

## ADVERTISING RATES

(Unit: yen)

Ad space	Insertion times		
	1 time	6 times	12 times
Outside back cover	702,000	632,000	597,000
Inside front cover, double page spread	1,134,000	1,021,000	964,000
Inside front cover	633,000	570,000	538,000
Inside back cover	525,000	473,000	446,000
Four-color, full page	501,000	451,000	426,000
Two-color, full page	391,000	352,000	332,000
Black and white, full page	328,000	295,000	279,000
Four-color, vertical, 2/3 page	358,000	323,000	305,000
Black and white, vertical, 2/3 page	195,000	176,000	166,000
Four-color, horizontal, half page	283,000	*1-time rates only. In principle allowed only as part of advertising feature.	
Two-color, horizontal, half page	215,000		
Black and white, horizontal, half page	168,000		

\* Double page spreads are available for inside front cover and inside back cover.

\* Payments should be made in advance and remitted to designated bank account. Payment should be made in Japanese yen only.

## SPECIFICATIONS FOR ADS

(a) All ads must be supplied as complete data, camera-ready copies or full-scale positive films.

The guideline for screen lines is 133 lines per inch for black and white ads and 175 lines per inch for color ads.

(b) Ad size

Trim size (Please draw lines in accordance to the sizes below.)

Space	Height	Width
Inside back cover	245mm	180mm
Double page spread (2 pages)	250mm	390mm
Full page	250mm	180mm
Vertical, 2/3 page	250mm	115mm
Horizontal, 1/2 page	120mm	180mm

Bleed size

Space	Height	Width
Inside back cover	260mm	195mm
Double page spread (2 pages)	280mm	420mm
Full page	280mm	210mm

Note: 1. In addition to the finished size above, please add 3mm-wide margin for bleed to the top and bottom, left and right sides.  
2. Advertising rates are the same for both trims and bleeds.

## ISSUE DATES AND DEADLINES

(a) Published on every 25th day.

(b) Orders should be placed six weeks before date of issue.

(c) Complete materials for black and white and two-color ads should reach the Advertising Sales Office of Nikkei Science, Inc. in Tokyo one month prior to the publication date.

## PRODUCTION REQUIREMENTS

To comply with the Advertising Code of Nihon Keizai Shimbun, Inc. (NIKKEI), all copy, content and layout of advertisement materials must be submitted to Nikkei Science, Inc. to obtain its approval before being finalized into complete material.

Proofs can be supplied in PDF format via email.

Nikkei Science, Inc. shall in no case be liable for any loss or damage that may arise from not giving abovementioned approval for advertising content.