO about customizing or other advertisement plans.

## 1 Station Arcade Cover Banner

### [ Advertising Specs ]

- Material: Fabric
- Size: Large/W1000mm X H700mm(Both Sides)  
Small/W600mm X H400mm(Both Sides)
- Contents: Company Name or Company Logo  
\*Please contact OMO if the contents will be other than logos.
- Finish: Data Output
- Location: Arcade Cover



¥1,728,000 per unit

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

## 2 Sky Way Column Banner

### [ Advertising Specs ]

- Material: Fabric
- Advertising Size:  
W1100mm X H700mm
- Building Frame:  
W1100mm X H1500mm
- Finish: Data Output
- Contents: Company Logo  
\*Please contact OMO if the contents will be other than logos.



¥324,000 per unit

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

## 3 Mouth-Shaped Footbridge

Makuhari Messe Side/  
Station Side

NEW

### [ Advertising Specs ]

- Material: Fabric
- Advertising Size:  
W1000mm X H600mm (Both Sides)
- Contents: Company Logo  
\*Please contact OMO if the contents will be other than logos.
- Finish:  
Data Output or Dyed Processing
- Location:  
Mouth-Shaped Footbridge at International Street



Makuhari Messe Side    ¥540,000 per unit

Purchase Unit: 1 Unit (Both Sides)    Offering Unit: 1 Unit

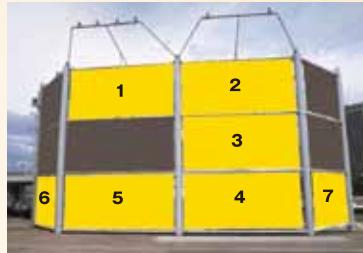
Station Side    ¥540,000 per unit

Purchase Unit: 1 Unit (Both Sides)    Offering Unit: 1 Unit

## 4 Plaza Billboard Banner (Large/Small) Renewal

### [ Advertising Specs ]

- Material: Fabric
- Size:  
(L) ①~⑤ W6800 X H3200  
(S) ⑥ W3950 X H3090  
(S) ⑦ W4560 X H3090
- Finish: Data Output
- Location:  
Central Entrance Plaza



2 Length Units: W7000XH6750  
3 Length Units: W7000XH10300  
2 Width Units: W14500XH3250

Large    ¥864,000 per unit

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

Small    ¥540,000 per unit

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

## 5 Arcade Banner (a),(b)

### [ Advertising Specs ]    ■ Material: Fabric (Mesh Tarpaulin)    ■ Finish: Data Output



③ W1480mm\_180mm X H2700mm  
(Single Side) X4 Set



① W1500mm\_180mm X H3700mm  
(Single Side) X4 Set  
② W1500mm\_180mm X H3570mm  
(Single Side) X4 Set

a    ¥756,000 per unit

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

b    ¥864,000 per unit

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

\*All the unit of advertising menus are based on mm.

**6a**

### Arched Banner (International Conference Hall)

[ Advertising Specs ]  
■Material: Fabric  
■Size: W900mm X H2100mm  
■Finish: Data Output  
■Location: In Front Of International Conference Hall



**¥918,000 per unit**

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

**6b**

### Arched Banner (Central Plaza)

[ Advertising Specs ]  
■Material: Fabric  
■Size: W900mm X H2100mm  
■Finish: Data Output  
■Location: Central Plaza



**¥540,000 per unit**

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

**7**

### Spiral Staircase Banner

[ Advertising Specs ]  
■Material: Fabric  
■Size: W6000mm X H3000mm  
■Finish: Data Output  
■Location: Column (Foreside of Spiral Staircase at Central Entrance Plaza)



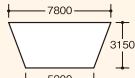
**¥1,404,000 per unit**

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

**8**

### Entrance Canopy Banner

[ Advertising Specs ]  
■Material: Fabric  
■Size: W7800mm X H3150mm  
■Finish: Data Output  
■Location: Entrance Canopy at Central Plaza



**¥1,404,000 per unit**

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

**9**

### Column-Covered Ad. Under Entrance Canopy

[ Advertising Specs ]  
■Material: Output Sheet + Board  
■Size: W900mm X H1800mm  
■Finish: Data Output  
■Location: Under Entrance Canopy



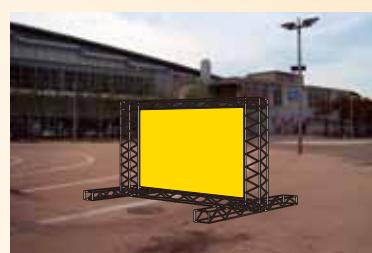
**¥540,000 per unit**

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

**10**

### Entrance Gate Welcome Board

[ Advertising Specs ]  
■Material: Fabric  
■Size: W3600mm X H1800mm  
■Finish: Data Output  
■Location: 1F Entrance Gate/ Visitor's Flow Line  
■Target: Public Day Visitors (September 19 & 20 only)



**¥972,000 per unit**

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

**11**

### Exhibition Hall Venue Window Covered Ad.

[ Advertising Specs ]  
■Material: Plastic Sheet  
■Size: W1400mm X H670mm  
■Finish: Data Output  
■Location: Venue North Side Room Window X 16 at Hall 1 through 8 North Side Windows



**¥648,000 per unit**

Purchase Unit: 1 Board/1 Unit(16 Sheets)  
Offering Unit: 1 Unit

**12**

### Entrance Self-Standing Banner

[ Advertising Specs ]  
■Material: Fabric  
■Size: W1800mm X H1800mm  
■Finish: Data Output  
■Location: Based On Consultation



Location is decided upon consultation

**¥540,000 per unit**

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

\*Please contact OMO for price to customize.

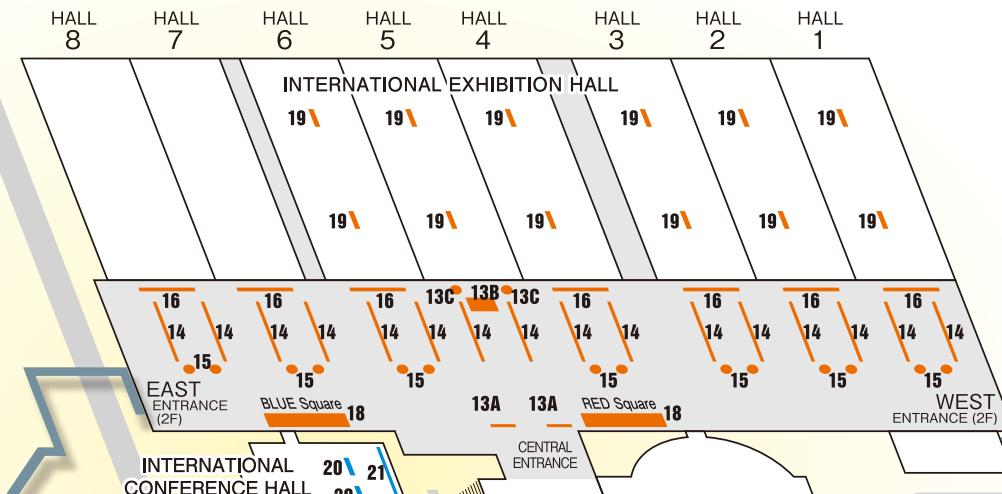


▲ 4-span used example

# INDOOR ADVERTISEMENT

All the advertising data in  
TOKYO GAME SHOW 2015 and e

Please contact  
OMO about  
customizing or  
other advertisement  
plans.



## 13 Central Entrance Welcome Signage

Renewal

[ A Hanging Banner ]

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



[ C Column Covered Ad. ]

■ Material: Fabric  
■ Size: W2500mm X H1800mm  
■ Finish: Data Output

□ Target Audience: September 17-18/All Business Day Visitors  
September 19-20/Part of Visitors  
(Onsite Tickets Holders, Re-entering Visitors, etc.)

**A** ¥432,000 per unit

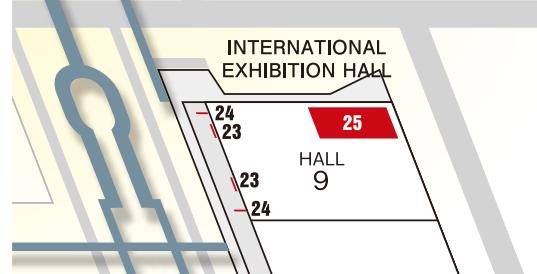
Purchase Unit: 1 Sheet/1 Unit  
Offering unit: 2 Units

**B** ¥54,000 per sq m

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

**C** ¥432,000 per unit

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



## 14 Central Mall Banner

[ Advertising Specs ]

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



**¥432,000 per unit**

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

## 15 Central Mall Column Covered Signage

[ Advertising Specs ]

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



**¥324,000 per unit**

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

## 16 Central Mall Glass Wall Signage

[ Advertising Specs ]

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



**¥756,000 per unit**

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

## 17 Ad-Wall

Location is decided upon consultation

[ Advertising Specs ]

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



[ Options ]

**A. With Catalog Pockets**  
■ 9 Catalog Pockets Per Side  
Additional Charge: ¥32,400 per side

**B. With Display Monitor**  
■ 42-inch Display Monitor with speaker  
Additional Charge: ¥216,000 per side

Sample Image:  
A-type Ad Wall with catalog holder

**¥432,000 per unit**

Purchase Unit: 1 Wall(4 sides)/1 Unit  
Offering Unit: 7 Units

\*Non-exhibitors can apply to this plan.

\*All the unit of advertising menus are based on mm.

## 18 Carpet Banner (Color: Red/Blue) NEW

[ Advertising Specs ] ■Material: Ad Space/ Output Plastic Sheet, Carpet Space/ Punch Carpet ■Finish: Data Output



RED Size:W900mm X H900mm (9 places)

BLUE Size:W900mm X H900mm (9 places)

Carpet Banner can be placed other locations other than BLUE/RED Square at 2nd floor concourse. Please contact OMO for detail.

RED ¥648,000 per unit

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

BLUE ¥648,000 per unit

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

## 19 Exhibit Floor Signage Banner

[ Advertising Specs ]

■Material: Fabric

■Size: W2000mm X H2000mm (Both Sides)

■Finish: Data Output

■Location: Hanging From The Ceiling of Each Hall



¥324,000 per unit

Purchase Unit: 1 board/1 Unit

Offering Unit: 12 Units

## 20 Business Meeting Area Standing Banner Renewal NEW

[ Advertising Specs ]

■Material: Fabric  
■Size: W890mm X H2000mm  
■Finish: Data Output  
■Location:  
Business Meeting Area Entrance  
International Conference Hall



\*Business Days only  
(September 17 & 18)

¥324,000 per unit

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

## 21 Business Meeting Area Hanging Banner Renewal NEW

[ Advertising Specs ]

■Material: Fabric  
■Size: W2000mm X H1800mm  
■Finish: Data Output  
■Location:  
Business Meeting Area  
International Conference Hall



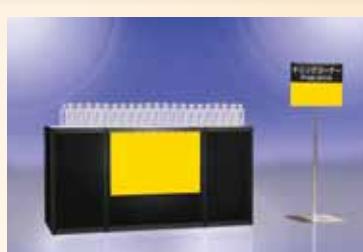
¥540,000 per unit

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

## 22 Business Meeting Area Beverage Sponsorship

[ Advertising Specs ]

■Inclusive Items:  
- Advertisement at Drink Counter  
- Advertisement on Corner Signage  
- Beverages  
- Beverage Distribution Staff  
■Location:  
Business Meeting Area  
at International Conference Hall



\*Complimentary mineral water bottles are provided.  
\*Business Days only  
(September 17 & 18)

¥756,000 per unit

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

## 23 Entrance Banner at Hall 9

[ Advertising Specs ]

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



¥540,000 per unit

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

## 24 Esplanade Banner

[ Advertising Specs ]

■Material:  
Woodwork Panel + Output Sheet  
■Size:  
W3500mm X H900mm (both sides)  
■Building Frame Size:  
W5000mm X H900mm  
■Finish: Data Output  
■Location:  
Esplanade (at Hall 9)



¥432,000 per unit

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

## 25 Cosplay Area Back Panel Sponsorship

[ Advertising Specs ]

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



[Location: Cosplay Area (Indoor) at Hall 9]



¥108,000 per unit

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

※Picture: Image

# TOKYO GAME SHOW 2015 AD MENU - Space 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: \_\_\_\_\_ Phone: \_\_\_\_\_  
 \_\_\_\_\_  
 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	¥5,400,000	×	¥
	B Admission Tickets (back side)	1 Unit	¥540,000	×	¥
	C Restaurant Tray Sheet	6000 sheets	¥432,000	×	¥
	D Official Guidebook (Japanese & Multi Languages)	Type: [ ]		×	¥
	E Official Website	① All Rotation Banner	1 Unit	¥324,000	×
		② Top Page Rectangle Banner	1 Unit	¥432,000	×
		③ Top Page Fixed Banner	1 Unit	¥216,000	×
		④ Micro Site	1 Unit	¥1,296,000	×
		⑤ Official Video Channel Trailer	1 Unit	¥54,000	×
		⑥ Smartphone Web Panel Sponsorship	1 Unit	¥540,000	×
Outdoor Advertisement	1 Station Arcade Cover Banner	Large: 4 Boards (Both Sides) Small: 3 Boards (Both Sides)	¥1,728,000	×	¥
	2 Sky Way Column Banner		¥324,000	×	¥
	3 Mouth-Shaped Footbridge Banner	Type: [ ]		×	¥
	4 Plaza Billboard Banner (Large/Small)	Type: [ ]		×	¥
	5 Arcade Banner (a)(b)	Type: [ ]		×	¥
	6 a, Arched Banner (International Conference Hall)	8 Boards	¥918,000	×	¥
		4 Boards	¥540,000	×	¥
	7 Spiral Staircase Banner	1 Board	¥1,404,000	×	¥
	8 Entrance Canopy Banner	1 Board	¥1,404,000	×	¥
	9 Column-Covered Advertisement Under Entrance Canopy	1 Unit	¥540,000	×	¥
	10 Entrance Gate Welcome Board	1 Board	¥972,000	×	¥
Indoor Advertisement	11 Exhibition Hall Venue Window Covered Advertisement	1 Unit	¥648,000	×	¥
	12 Entrance Self-Standing Banner	1 Board	¥540,000	×	¥
	13 Central Entrance Welcome Signage	Type: [ ]		×	¥
	14 Central Mall Banner	1 Board (Both Sides)	¥432,000	×	¥
	15 Central Mall Column Covered Signage	2 Walls	¥324,000	×	¥
	16 Central Mall Glass Wall Signage	1 Board	¥756,000	×	¥
	17 Ad-Wall	Type: [ ]		×	¥
	18 Carpet Banner	Type: [ ]		×	¥
	19 Exhibit Floor Signage Banner	1 Sheet (Both Sides)	¥324,000	×	¥
	20 Business Meeting Area Standing Banner	2 Banners/Unit	¥324,000	×	¥
	21 Business Meeting Area Hanging Banner	4 Banners/Unit	¥540,000	×	¥
	22 Business Meeting Area Beverage Sponsorship	1 Unit	¥756,000	×	¥
	23 Entrance Banner at Hall 9	2 Boards	¥540,000	×	¥
	24 Esplanade Banner	1 Unit (Both Sides)	¥432,000	×	¥
	25 Cosplay Area Back Panel Sponsorship	1 Board/Unit	¥108,000	×	¥

\*All the above price are included 8% local tax. **TOTAL ¥** 