

# Guide to Advertisement Planning for Image Sensing Show 2020 and Precision Engineering Fair 2020

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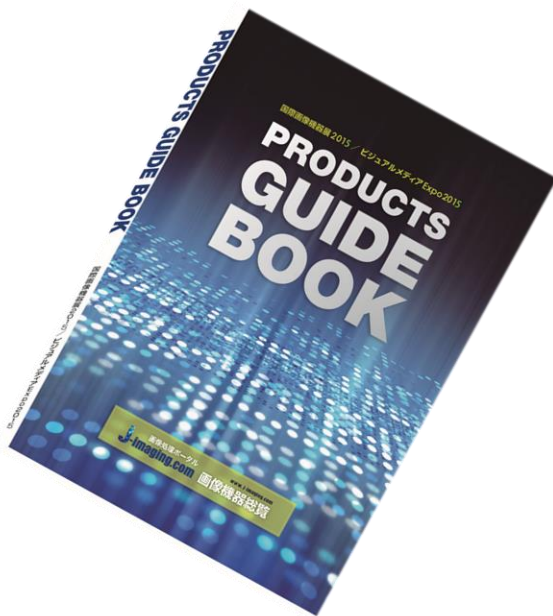
## Advertising in Guidebook

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### ■ Capable of publicizing your products to all the visitors.

A product guidebook is distributed to all the visitors to the Image Sensing Show and Precision Engineering Fair 2020.

Describing more than 700 products, the guidebook is available for a long time as a special issue after the closure of the exhibition as well as while it is being held. Your product can be widely publicized by advertising in this guidebook.



# Advertisements in Venue Map and Seminar Brochure

## ■ Capable of effectively guiding the visitors to your booth.

A venue map and a seminar schedule brochure are distributed at the entrance of the exhibition.

Advertising in the venue map enhances the visibility of your booth and draws more visitors to your booth. (Limited to 4 companies)



### <Bonus for advertising in the venue map>

- Your company name is printed larger.

Colorful characters also help catch the attention of more visitors.

### <Bonus for advertising in the seminar brochure>

- This advertisement is supposed to be placed by a company lecturing at the seminar. Your seminar title and company name are printed larger.

Colorful characters also help catch the attention of more visitors.

## Sponsor Advertisement

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- Putting up your corporate logo at many spots in the exhibition hall to improve your corporate image and boost a degree of attention.

### < Your corporate logo is put up on plural outstanding place >

- Guide board to the exhibition hall

The guide boards to the exhibition hall, which are to be installed at different spots in PACIFICO Yokohama.

- Site information board

a site information board installed at the entrance of the exhibition hall.

- Reception counter for visitors

the reception counter for visitors at the entrance of the exhibition hall.

- Product search corner

a product search section installed in the exhibition hall.

### < Bonuses for sponsor advertisement >

- E-mail News Advertisements (6/8)

One advertisement space in last line is provided for you, 38 double-byte chars. x 6 lines (URL included)



# Tie-up Advertisements in May and June Issues of Technical Information Magazine “OplusE”

## ■ Placing an advertorial in the technical information magazine “OplusE” as the special topic of the exhibition.

Since its first issue in 1979, OplusE, the technical information magazine published by Advanced Communication Media, has been highly evaluated in the optical electronics and image engineering fields. It allows you to publicize your product directly to the academic and corporate engineers and researchers. This time, the magazine features the “notable products of the International Technical Exhibition on Image Technology and Equipment 2019” as a tie-up plan with the exhibition.

### <Bonuses>

- When listing the “companies participating in the exhibition” in the magazine, your company is conspicuously printed in boldface.
- A special page is created at OplusE’s web site and linked to OplusE’s web site and the top page of the j-imaging.com.
- Induction to the special page are posted in OplusE e-mail news (5/25) and Exhibition e-mail news (6/2).

### <Overview of the magazine OplusE>

- Date of issue: May 25, 2020 (Mon.)
- Format: Deformed A4 size
- Major readership
- Business categories: Optics, precision devices, electronic parts, electric devices
- Job categories: Research, development, design, education

( OplusE )



(Tie-up advertisement)



(Special page at web site)



(Publication period: 5/25 to 6/30)

## Advertisements in Guidebook and its Fees

### ■ Overview

- Size: A4 (297 mm vertically, 210 mm crosswise)
- Advertisement dimensions: 260 mm vertically, 180 mm crosswise
  - \* Bleed : 303 mm vertically, 216 mm crosswise
- Number of copies: 20,000
- Application deadline for advertisement: April 15 (Wed.), 2020
- \* Applications for special pages such as the cover are closed as soon as the advertisement slots are filled.
- Deadline for advertisement manuscript: April 22 (Wed.), 2020
- Date of issue: June 10 (Wed.), 2020

### ■ Fees (W/o tax)

[Note] A block copy preparation fee is excluded

	4 colors	2 colors	Monochrome
Outside back cover	¥360,000	¥260,000	—
Inside front cover	¥330,000	¥230,000	—
Next page of Inside front cover	¥310,000	¥220,000	—
Inside back cover	¥280,000	¥190,000	—
Previous page of Contents	¥290,000	¥200,000	—
Normal page	¥270,000	¥170,000	¥140,000

## Other Advertisement Fees

Advertisement	Slots	Price (w/o tax)	Copies	Application deadline	Manuscript deadline	Manuscript submitted	
Venue map (front)	4	¥70,000	20,000	5/1	5/8	<ul style="list-style-type: none"> <li>• Finish dimensions: 45 mm vertically, 148 mm crosswise</li> <li>Cutting dimensions: 51 mm vertically, 154 mm crosswise</li> <li>Illustrator or JPEG format</li> </ul>	4 colors
Seminar brochure (back)	4	¥50,000					2 colors (cyan, India ink)
Sponsor	6	¥100,000		5/8	5/15	<ul style="list-style-type: none"> <li>• Logo data: Illustrator format</li> </ul>	
OplusE tie-up	8	¥50,000	11,000	4/17	4/24	<ul style="list-style-type: none"> <li>• Product title, text data on the product (up to 1,000 characters), and 1 to 3 photos (Image resolution: Approx. 300 dpi)</li> </ul>	

[Note] A block copy preparation fee is excluded. Applications for each advertisement may be closed as soon as their slots are filled.

# Application Form for Advertisement

Date:

Guidebook	4 colors	2 colors	Monochrome
Outside back cover	<input type="checkbox"/>	<input type="checkbox"/>	—
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	—
Next page of Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	—
Inside back cover	<input type="checkbox"/>	<input type="checkbox"/>	—
Previous page of Contents	<input type="checkbox"/>	<input type="checkbox"/>	—
Normal page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Advertisement	slots
<input type="checkbox"/>	Venue map	
<input type="checkbox"/>	Seminar brochure	
<input type="checkbox"/>	Sponsor	
<input type="checkbox"/>	OplusE tie-up	

- Put a check next to your desired advertisement, write the number of slots you want, fill in the following blanks, and fax or e-mail the form to the above address for application.

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

