



The Daily Manila Shimbun, the only local Japanese newspaper in the Philippines published by Takion Inc., introduces the new format of the Japanese tour guide publication, Navi Manila: a free newspaper supplement customized for Japanese residents and tourists in the Philippines. Navi Manila Free paper is a monthly full color tourist guide distributed to Manila Shimbun subscribers, and consigned with various restaurants, hotels and shops in Metro Manila, Laguna, Cavite, Cebu and Davao. It provides Japanese readers a quick reference of preferred establishments and services in the Philippines including map guides. It features recommended tourist destinations with write-ups focusing on Philippine culture and traditions, while also providing helpful information for their stay here in the country.

We invite you to place your ad reservations for your business or product! Navi Manila Freepaper is the missing link that will provide you the 'Edge' to reach this unique Japanese niche market.

AD POSITION	AD SPACE	Per Issue Price	+Artwork & Translation
1/2 Column Ad (Horizontal)	12.2 cm W x 5.4 cm H	P3,600	+P700
1/2 Column Ad (Vertical)	5.9 cm W x 11.3 cm H	P3,600	+P700
*Ear Ad	6.3 cm W x 3.8 cm H	P3,000	+P500
Map Ad	6.3 cm W x 5.6 cm H	P2,600	+P500
1 Column Ad	24.8 cm W x 5.4 cm H	P7,000	+P1000
1 Column Square Ad	12.2 cm W x 11.3 cm H	P7,000	+P1000
2 Columns Ad (Horizontal)	24.8 cm W x 11.3 cm H	P14,000	+P1500
2 Columns Ad (Vertical)	12.2 cm W x 23 cm H	P14,000	+P1500
3 Columns Ad	24.8 cm W x 17.1 cm H	P21,000	+P2000
Full Page Ad	24.8 cm W x 34.7 cm H	P42,000	+P3000
Back Page Ad	24.8 cm W x 34.7 cm H	P60,000	+P3000
※Front/Back Page	※per column	P12,000/col	+P3000

*Top Page 10 times Contract Only

Submission:

Deadline of booking and submission of materials, 20th of the month.

Ad Materials Specifications:

Submissions via e-mail or online file storage.

File Formats:

- For lay-out, artwork, images/photos, logo: PDF, JPEG, TIFF, Adobe Photoshop, Indesign or Illustrator files
- For ads needing translation, provide two copies of the ad: one with the original English text to be translated, and another version without the text. Alternately you can provide us with an editable version of the ad.
- Colors : CMYK / Image Resolution: 300 dpi

The Advertising Department

Please look for Ms. Tina / Mr. Yamanaka / Mr. Jay **Tel** 8890-8480/8551-8238

E-mail: advert@manilashimbun.com (English), ads@manilashimbun.com (Japanese)

Website: http://navimanila.com http://www.manila-shimbun.com

ADVERTISING AGREEMENT FORM

Name of Advertiser: _____ Type of Business: _____

Authorized Representative: _____ Signature: _____ Designation: _____

Address: _____ Tel/Fax: _____

E-mail: _____

ADVERTISEMENT SIZE: _____ Deadline for Submission: _____

	1/2 Col. H.	1/2 Col. V.	Ear Ad	Map	1 Col.	1 Col. Sq.	2 Col. H.	2 Col. V.	3 Col.	Full Pg.	Back Pg.
Please Check:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Payment Terms: Pre-paid Payment Schedule: _____

Payment will be collected by an Takion, Inc. authorized representative. You can also pay at our office located at Room 113 TG 4/F, MCS Tower, Chino Roces Ave., Makati City

For bank payments, please deposit to our BDO Savings Account No. 0042-9016-8550 (Banco de Oro MCS Branch) Account Name: Takion, Inc. Cancellation of this signed Advertising Agreement Form before the prescribed time will result in the payment in cash of 80% of the advertising cost.

Readers: The Japanese community, expats and tourists in the Philippines and subscribers of the Daily Manila Shimbun newspaper

Reader Price: Free

Distribution: Hotels, Restaurants, Condos, Airports in Metro Manila Area, Cavite, Laguna, Cebu & Davao, Free insert with the Daily Manila Shimbun newspaper. On-line via official website.

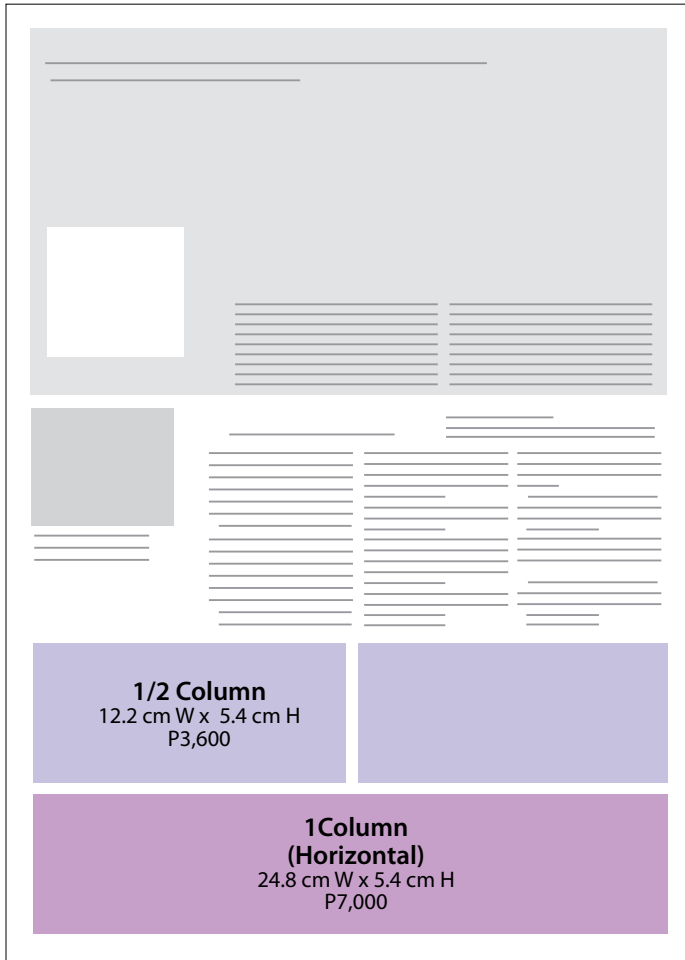
Pages: 16~20 pages, Bookpaper, full-color

Size: 26.8 cm x 37.5 cm

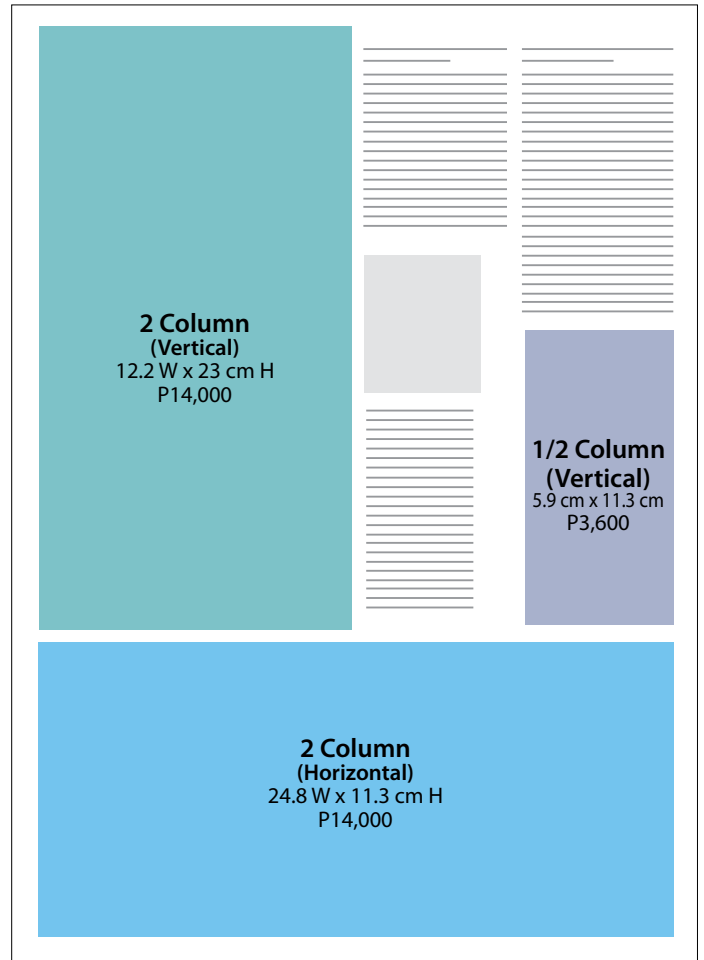
Publication Frequency: Monthly every 15th of the month

Circulation: 10,000 copies

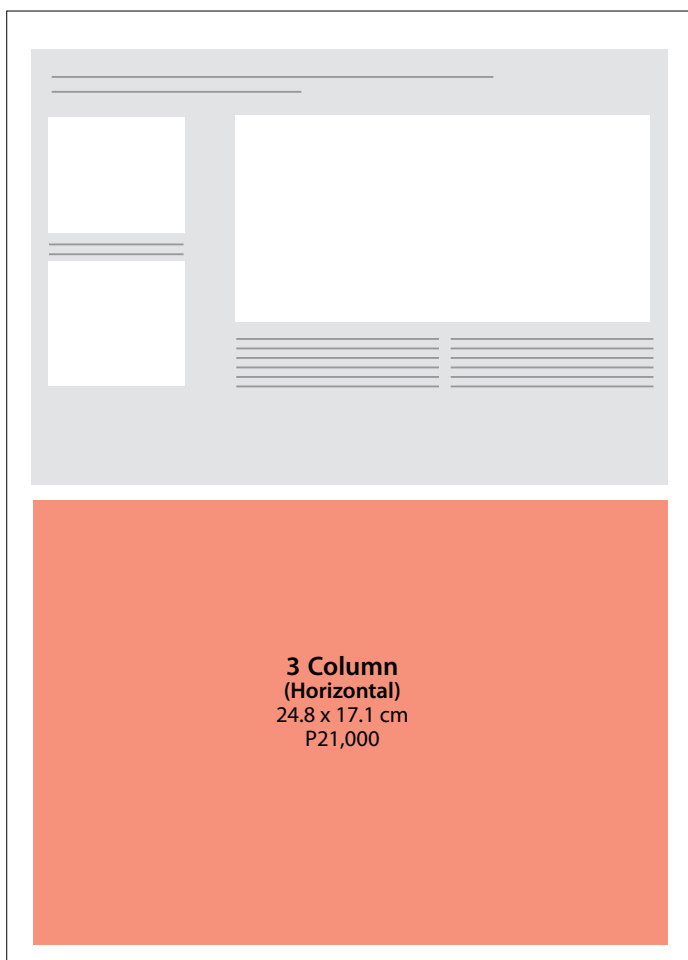
Inside Page



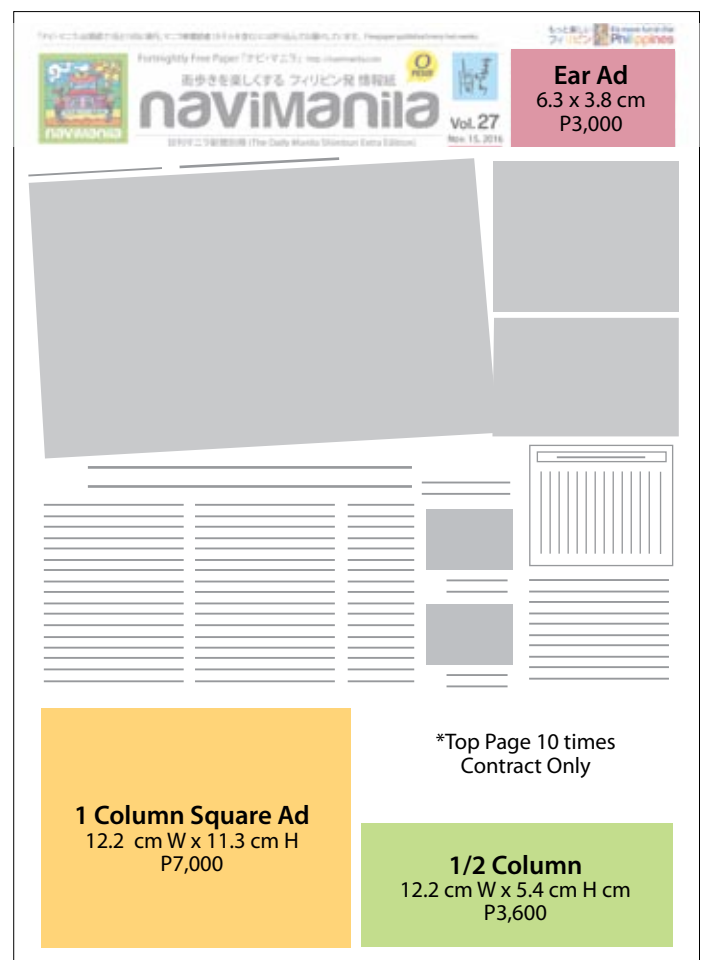
Inside Page



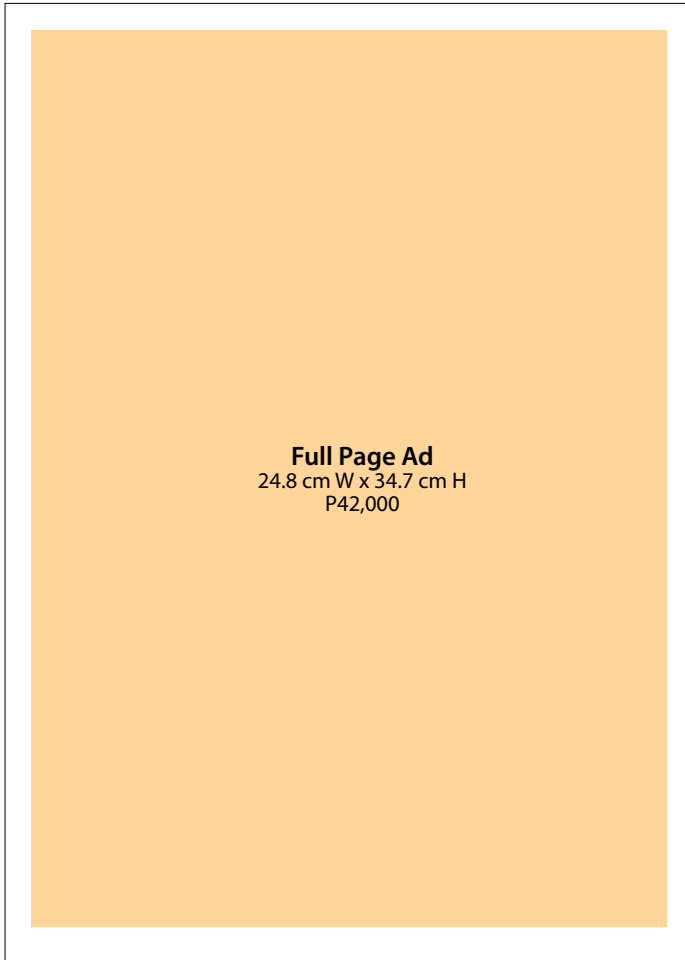
Inside Page



Front Page

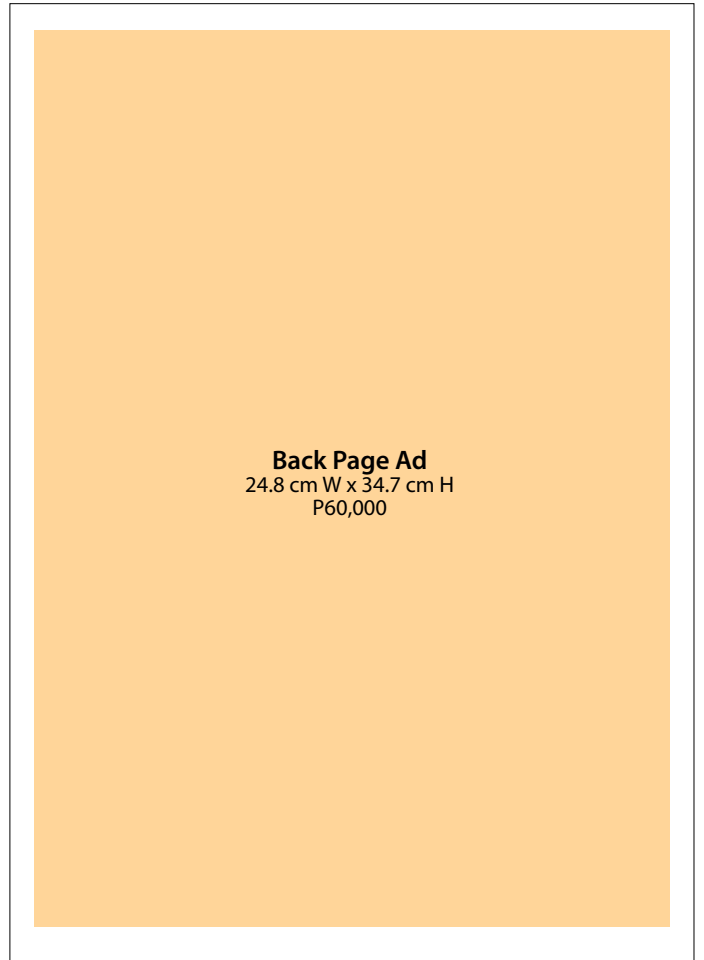


Full Page Ad



Full Page Ad
24.8 cm W x 34.7 cm H
P42,000

Back Page



Back Page Ad
24.8 cm W x 34.7 cm H
P60,000

Map Page



Map Ad
6.3 x 5.6 cm
P2,600

**Map Ad
2 Column**
6.3 x 11.7 cm
P5,000