



It started with a newspaper, then a directory...
Now, the missing link to Philippines-Japan advertising...

naviManila

Let's Navigate In & Out Manila!

The Daily Manila Shimbun, the only local Japanese newspaper in the Philippines and published by STEP JP Printing Services Inc., introduces its magazine, a bilingual newspaper supplement customized for Japanese residents and tourists in the Philippines. Navi Manila is a magazine and a tourist guide distributed free (monthly). It provides Japanese readers a quick reference of preferred establishments and services in the Philippines. It features major tourist destinations with write-ups that include Philippine culture and traditions, while providing easy information for Japanese nationals while in the country. It is accredited by the Philippine Department of Tourism (DOT).

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

36 + pages, glossy C2S, full-color, 15 x 29 cm
Publication Frequency: Monthly **Circulation:** 10,000 copies

AD SPACE	AD SPACE	FULL COLOR (per issue)	+Artwork & Translation
1/4	13.2 cm W x 6.4 cm H	P5,500.00	+P700
1/2	13.2 cm W x 13.0 cm H	P10,400.00	+P800
1/1 Full Page	13.2 cm W x 26.6 cm H	P19,500.00	+P900
Center Fold Spread	28.2 cm W x 26.6 cm H	P47,000.00	+P1,500
Inside Front Cover (IFC) ^β	15.0 cm W x 29.0 cm H	P58,900.00	+P2,500
First Page(Right)	13.2 cm W x 26.6 cm H	P35,300.00	+P1,500
Inside Back Cover (IBC) ^β	15.0 cm W x 29.0 cm H	P58,800.00	+P1,500
Last page(Left)	13.2 cm W x 26.6 cm H	P35,300.00	+P1,500
Back Cover (BC) ^β	14.2 cm W x 29.0 cm H	P78,000.00	+P1,500

Note: with free ad exposure in The Daily Manila Shimbun newspaper for 6 months contracts. All Prices in Philippine Pesos (PhP). Prices exclusive of 12% EVAT.
*Ad Rates is inclusive of Ad Agency Commission.

Ad Materials Specifications:

Submissions in CD/DVD, 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

β (w/ bleed)- For BC, IBC, IFC Ads extend +5mm (bleed) on all sides of artwork (ie. extend 10mm to width & 10mm to height of ad dimensions)

The Advertising Department

Please look for Ms. Tina/Mr. Yamanaka

TeleFax: 8551-8238/7904-6228

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

Website: <http://navimanilaph.com> <http://www.manila-shimbun.com>

DISCOUNT RATE

3 months (3 times) 10% discount
6 months (6 times) 15% discount
12 months (12 times) 30% discount

ADVERTISING AGREEMENT FORM

Name of Advertiser: _____ Type of Business: _____

Authorized Representative: _____ Signature: _____ Designation: _____

Address: _____ Tel: _____

_____ Fax: _____

ADVERTISEMENT SIZE: _____ Deadline for Submission: _____

Please Check:

	1/4	1/2	Full Page		Cntr Fld	IFC	1st Page (R)	IBC	Last Page (L)	BC
COLOR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	COLOR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

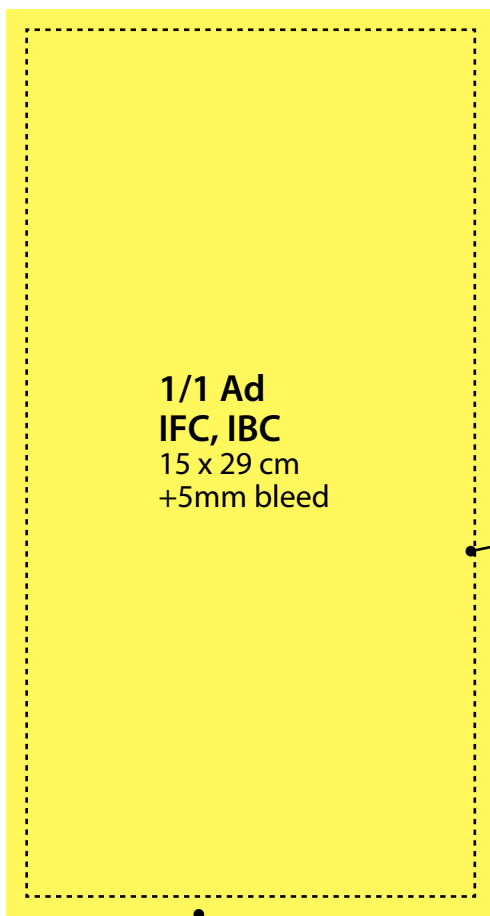
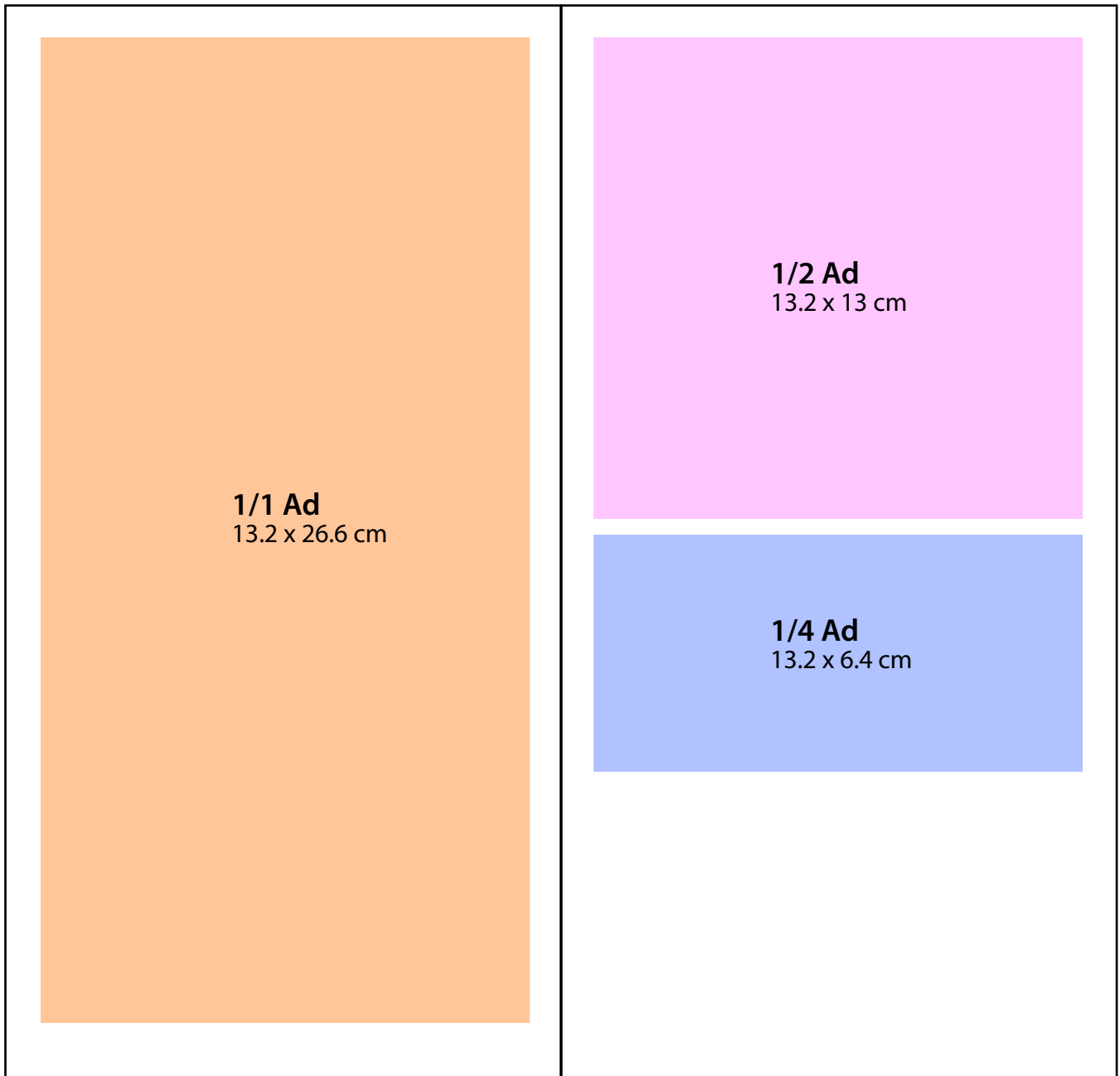
Payment Terms: Pre-paid Payment Schedule: _____

Payment will be collected by a **Step JP Printing Services Inc.**, authorized representative.
You can also pay at our office located at 2/F, 928 Bldg., A. Arnaiz Ave., Makati City

For bank payments, please deposit to our Union Bank of the Philippines Savings Account No. 0019-4000-3079 (BGC 7th Ave. Branch) Account Name: Step JP Printing Service 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.

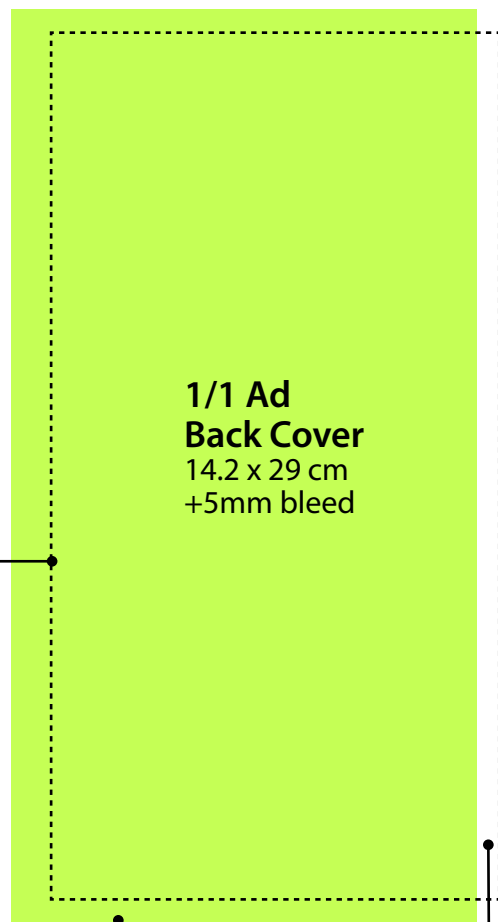
Ad Sizes Navi Manila Magazine

Width x Height



5mm bleed on all sides

Navi page size demarcation. Do not put any cutting marks or border in your ad.



5mm bleed on all sides

Navi Magazine Spine Info Area