

Japan Content Showcase



Advertising & Promotion Opportunity

■ ■ ■ NOTE ■ ■ ■

Application are accepted now (except a few advertising items).

Advertising opportunity will be given on **“first-come-first-served”** basis.

Descriptions and specifications provided may change without notice.

All postings/listings will be screened and reviewed by the organizers and facility management.

As of September 14, 2016

Price List

P1

A. Escalator Eye-catching Advertising (2F-1F)

Advertisement	Unit price
a Far right side W3600×H1800	¥500,000
b Near right side W3600×H1800	¥500,000
c Left side W3600×H1800	¥500,000

B. Escalator Eye-catching Advertising (1F-B1F)

Advertisement	Unit price (Inc. tax)
a Front wall W3000×H2800	¥500,000
b Right wall W7000×H4300 (Max.)	¥750,000
c Left wall W7000×H4300 (Max.)	¥750,000

C. Staircase Advertising (1F-B1F)

Advertisement	Unit price (Inc. tax)
Front wall W3000×H2800	¥500,000
Right wall W5800 (Max.) ×H4000 (Max.)	¥750,000
Left wall W5800 (Max.) ×H4000 (Max.)	¥750,000

D. Escalator Advertising

Advertisement	Unit price (Inc. tax)
2F→1F (up/down) 2 escalators	¥1,500,000
1F→B1F (up/down) 2 escalators	¥1,500,000
2F-1F-B1F(up/down) 4 escalators	¥2,500,000

<Handrail Belts> (1 side) W150mm×Approx.30m
<Deck Boards> (1 side) W200mm×Approx.30m

E. Digital Signage ※Running time **[15 sec./10 sec./5 sec.]**

Advertisement	Running time/ Unit price (Inc. tax)
・ 1500 projections over 3 days (150 projections per location) ・ 15 sec. /10 sec./5 sec. : video or image ・ 6 to 10 locations along main flow of visitors are scheduled. ※In accordance with venue rules, audio will not be output.	15 sec. / ¥70,000
	10 sec. / ¥50,000
	5 sec. / ¥30,000

F. Large Hanging Banners (Exhibition hall)

Advertisement	Unit price (Inc. tax)
Zone A <1 banner size> W2000×H3000	¥150,000
Zone B <1 banner size> W4500×H3000	¥300,000

G. Neck Strap Advertising

Advertisement	Unit price (Inc. tax)
approx. 8000 straps	¥2,500,000
1000 straps	¥500,000

H. Market Bag Advertising

Advertisement	Unit price (Inc. tax)
Market Bag (approx. 4000 bags)	¥1,200,000

I. Web Banner

Advertisement	Unit price (Inc. tax)
Web Banner (bottom area of main site or top area of My page)	¥50,000

J. Official Guide Book

Advertisement	Unit price (Inc. tax)
Pure color advertisement <1 page>	¥150,000

K. Market Bag Insert(Distribution of Novelty Items)

Advertisement	Unit price (Inc. tax)
Distribution of novelty items <1 item>	¥30,000

L. Promotional Gifts(Distribution of Novelty Items)

Advertisement	Unit price (Inc. tax)
Distribution of novelty items <1 item>	¥100,000

M. Poster Frames and Easel

Advertisement	Unit price (Inc. tax)
※Poster should be submitted by exhibitor / Size : no larger than B1 W728×H1030 <1 set>	¥20,000

N. Desktop POP display on meeting tables

Advertisement	Unit price (Inc. tax)
Desktop POP display W148×H210×2 sides <10 per set>	¥150,000

O. Pillar Winding Advertising (1F, in front of Registration Counter)

Advertisement	Unit price (Inc. tax)
Pillar Winding Advertising (1 pillar)	¥900,000
Pillar Winding Advertising (3 pillars)	¥2,500,000

A. Escalator Eye-catching Advertising (2F – 1F)

P2

Flow line of visitors

Permanent signboards

Size (same for all 3 places): W3,600mm X H1,800mm

Format: Output sheet

※ Tax included in price.

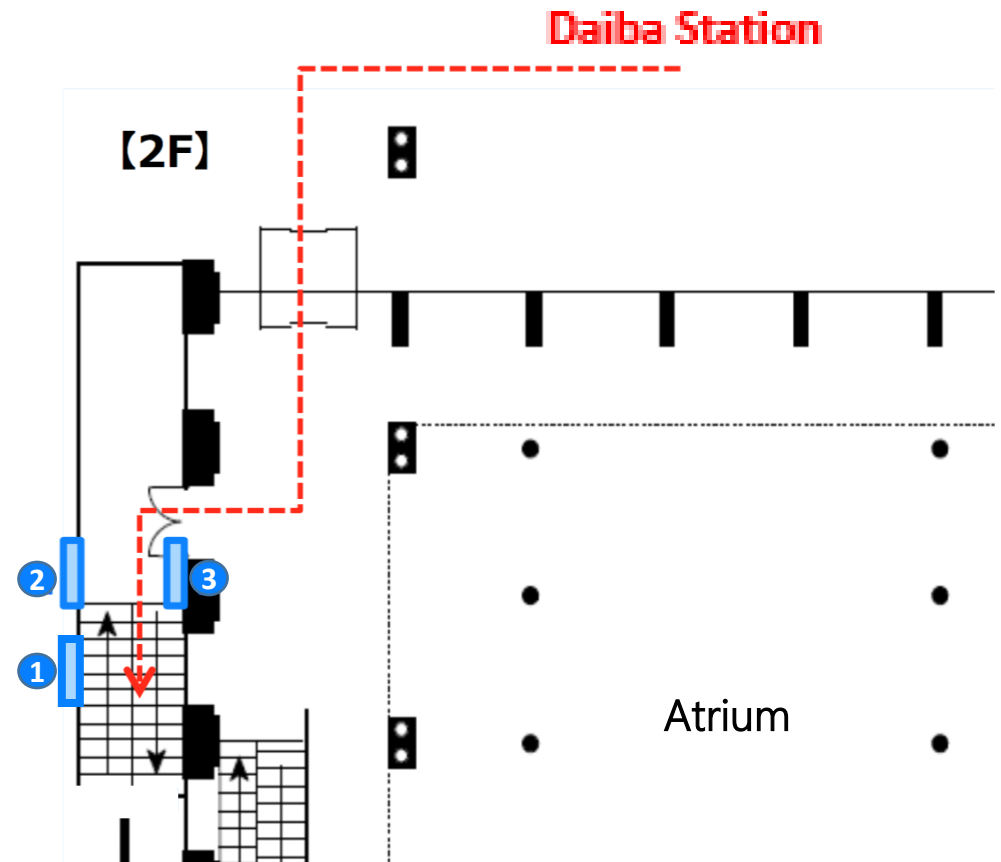
▪ Price includes medium, printing, installation and materials costs.

▪ Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

Locations

Escalator leads to 1F registration counter as visitors arrive at the venue along the 2F atrium from Daiba Station

Very effective for advertising



A. Escalator Eye-catching Advertising (2F – 1F)

① Far right side

② Near right side

③ Left side



Same size for all 3 places.

B. Escalator Eye-catching Advertising (1F–B1F)

Flow line of visitors

Permanent signboards

Size: Front wall W3,000mm X H2,800mm, Side walls W7,000mm (Max.) X H4,300mm (Max.)

Format: Output sheet

✂ Tax included in price.

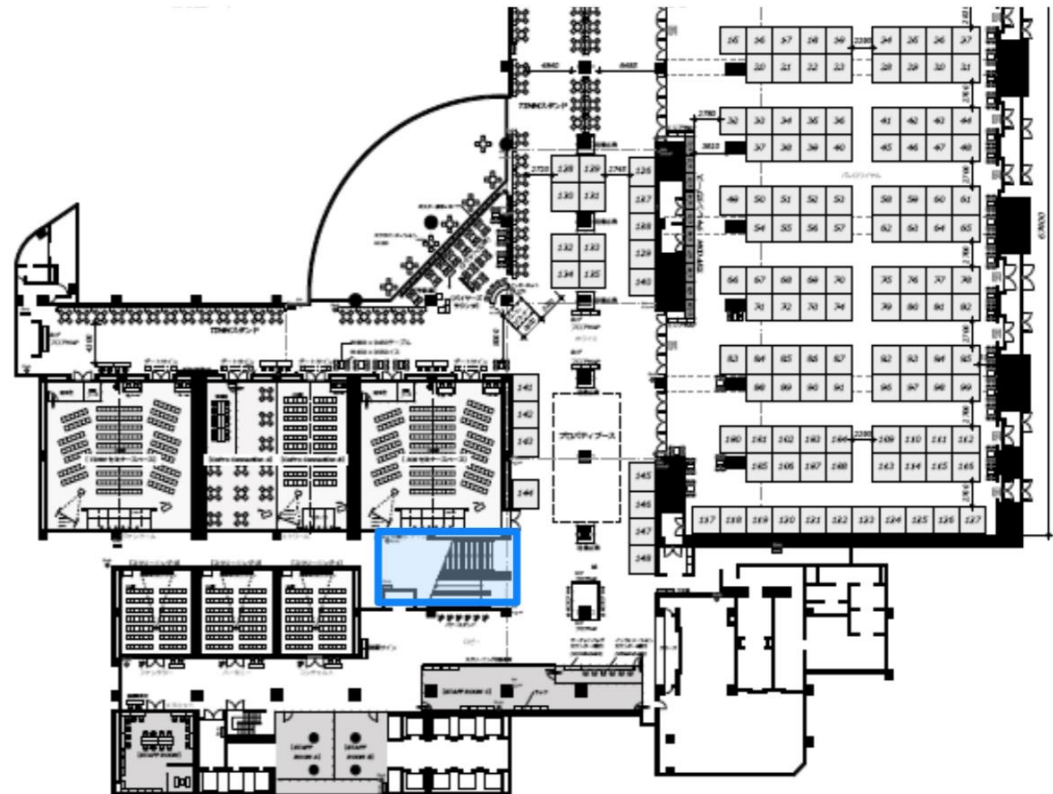
• Price includes medium, printing, installation and materials costs.

• Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

Locations

Escalator leads to market venue
from the 1F registration counter

Very effective for advertising



B. Escalator Eye-catching Advertising (1F-B1F)

① Front wall

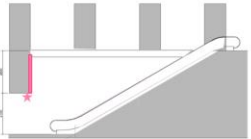
② Right wall

③ Left wall

① Front wall

Sign Measurement

W3000mm
×
H2800mm

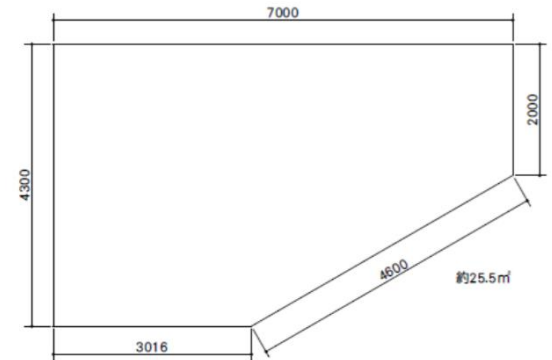
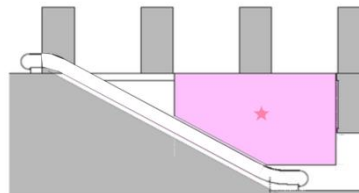
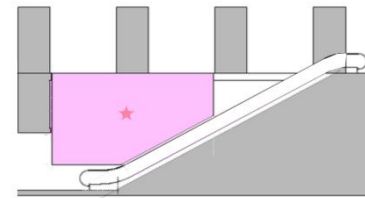


② Right wall

③ Left wall

Sign Measurement

W7000mm (Max.)
×
H4300mm (Max.)



C. Staircase Eye-catching Advertising (1F–B1F)

Flow line of visitors

Permanent signboards

Size: Front wall W3,000mm X H2,800mm, Side walls W5,800mm (Max.) X H4,000mm (Max.)

Format: Output sheet

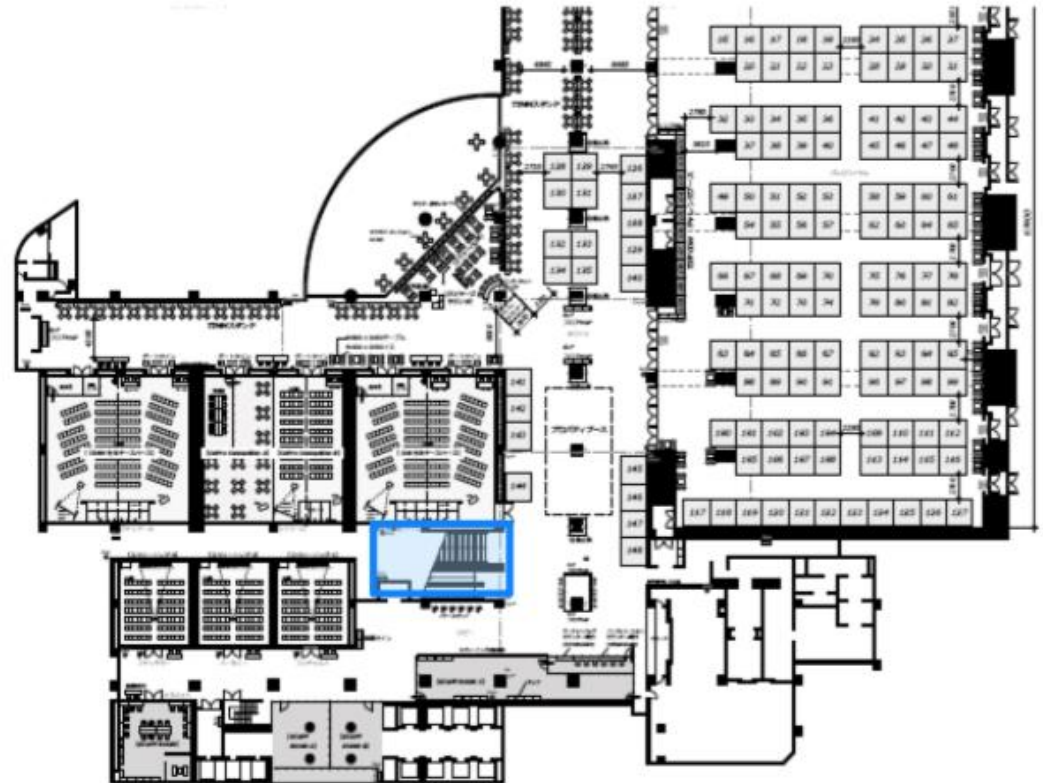
※ Tax included in price.

• Price includes medium, printing, installation and materials costs.

• Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

Locations

Staircase leads to market venue from the 1F registration counter



C. Staircase Eye-catching Advertising (1F–B1F)

① Front wall

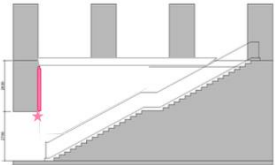
② Right wall

③ Left wall

① Front wall

Sign Measurement

W3000mm
×
H2800mm

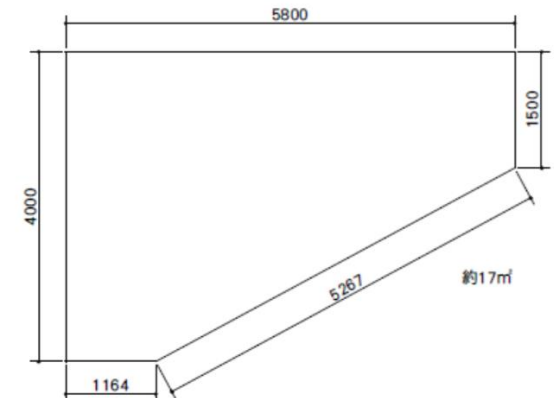
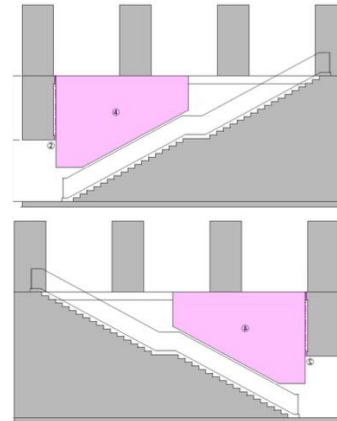
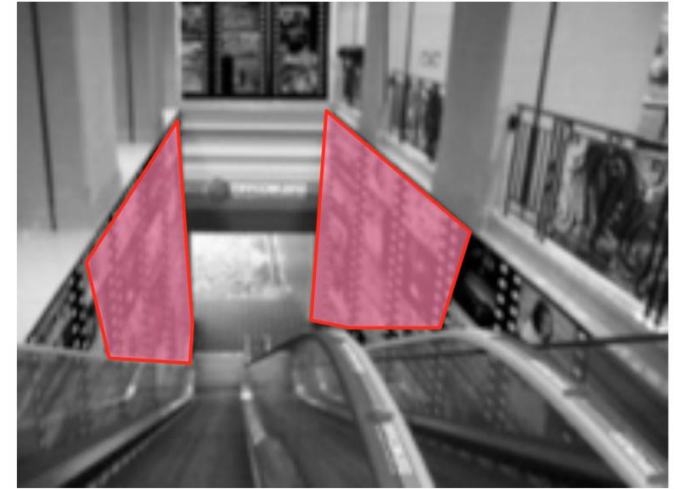


② Right wall

③ Left wall

Sign Measurement

W5800mm (Max.)
×
H4000mm (Max.)



D. Escalator Advertising (Deck Boards & Handrail Belts)

Flow line of visitors

Permanent signboards

Size (1 escalator, 1 side): Handrail belt W150mm X Approx.30m, Deck board W200mm X Approx.30m

Format: Output sheet

✂ Tax included in price.

• Price includes medium, printing, installation and materials costs.

• Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

Locations

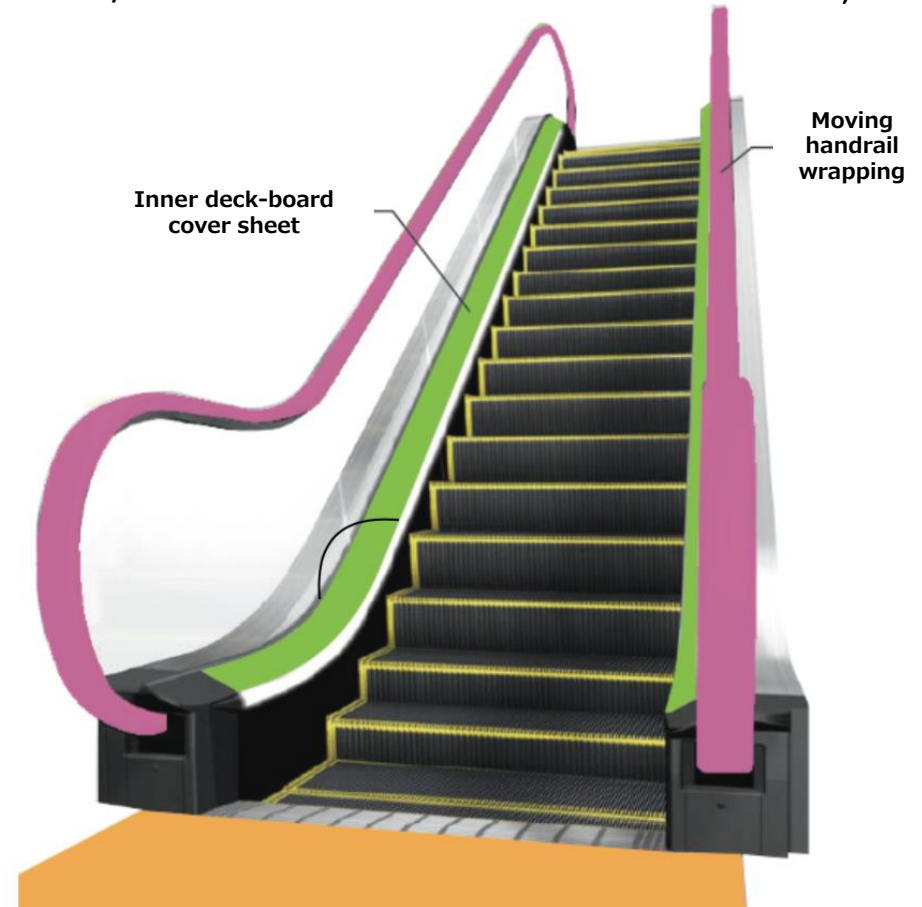
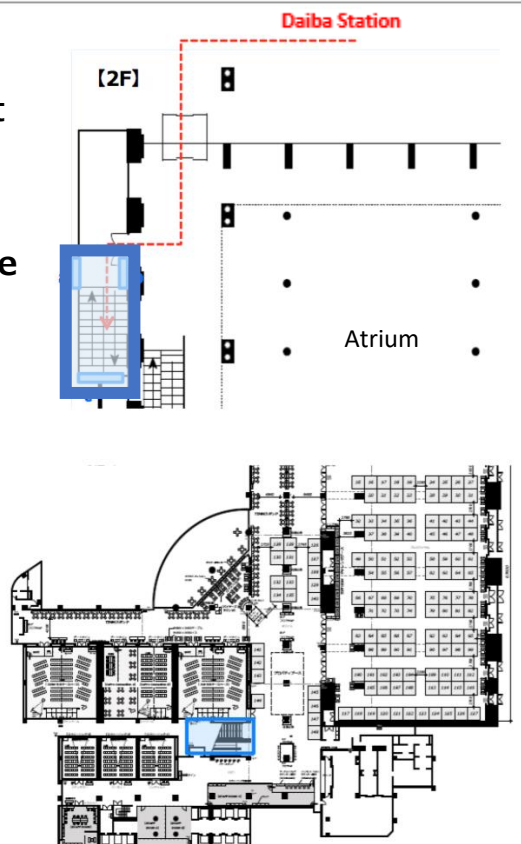
Delivers maximum impact

Escalator leads to 1F registration counter as visitors arrive at the venue along the 2F atrium from Daiba Station

Up/down, 2 escalators

Escalator leads to market venue from the 1F registration counter

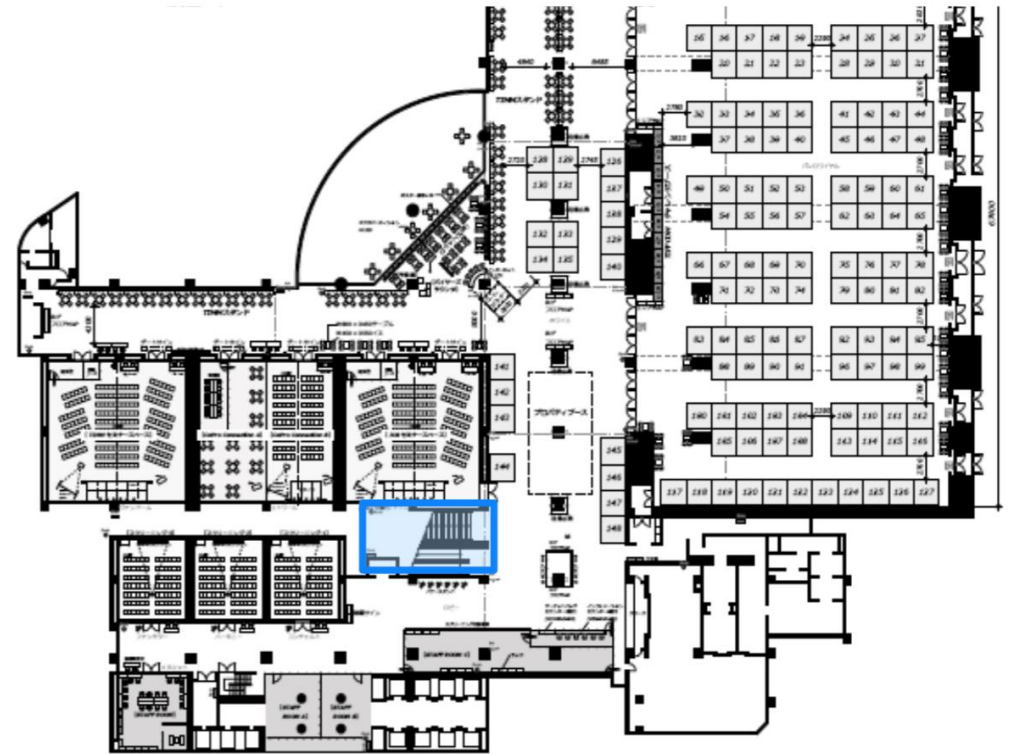
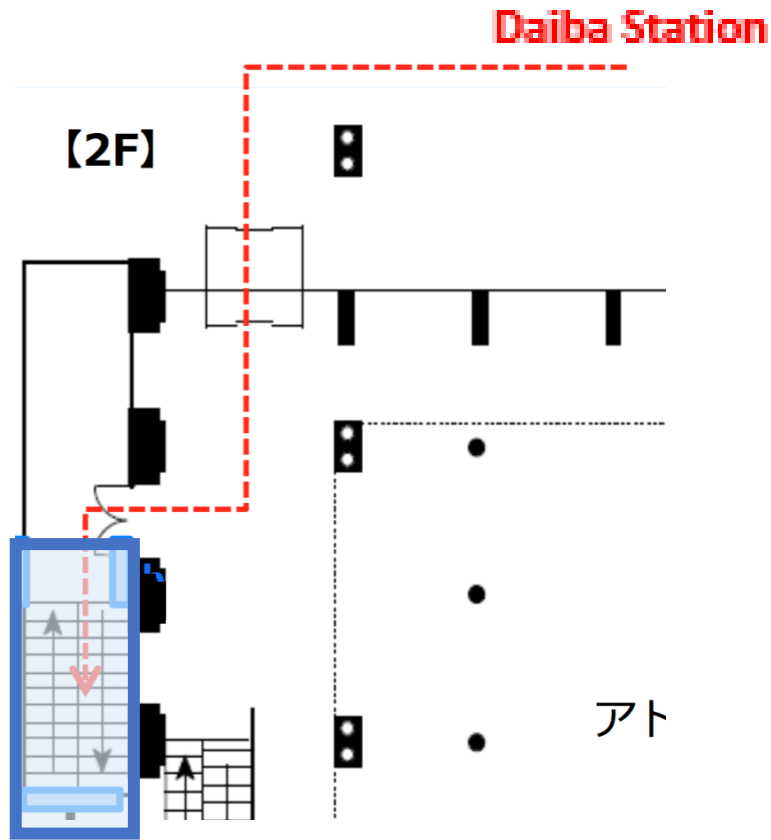
Up/down, 2 escalators



D. Escalator Advertising (Deck Boards & Handrail Belts)

① 2F – 1F: Up/Down, 2 escalators

② 1F – B1F: Up/Down, 2 escalators



③ 2F-1F-B1F Up/Down, 4 escalators
✳ ① + ②

E. Digital Signage (Image/Video)

Flow line of visitors
& inside the venue

Video available

Commercial duration: 15 seconds / 10 seconds / 5 seconds

Monitor size: 50 inch.

Format: JPEG or MPEG

※ Tax included in price.

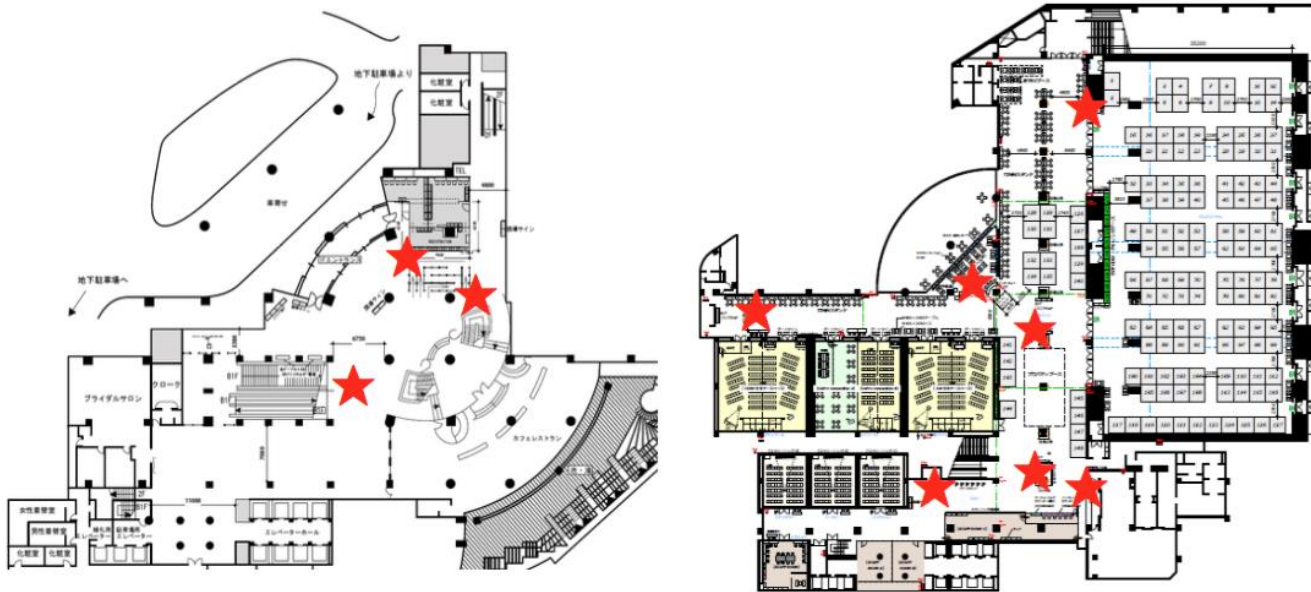
• Price includes medium and projection costs.

• Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

6 to 10 locations along main flow of visitors are scheduled. Each commercial message is scheduled to be projected 1,500 times over 3 days.

※ In accordance with venue rules, audio will not be output.

Reference: Projected locations and its image in 2015



F. Large Hanging Banners (Exhibition Hall)

Inside Exhibition Hall

Permanent signboards

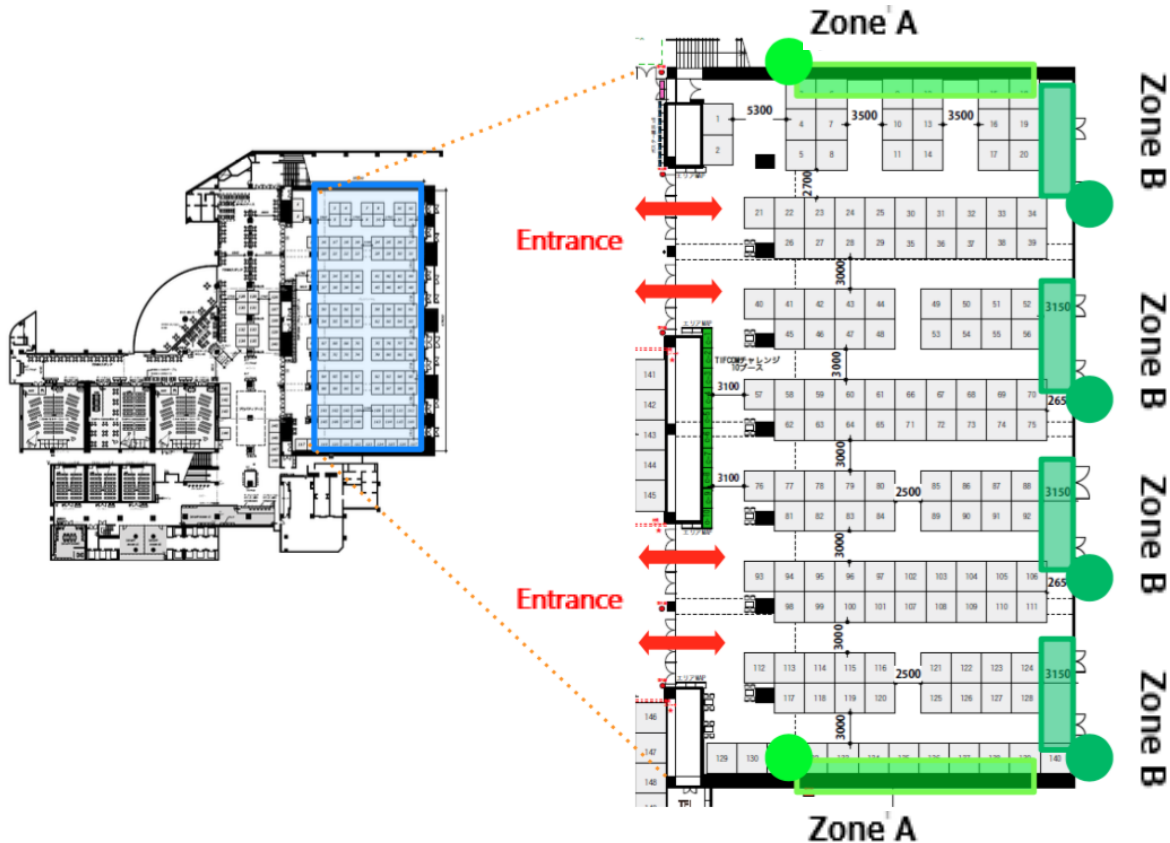
Size: <Zone A> W2,000mm X H3,000mm, <Zone B> W4,500mm X H3,000mm

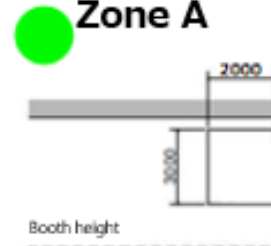
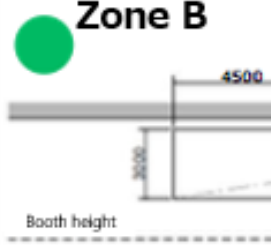
Format: Tapestry banner output

※ Tax included in price.

• Price includes medium, printing, installation and materials costs.

• Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)



	<p>Zone A</p> <p><Banner Size> W2000 X H3000</p> <p>See the diagram for locations. ※Banner position cannot be chosen by the applicant</p> <p>Limited to 12 Companies</p>
	<p>Zone B</p> <p><Banner Size> W4500 X H3000</p> <p>See the diagram for locations. ※Banner position cannot be chosen by the applicant</p> <p>Limited to 8 Companies</p>

G. Neck Strap Advertising

P12

Distributed to all visitors

For all exhibitors and staff

Format: 1 color printing (special color available). Color proofing at extra cost.

✂ Tax included in price.

- Price includes printing and materials costs.
- Submission of complete data is required.

(Data production/amendments/editorial work can be ordered at extra costs.)

- Different strap/printing colors can be chosen in each 1,000.

① 8,000 straps

② 1,000 straps



H. Market Bag Advertising

P13

Advertising can be put on a single side of the market bag distributed to visitors.

(The JCS logo will appear on the other side.)

It is an effective way to grab people's attention at the venue.

The small tote bag's simple design and convenient size also make it handy for everyday use.

- Estimated number of market bags: 4,000 bags
- Tax included in price.
- 1-color printing (special color available)
- Price includes printing and materials costs.
- Submission of complete data is required.

(Data production/amendments/editorial work can be ordered at extra costs.)

- Color proofing at extra cost.
- Assortment of up to 3 types (colors) can be printed if the same data is used.
- Bag color cannot be chosen
- Actual bag specifications may change.

Sample
(in 2015)



I. Web Banner

(bottom area of main site or top area of My Page)

Accessed by all person concerned

Reasonable price

※ Tax included in price.

▪ Price includes medium and posting costs.

▪ Submission of complete data is required.

(Data production/amendments/editorial work can be ordered at extra costs.)

① Bottom area of main site

A banner will be placed at the bottom area of main site, Japan Content Showcase 2016.

② Upper area of My Page

A banner will be placed at the upper area of My Page.

J. Official Guide Book (Pure One-page Color Advertisement)

A one-page advertisement can be included in the official guidebook distributed to all visitors.

✂ Tax included in price.

- Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)
- Proofing at extra cost.

【Data submission】 ✂ Specifications may change

■ Deadline : TBA

■ Size : TBA

■ Resolution: Actual size 350dpi

■ Data format: Illustrator CS5/older

■ Bleeds will be used for advertisements. Frames will not be used

K. Market Bag Insert (Distribution of Novelty Items)

Reasonable price

Your novelty/promotional items will be included in the market bag distributed to all visitors.

✘ Tax included in price.

- The items for distribution need to be supplied by exhibitor.
- The items (e.g. notepads, mousepads, etc) should be smaller than A4
- 3,000 – 3,500 pieces is required per item.

L. Promotional Gifts (Distribution of Novelty Items)

This media option makes it possible to provide samples to all visitors beyond the area of your company's booth. It is an effective way to promote your company's work.

✘ Tax included in price.

- The items for distribution need to be supplied by exhibitor.

M. Poster Frame and Easel

※ Tax included in price.

▪ Price includes medium and materials costs.

▪ Poster(s) should be submitted by exhibitor and no larger than B1 size.

(Data output/production/amendments/editorial work can be ordered at extra costs.)

※ **Installation area will be announced at a later date.**

<Sign measurement>

B1 W728 x H1030

Displayed in poster frame + easel



<Image in 2015 >



N. Desktop POP Display on Meeting Tables

P18

- ❌ Tax included in price.
- Price includes medium, output, installation and materials costs.
- Submission of complete data is required. (Data production/amendments/editorial work can be ordered at extra costs.)

❌ Installation area will be announced at a later date.

<Sign measurement>
A5 W148 x H210 x 2 sides
Acrylic standing holder



Your Desktop POP display

O. Pillar Winding Advertising (1F, in front of Registration Counter)

P19

Flow line of visitors

Permanent signboards

Size: W5,300mm X H3,480mm (Approx.18.5m²)

Format: Output sheet

※ Tax included in price.

- Price includes medium, printing, installation and materials costs.
- Submission of complete data is required. (Please ask if data production/amendment is required.)

Locations



※NOTE※

- Pillar Winding Advertising is produced by winding one output sheet. There may be a slight deviation caused along connection part. Please avoid any visual design which continues across the connection part.
- Due to its highly public locations of the advertisement, a draft has to be checked by the hotel before printing.