



Y's Publishing Co., Inc.

225 East 45th Street 7th Fl, New York, N.Y. 10017

Tel: (212) 682-9360 Fax: (212) 682-3916

2010年度 弊社発刊物のご案内

10/05/2009

拝啓、貴社ますますご清栄のこととお慶び申し上げます。日ごろは格別なるご高配を賜り心より御礼申し上げます。

毎号、ご好評をいただいております「便利帳シリーズ」は、2010年度もオールカラー印刷、読者のニーズにお応えするべく積極的に無料配布を進めて参ります。また、本年度より全エリアの便利帳を毎年改定することとなり、WEBサイトも一新、更なる成長を目指します。

下記、出版スケジュールをご案内するとともに、本年度の広告予算決めの媒体資料として参照いただければ幸いです。引き続き、変わらぬご支援ご指導を賜りますよう、よろしくお願い申し上げます。

敬具

発行人 吉田 仁

記

- 1) OHIO/INDIANA/KENTUCKY 便利帳 vol.4 (毎年)
発刊日：1月20日 締切日：2009年：11月30日
- 2) CHICAGO/DETROIT 便利帳 vol.7 (毎年)
発刊日：3月20日 締切日：1月10日
- 3) 2010年度版/NEW YORK 便利帳MAPS (毎年)
発刊日：6月1日 締切日：4月20日
- 4) 海外子女のための帰国便利帳 (年2回)
発刊日：5月15日 10月15日 締切日：発刊日の一ヶ月前
- 5) ATLANTA/ALABAMA/TENNESSEE/N&S CAROLINA便利帳vol.6 (毎年)
発刊日：5月20日 締切日：4月1日
- 6) BOSTON/WASHINGTON D.C.便利帳 vol.6 (毎年)
発刊日：7月20日 締切日：6月1日
- 7) NEW YORK/NEW JERSEY便利帳 vol.19 (毎年)
発刊日：11月20日 締切日：10月1日

以上

ADVERTISING SPACE RATES

● Publication : (1) 「オハイオ・インディアナ・ケンタッキー便利帳」 Vol. 4
Ohio/Indiana/Kentucky Benricho Vol. 4

● Issue Date: January 20th, 2010
 ● Material Closing Date: November 30th, 2009
 ● Circulation: 25,000 copies (Annually)
 ● Size: 21.6 cm (W) x 28 cm (H) Letter Size
 ● Ad Format:

- Illustrator 8.0~CS3(All Fonts Must be Outlined)
- PhotoShop(TIF or EPS Formatted)
- 350dpi (Color)

● NY Head Office: **Y's Publishing Co Inc.**
 228 East 45th St.7th Fl New York, NY 10017
 Tel:212-682-9360 Fax:212-682-3916
 htakizawa@us-benricho.com 担当：滝沢

● Tokyo Office : 〒104-0061 東京都中央区銀座7-15-3 第5安田ビル7F
 Tel: 03 (5148) 0450 Fax: 03 (5148) 0455 担当：吉田

[NOTE] All prices indicated below are based on supplying of required material. Unless otherwise supplied any materials cost will be charged extra.

SPACE	4 COLOR (RATE)	NON-BLEED (W)X(H)	BLEED <small>(make 3mm trim size each at the top, bottom, right and left of the bleed size)</small> (W)X(H)	ART WORK FEE
BACK COVER	\$7,500	18 cm x 21.6cm	20.5 cm x 23.2 cm	\$300
BACK INSIDE	\$5,600	18cm x 24.7 cm	21.6 cm x 28 cm	\$300
FRONT INSIDE	\$6,900	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE COVER	\$6,300		21.1 cm x 28 cm	
FIRST PAGE	\$6,600	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE FIRST	\$6,100			
FULL PAGE	\$4,700	18 cm x 24.7 cm	21.6 cm x 28cm	\$300
1/2 PAGE	\$2,900	18 cm x 12 cm	***	\$250
1/4 PAGE	\$1,500	8.8 cm x 12 cm	***	\$200
1/8 PAGE	\$750	8.8 cm x 5.7 cm	***	\$150

ADVERTISING SPACE RATES

●Publication : (2) 「シカゴ・デトロイト便利帳」 Vol. 7
Chicago / Detroit Benricho Vol. 7

●Issue Date: March 20th, 2010
 ●Material Closing Date: January 10th, 2010
 ●Circulation: 25,000 copies (Annually)
 ●Size: 21.6 cm (W) x 28 cm (H) Letter Size
 ●Ad Format:
 • Illustrator 8.0~CS3(All Fonts Must be Outlined)
 • PhotoShop(TIF or EPS Formatted)
 • 350dpi (Color)

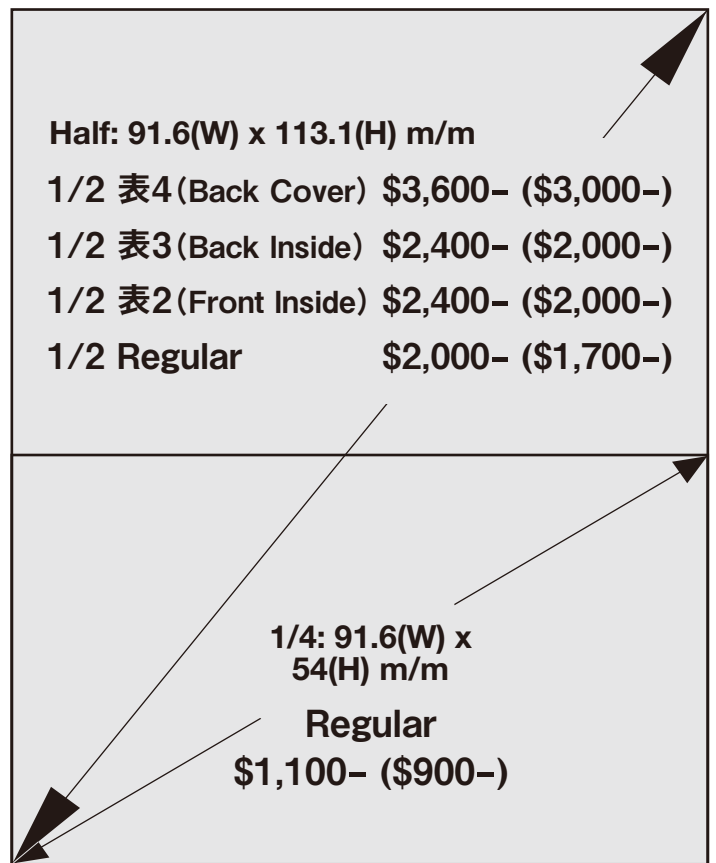
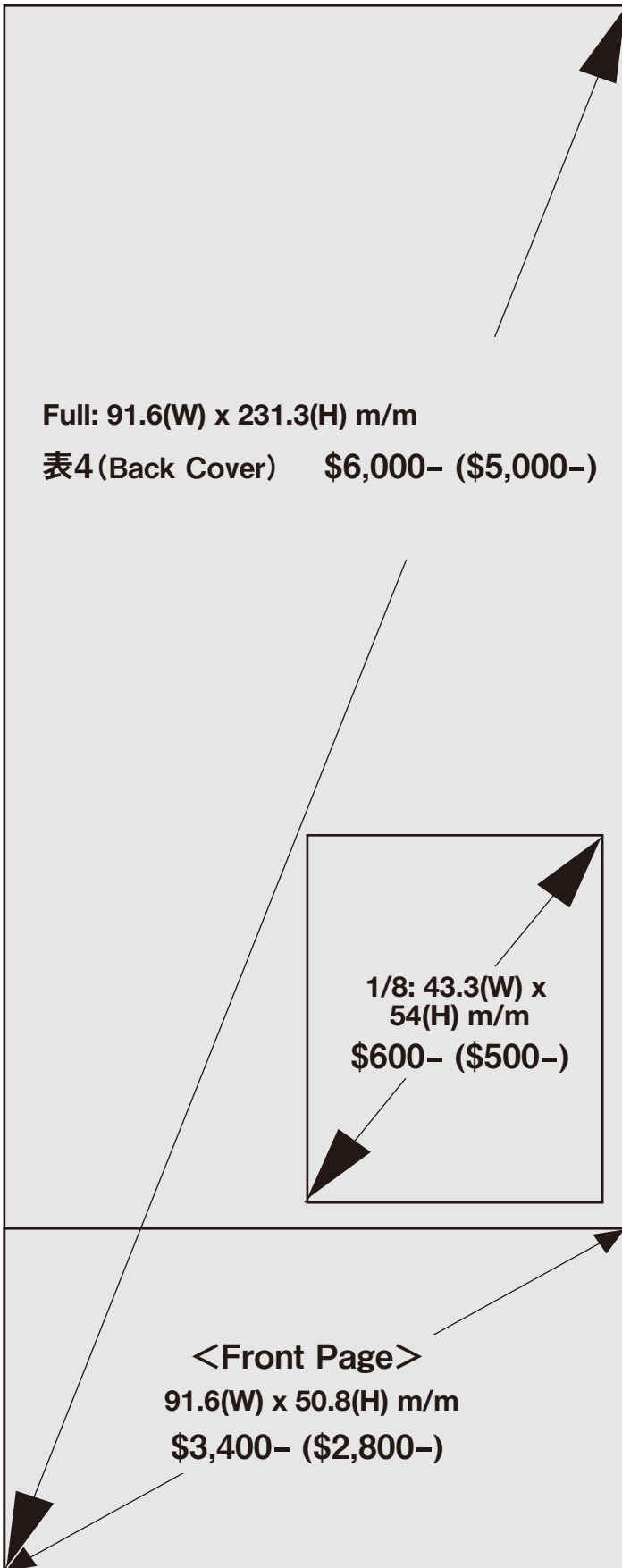
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SPACE	4 COLOR (RATE)	NON-BLEED (横)X(縦)	BLEED <small>(make 3mm trim size each at the top, bottom, right and left of the bleed size)</small> (横)X(縦)	ART WORK FEE
BACK COVER	\$7,500	18 cm x 2 1.6cm	20.5 cm x 23.2 cm	\$300
BACK INSIDE	\$5,600	18cm x 24.7 cm	21.6 cm x 28 cm	\$300
FRONT INSIDE	\$6,900	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE COVER	\$6,300		21.1 cm x 28 cm	
FIRST PAGE	\$6,600	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE FIRST	\$6,100			
FULL PAGE	\$4,700	18 cm x 24.7 cm	21.6 cm x 28cm	\$300
1/2 PAGE	\$2,900	18 cm x 12 cm	***	\$250
1/4 PAGE	\$1,500	8.8 cm x 12 cm	***	\$200
1/8 PAGE	\$750	8.8 cm x 5.7 cm	***	\$150

(3) 2010年度版 / New York便利帳マップ
Year 2010 / New York Benricho Maps



※ ()内はマンハッタン(ミッドタウン、ダウンタウン)以外の広告プライス(部数が異なるため)

●**Issue Date** : June 1st, 2010

●**Material Closing Date** : April 20th, 2010

●**AD Format** :

QuarkXPress 3.3J

Illustrator 8.0~CS3 (All Fonts Must be Outlined)

PhotoShop (TIF or EPS Formatted)

350dpi (Color)

●**Data Destination** :

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ADVERTISING SPACE RATES

- Publication : (4) 「海外子女のための帰国便利帳」
Kikoku-Benricho
- Issue Date: May 15th & October 15th, 2010 (年2回発行)
- Material Closing Date: April 1st & September 1st, 2010
- Circulation: 70,000 copies (35,000 copies in North America,
Twice a year)
- Size: 21.6 cm (W) x 27.5 cm (H)
- Ad Format:
 - Illustrator 8.0~CS3(All Fonts Must be Outlined)
 - PhotoShop(TIF or EPS Formatted)
 - 350dpi (Color)
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htakizawa@us-benricho.com 担当: 滝沢
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SPACE	世界9カ国 16都市配布 70,000部 (AD RATE)	北米のみ配布 35,000部 (AD RATE)	BLEED (make 3mm trim size each at the top, bottom, right and left of the bleed size) (W)X(H)	ART WORK FEE
BACK COVER	\$13,000	***	20.5 cm x 28 cm	\$300
BACK INSIDE	\$9,500	***	21.6 cm x 28 cm	
FRONT INSIDE	\$11,000	***	21.6 cm x 28 cm	\$300
FIRST PAGE	\$10,000	\$6,000	21.6 cm x 28 cm	
FULL PAGE	\$7,800	\$4,700	21.6 cm x 28 cm	\$300
1/2 PAGE	\$4,200	\$2,500	18 cm x 11.5 cm	\$250
1/4 PAGE	\$2,000	\$1,300	8.7 cm x 11.5 cm	\$200
1/8 PAGE	\$1,300	\$750	8.7 cm x 5.2 cm	\$150

ADVERTISING SPACE RATES

●Publication: (5) 「アトランタ・アラバマ・テネシー
ノースカロライナ・サウスカロライナ」便利帳 Vol.6
Atlanta / Alabama / Tennessee / N Carolina / S Carolina Benricho Vol.6

●Issue Date: May 20th, 2010
 ●Material Closing Date: April 1st, 2010
 ●Circulation: 25,000 copies (Annually)
 ●Size: 21.6 cm (W) x 28 cm (H) Letter Size
 ●Ad Format:

- Illustrator 8.0~CS3(All Fonts Must be Outlined)
- PhotoShop(TIF or EPS Formatted)
- 350dpi (Color)

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SPACE	4 COLOR (RATE)	NON-BLEED (W)X(H)	BLEED (make 3mm trim size each at the top, bottom, right and left of the bleed size) (W)X(H)	ART WORK FEE
BACK COVER	\$7,500	18 cm x 2 1.6cm	20.5 cm x 23.2 cm	\$300
BACK INSIDE	\$5,600	18cm x 24.7 cm	21.6 cm x 28 cm	\$300
FRONT INSIDE	\$6,900	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE COVER	\$6,300		21.1 cm x 28 cm	
FIRST PAGE	\$6,600	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE FIRST	\$6,100			
FULL PAGE	\$4,700	18 cm x 24.7 cm	21.6 cm x 28cm	\$300
1/2 PAGE	\$2,900	18 cm x 12 cm	***	\$250
1/4 PAGE	\$1,500	8.8 cm x 12 cm	***	\$200
1/8 PAGE	\$750	8.8 cm x 5.7 cm	***	\$150

ADVERTISING SPACE RATES

- Publication : (6) 「ボストン・ワシントンDC便利帳」 Vol. 6
Boston/Washington DC Benricho Vol. 6
- Issue Date: July 20th, 2010
- Material Closing Date: June 1st, 2010
- Circulation: 25,000 copies (Annually)
- Size: 21.6 cm (W) x 28 cm (H) Letter Size
- Ad Format:
 - Illustrator 8.0~CS3(All Fonts Must be Outlined)
 - PhotoShop(TIF or EPS Formatted)
 - 350dpi (Color)
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SPACE	4 COLOR (RATE)	NON-BLEED (横)X(縦)	BLEED <small>(make 3mm trim size each at the top, bottom, right and left of the bleed size)</small> (横)X(縦)	ART WORK FEE
BACK COVER	\$7,500	18 cm x 2 1.6cm	20.5 cm x 23.2 cm	\$300
BACK INSIDE	\$5,600	18cm x 24.7 cm	21.6 cm x 28 cm	\$300
FRONT INSIDE	\$6,900	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE COVER	\$6,300		21.1 cm x 28 cm	
FIRST PAGE	\$6,600	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE FIRST	\$6,100			
FULL PAGE	\$4,700	18 cm x 24.7 cm	21.6 cm x 28cm	\$300
1/2 PAGE	\$2,900	18 cm x 12 cm	***	\$250
1/4 PAGE	\$1,500	8.8 cm x 12 cm	***	\$200
1/8 PAGE	\$750	8.8 cm x 5.7 cm	***	\$150

ADVERTISING SPACE RATES

●Publication : (7) 「ニューヨーク／ニュージャージー便利帳」 Vol. 19
New York/New Jersey Benricho Vol. 19

●Issue Date: November 20th, 2010
 ●Material Closing Date: October 1st, 2010
 ●Circulation: 50,000 copies (Annually)
 ●Size: 21.6 cm (W) x 28 cm (H) Letter Size
 ●Ad Format:

- Illustrator 8.0~CS3(All Fonts Must be Outlined)
- PhotoShop(TIF or EPS Formatted)
- 350dpi (Color)

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SPACE	4 COLOR (RATE)	NON-BLEED (横)X(縦)	BLEED <small>(make 3mm trim size each at the top, bottom, right and left of the bleed size)</small> (横)X(縦)	ART WORK FEE
BACK COVER	\$9,000	18 cm x 2 1.6cm	20.5 cm x 23.2 cm	\$300
BACK INSIDE	\$7,000	18cm x 24.7 cm	21.6 cm x 28 cm	\$300
FRONT INSIDE	\$7,800	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE COVER	\$7,200		21.1 cm x 28 cm	
FIRST PAGE	\$7,600	18 cm x 24.7 cm	21.6 cm x 28 cm	\$300
INSIDE FIRST	\$7,000			
FULL PAGE	\$5,200	18 cm x 24.7 cm	21.6 cm x 28cm	\$300
1/2 PAGE	\$3,200	18 cm x 12 cm	***	\$250
1/4 PAGE	\$1,700	8.8 cm x 12 cm	***	\$200
1/8 PAGE	\$850	8.8 cm x 5.7 cm	***	\$150