

# TOKYO GAME SHOW 2018

## Guide for AD MENU



Sept. 20<sup>[Thu.]</sup> 21<sup>[Fri.]</sup> 22<sup>[Sat.]</sup> 23<sup>[Sun.]</sup> Makuhari Messe  
(Chiba, Japan)

Business Day	Public Day	Venue

### Notes for Data Submissions

- ▶ All the design data must be placed the logo of TOKYO GAME SHOW 2018 and exhibiting booth and hall number.
- ▶ No color proof will be available for approval.  
(Please add software application information such as application name, version, and operating system and submit until the closing date.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included on the advertising fee.  
However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to post messages associated with TOKYO GAME SHOW exhibits.
- ▶ All advertising products are subject to change for specifications, quantities, etc.
- ▶ Additional material production fee will be charged if the submission have been passed its deadline.

To Contact  
/enquiry

TOKYO GAME SHOW Overseas Management Office (OMO)  
c/o Space Media Japan Co., Ltd.

Email: tgs@smj.co.jp  
Phone: +81-3-3512-5670

# ID Charm Ribbon / Admission Ticket / Media AD

## A ID Charm Ribbon

### 【Advertising Specifications】

- Material: Braided cord
- Ad. Contents: Company name, brand name & logo
- Finish: One Color Print/ Alligator Clip
- Insertion: ID for Business Day Visitors and Press

※Bringing in straps by a sponsor is also available. Please contact the management office for detail.

Purchase Unit: 1-set/1 Unit  
Offering Unit: 1 Unit



※Photo: Sample Image

**JPY 5,400,000 per unit**

Application Deadline: June 29 (Fri.)  
Material Deadline: July 6 (Fri.)

## B Admission Tickets (back-side)

### 【Advertising Specifications】

- Material: Paper
- Size: W100mm X H30mm
- Ad. Contents: Free format
- Finish: One Color Print
- Insertion: Advance Ticket/ On The Day Ticket/ Business Day Invitation Ticket

Purchase Unit: 1-set/1 Unit  
Offering Unit: 1 Unit



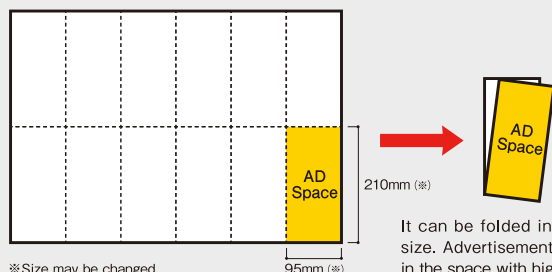
※Sample Image (TGS2017 Tickets)  
※Design, size and location are subject to change.

**JPY 540,000 per unit**

Application Deadline: May 25 (Fri.)  
Material Deadline: June 1 (Fri.)

## C TGS Official Guide Cover 4

Handy-type TGS Official Guide includes floor map, exhibitors' list, and other useful contents for TGS visitors.



※Size may be changed

95mm (※)

210mm (※)

It can be folded into carry-on size. Advertisement will be put in the space with high visibility.

### 【Advertising Specifications】

- Distribution: Free Distribution at Designated Locations
- Size: Pocket Size (W95mm X H210mm)
- Editions: For Business Day (Japanese/English)/ For Public Day (Japanese/English)
- Pagination: Cover 4

### 【Editorial Contents (Planned)】

- Floor Map
- Exhibitors' List
- TGS Forum Schedule

**JPY 2,160,000 per unit**

Application Deadline: **August 1 (Wed.), 2018**  
Material Deadline: **August 24 (Fri.), 2018**

Purchase Unit: 1 Unit  
Offering Unit: 1 Unit

## D TGS Official App + Official Website (For Smartphone)

Combination AD menu: Short Banner for TGS Official App and Official website (For Smartphone).

### 【Advertising Position】



TGS Official App

Official Website (For Smartphone)

### 【Advertising Specifications】

- Advertising Exposures: All pages on TGS Official App and Official Website (For Smartphone)
- Size: 50 pixels in heights and 320 pixels in width (Size varies depending on smartphone display size.)
- File Format: GIF or JPEG (up to 60Kb) ※Flash data can not be accepted.
- Duration  
TGS Official App: September 3 (Mon.) through September 28 (Fri.)  
Official Website (For Smartphone): July 3 (Tue.) through October 31 (Wed.)
- ※Please refer to the number of page view and sessions on next page.
- ※Non-exhibitors can also apply for this menu.  
The contents of the publication should be approved by the management office in advance.

**JPY 540,000 per unit**

\* TGS Official App & Official Website (For Smartphone) are unified advertising set.

Purchase Unit: 1 Unit  
Offering Unit: 6 Units

Available for Business Day/Public Day sites

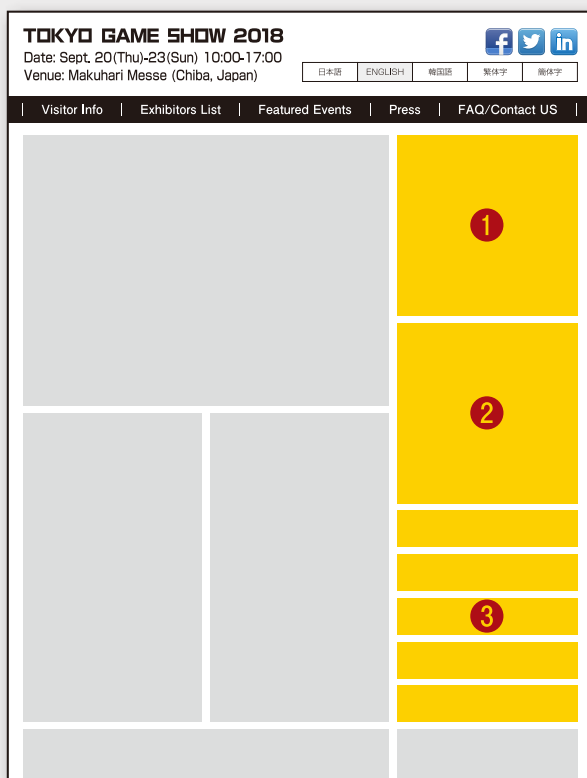
TGS Official Website (Open in July 3, 2018): <http://tgs.cesa.or.jp/en/>

#### 【 TGS Official Site Top Page Image 】



Page divided by  
"Business Day"  
and "Public Day"

#### 【 Official Website (Business Day/Public Day) Page Image 】



#### TOKYO GAME SHOW 2017 Website Statistics July 4 through October 31, 2017

**Page View: 6,466,158**  
**Smartphone View: 3,804,041**  
**Sessions: 1,855,082**  
**Smartphone Sessions: 1,091,650**

※Please be noted that page view is based the number of displayed pages and is not the number of displayed advertising.

※Advertisement position is subject to change depending on view design. Please contact for details.

※Please submit advertisement material 7 business days prior to the start of advertisement.

※Please refer to the following URL for the details of the advertisement requirement.  
<http://expo.nikkeibp.com/tgs/ad.pdf>

※Non-exhibitors can also apply for this menu.

The contents of the publication should be approved by the management office in advance.

### 1 No.1 Rectangle Banner

Running on all TGS 2018 Official Website (Business Day/Public Day)

■Size: H300(250) X W300 pixels

■File Format: GIF or JPEG (up to 100kb) ※Flash data can not be accepted.

■Running Period: From July 3 (Tue.) to October 31 (Wed.), 2018

**JPY 1,080,000** per unit

Purchase Unit: 1 Unit  
Offering Units: 2 Units

### 2 No.2 Rectangle Banner

Running on all TGS 2018 Official Website (Business Day/Public Day)

■Size: H300(250) X W300 pixels

■File Format: GIF or JPEG (up to 100kb) ※Flash data can not be accepted.

■Running Period: From July 3 (Tue.) to October 31 (Wed.), 2018

**JPY 432,000** per unit

Purchase Unit: 1 Unit  
Offering Units: 5 Units

### 3 Short Banner

Running on all TGS 2018 Official Website (Business Day/Public Day)

■Size: H60 X W300 pixels

■File Format: Flash/GIF or JPEG (up to 60kb)

■Running Period: From July 3 (Tue.) to October 31 (Wed.), 2018

**JPY 432,000** per unit

Purchase Unit: 1 Unit  
Offering Units: 5 Units

### 4 Official Video Channel Trailer

■Duration of Broadcasting: 5 Minutes

■Distribution Format: Trailer Movie Material

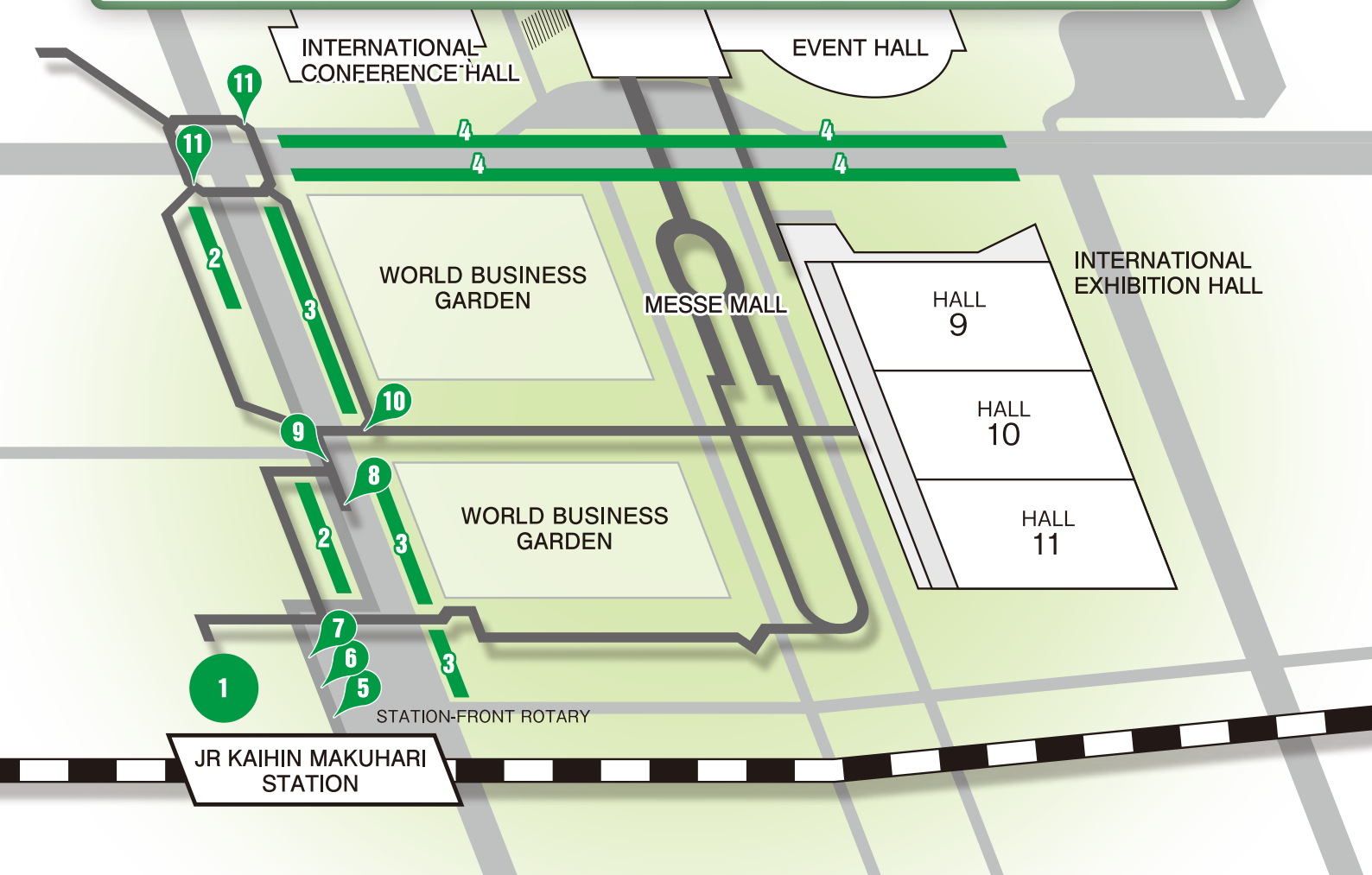
※File format, data compression method will be notified after the submission of the application.

■Broadcasting Period: September 20 (Thu.) through 23 (Sun.),  
More than 3 times/day in 4 days.

**JPY 54,000** per unit

Purchase Unit: 1 Unit  
Offering Units: 6 Units

# SPECIAL ZONE OUTDOOR ADVERTISEMENT



## 1 KAIHIN MAKUHARI Station Front Flag **NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W500mm X H2400mm (Variant/Both Sides)
- Finish: Data Output
- Location: Station Front



※Please contact OMO for more detail.

**JPY 1,944,000** per unit

Purchase Unit: 10 sets/1 Unit  
Offering Unit: 1 Units

## 2 International Street Flag A **NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street



**JPY 540,000** per unit

Purchase Unit: 10 Sets/1 Unit  
Offering Unit: 1 Unit

## 3 International Street Flag B **NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street



**JPY 594,000** per unit

Purchase Unit: 12 Sets/1 Unit  
Offering Unit: 1 Unit

## 4 Messe Street Flag **NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W500mm X H1500mm (Variant/Both Sides)
- Finish: Data Output
- Location: Messe Street



※Please contact OMO for more detail.

**JPY 4,104,000** per unit

Purchase Unit: 35 Sets/1 Unit  
Offering Unit: 1 Units





**ALL the application at SPECIAL ZONE ADVERTISEMENT will be required for screening to clear the advertisement insertion standard of the City of CHIBA. Please contact for OMO for the criteria.**

➤ **Deadline for Screening by City of CHIBA: July 6 (Fri.)**  
Application will be accepted after screening has cleared.

## 5 Station Front Shelter Banner

**Renewal**

[ Advertising Specifications ]

- Material: Fabric
- Size: W3500mm X H900mm (Both Sides)
- Finish: Data Output
- Location: Station Front Shelter (Roof Covered Sidewalk)



**JPY 1,782,000** per unit

Purchase Unit: 4 Boards (Both Sides)/1 Unit  
Offering Unit: 1 Unit

## 6 Station Front Column-Covered Advertisement

**NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W1230mm X H1800mm
- Finish: Data Output
- Location: Station Front Shelter (Roof Covered Sidewalk)



**JPY 702,000** per unit

Purchase Unit: 4 Sets/1 Unit  
Offering Unit: 1 Unit

## 7 Station Front Skywalk Fence Advertisement

**NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W1880mm X H550mm
- Finish: Data Output
- Location: Station Front Shelter (Roof Covered Sidewalk)



**JPY 756,000** per unit

Purchase Unit: 10 Sets/1 Unit  
Offering Unit: 1 Unit

## 8 PLENA Side Footbridge Upper Banner

**NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W5000mm X H450mm
- Finish: Data Output
- Location: Footbridge at PLENA Side



**JPY 216,000** per unit

Purchase Unit: 1 Set/1 Unit  
Offering Unit: 1 Unit

## 9 Footbridge Handrail Banner A

**NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W3000mm X H450mm
- Finish: Data Output
- Location: Footbridge



**JPY 1,728,000** per unit

Purchase Unit: 16 Sheets/1 Unit  
Offering Unit: 1 Unit

## 10 Footbridge Handrail Banner B

**NEW**

[ Advertising Specifications ]

- Material: Fabric
- Size: W3000mm X H450mm
- Finish: Data Output
- Location: Footbridge



**JPY 1,512,000** per unit

Purchase Unit: 14 Sheets/1 Unit  
Offering Unit: 1 Unit

## 11 Mouth-Shaped Footbridge Station Side / Makuhari Messe Side

**Renewal**



[ Advertising Specifications ]

- Material: Fabric
- Advertising Size: Station Side: W5400 X H900mm (Both Sides)  
Makuhari Messe Side: W4000mm X H900mm (Both Sides)
- Finish: Data Output
- Location: Mouth-Shaped Footbridge at International Street

**Station Side JPY 702,000** per unit

Purchase Unit: 1 Unit (Both Sides)  
Offering Unit: 1 Unit

**Messe Side JPY 756,000** per unit

Purchase Unit: 1 Unit (Both Sides)  
Offering Unit: 1 Unit

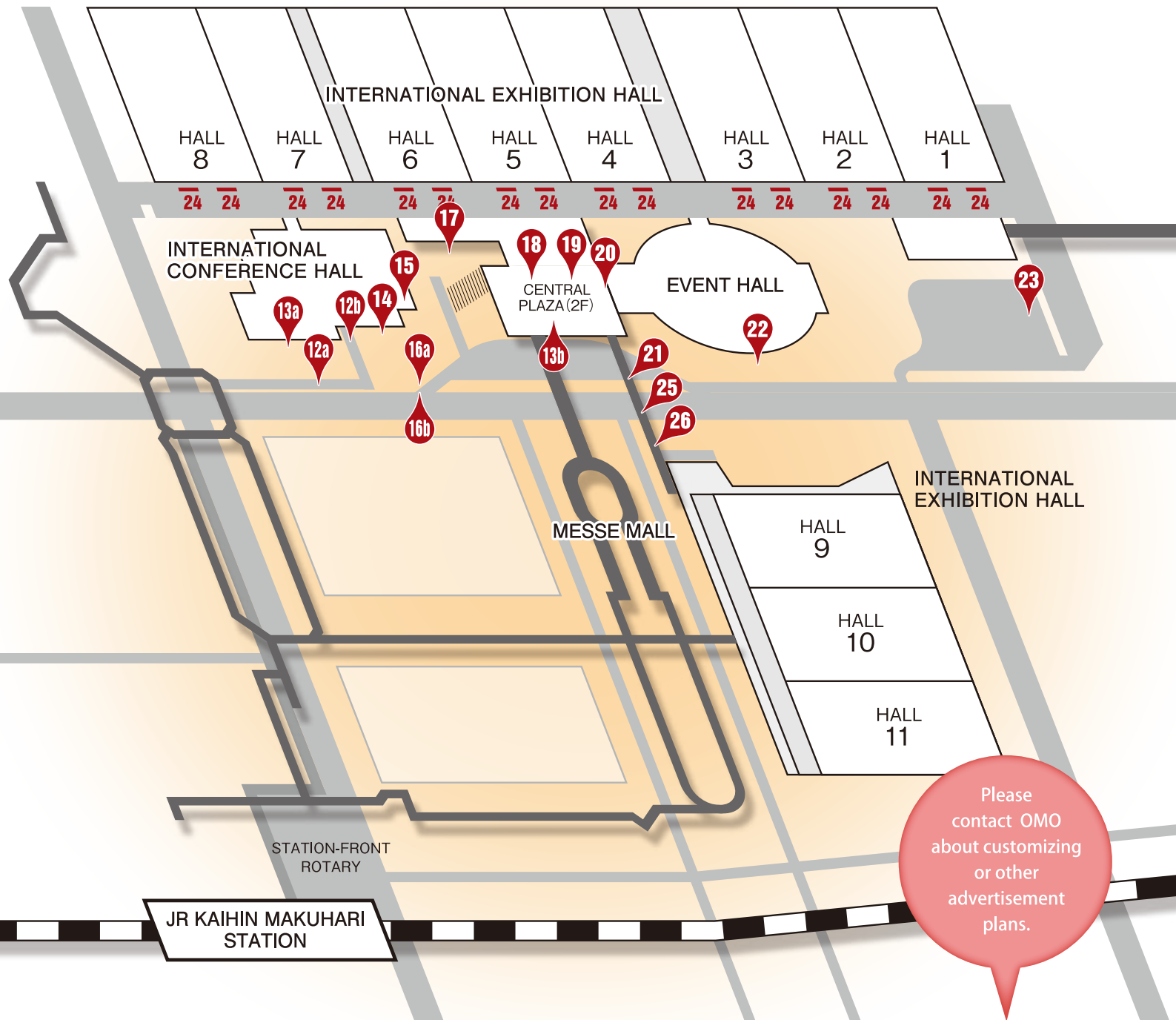
### Criteria To Keep At The Minimum at Special Zone Design in the City of CHIBA

- By using black or primary color(s) for the ground color, do not hurt existing sceneries or interfere with traffic safety.
- By using fluorescent paint, luminescent paint or material with remarkable reflection, etc., do not hurt existing sceneries or interfere with traffic safety.
- To minimize the number of text.

※Please contact for OMO for detail of the criteria.

➤ **Material Deadline : August 9 (Thu.), 2018**

# OUTDOOR ADVERTISEMENT



## 12a Arcade Banner (WBG side)

### [ Advertising Specifications ]

- Material: Fabric (Mesh Tarpaulin)
- Size: W1480mm\_180mm X H2700mm (Single Side) X4 Set
- Finish: Data Output
- Location: International Conference Hall



JPY810,000 per unit

Purchase Unit: 4 Sets/1 Unit  
Offering Unit: 2 Units

## 12b Arcade Banner (International Conference Hall side)

### [ Advertising Specifications ]

- Material: Fabric (Mesh Tarpaulin)
- Size:
  - ①W1500mm\_180mm X H3700mm (Single Side)X2 Set
  - ②W1500mm\_180mm X H3500mm (Single Side)X2 Set
- Finish: Data Output
- Location: International Conference Hall



JPY972,000 per unit

Purchase Unit: 4 Sets/1 Unit  
Offering Unit: 1 Unit

➤ Application Deadline: August 1 (Wed.), 2018 ➤ Material Deadline: August 9 (Thu.), 2018

### 13a Arched Banner 〈International Conference Hall〉

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: In Front Of International Conference Hall



**JPY 1,080,000** per unit

Purchase Unit: 8 Boards/1 Unit  
Offering Unit: 1 Unit

### 13b Arched Banner 〈Central Plaza〉

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: Central Plaza



**JPY 648,000** per unit

Purchase Unit: 4 Boards/1 Unit  
Offering Unit: 1 Unit

### 14 Floor Map Banner 〈International Conference Hall〉

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: In Front Of International Conference Hall



**JPY 1,296,000** per unit

Purchase Unit: 2 Boards/1 Unit  
Offering Unit: 1 Unit

### 15 Column-Covered Advertisement at International Conference Hall

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W1200mm X H1800mm
- Finish: Data Output
- Location: Column at International Conference Hall



**JPY 2,160,000** per unit

Purchase Unit: 12 Boards/1 Unit  
Offering Unit: 1 Unit

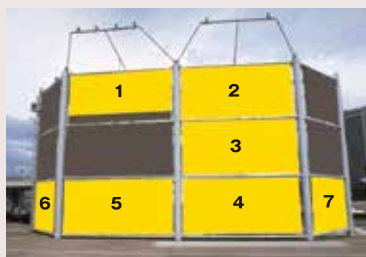
### 16a Plaza Billboard Banner 〈Large/Small〉

**[ Advertising Specifications ]**

- Material: Fabric
- Size: (Large) ① W6800mm X H2870mm (Large) ②~⑤ W6800mm X H3200mm (Small) ⑥ W3950mm X H3090mm (Small) ⑦ W4560mm X H3090mm
- Finish: Data Output
- Location: Central Entrance Plaza

**[ Multiple Banner Size ]**

- 2 Banners in Heights (2 Units): W7000mm X H6750mm
- 3 Banners in Heights (3 Units): W7000mm X H10300mm
- 2 Banners in Width (2 Units): W14500mm X H3260mm



**Large JPY 972,000** per unit  
Purchase Unit: 1 Side/1 Unit Offering Unit: 5 Units

**Small JPY 594,000** per unit  
Purchase Unit: 1 Side/1 Unit Offering Unit: 2 Units

### 16b Plaza Billboard Back Banner

**[ Advertising Specifications ]**

- Material: Fabric
- Size: a-h W6800mm X H3200mm
- Finish: Data Output
- Location: Central Entrance Plaza

**[ Multiple Banner Size ]**

- 2 Banners in Heights (2 Units): W6800mm X H6700mm
- 3 Banners in Heights (3 Units): W6800mm X H10000mm
- 2 Banners in Width (2 Units): W14200mm X H3200mm



**JPY 918,000** per unit

Purchase Unit: 1 Set/1 Unit  
Offering Unit: 8 Units

### 17 Spiral Staircase Banner

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W6000mm X H3000mm
- Finish: Data Output
- Location: Column (Foreside of Spiral Staircase at Central Entrance Plaza)



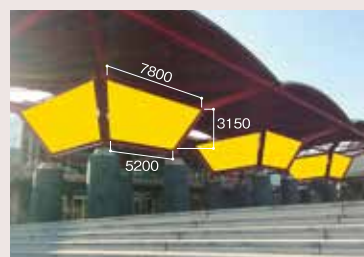
**JPY 1,404,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 1 Unit

### 18 Entrance Canopy Banner

**[ Advertising Specifications ]**

- Material: Fabric
- Size: W7800mm X H3150mm
- Finish: Data Output
- Location: Entrance Canopy at Central Plaza



**JPY 1,404,000** per unit

Purchase Unit: 1 Sheet/1 Unit  
Offering Unit: 8 Units



## 19 Column-Covered AD Under Entrance Canopy

### [ Advertising Specifications ]

- Material: Output Sheet + Board
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



**JPY 540,000** per unit

Purchase Unit: 1 Sheet (4 Sides)/1 Unit  
Offering Unit: 2 Units

## 20 Event Hall Entrance Banner at Central Plaza

### [ Advertising Specifications ]

- Material: Fabric
- Size: W11760mm X H1050mm
- Finish: Data Output
- Location: Event Hall Entrance



**JPY 594,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 1 Unit

## 21 Central Plaza Connecting Bridge Banner

### [ Advertising Specifications ]

- Material: Fabric
- Size: W2400mm X H578mm X 2
- Finish: Data Output
- Location: Central Plaza Connecting Bridge



**JPY 432,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 1 Unit

## 22 Self-Standing Banner at Event Hall Outside

### [ Advertising Specifications ]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Event Hall Outside
- Target: Public Day Visitors (September 22 & 23 only)



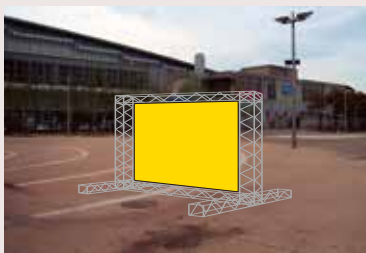
**JPY 2,700,000** per unit

Purchase Unit: 5 Boards/1 Unit  
Offering Unit: 1 Unit

## 23 Entrance Gate Welcome Board

### [ Advertising Specifications ]

- Material: Fabric
- Size: W3600mm X H1800mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 22 & 23 only)



**JPY 1,080,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 1 Unit

## 24 Exhibition Hall Window Covered Advertisement

### [ Advertising Specifications ]

- Material: Plastic Sheet
- Size: W1400mm X H670mm
- Finish: Data Output
- Location: Veune North Side Room Window X 16 at Hall 1 through 8 North Side Windows



**JPY 972,000** per unit

Purchase Unit: 1 Board/1 Unit (16 Sheets)  
Offering Unit: 1 Unit



➤ Application Deadline: August 1 (Wed.), 2018 ➤ Material Deadline: August 9 (Thu.), 2018

## 25 Connecting Bridge Glass Covered Advertisement

### 【 Advertising Specifications 】

- Material: Plastic Sheet
- Size: W1395mm X H700mm
- Finish: Data Output
- Location: Connecting Bridge Aisle

- (A) Hall 1-8 Side: 25 Units
- (B) Hall 9-11 Side: 25 Units
- (C) Hall 1-8 Side: 25 Units
- (D) Hall 9-11 Side: 25 Units



**JPY 1,890,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: (A)25 Units・(B)25 Units・(C)25 Units・(D)25 Units

## 26 Connecting Bridge Banner

### 【 Advertising Specifications 】

- Material: Fabric
- Size: ①W2000mm X H800mm ②W2000mm X H800mm
- Finish: Data Output
- Location: Connecting Bridge Aisle

※Has wind slits in the middle of the banner.



**JPY 432,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 9 Units

## 27 Entrance Self-Standing Banner

Location is decided upon consultation

### 【 Advertising Specifications 】

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Based on Consultation

※Please contact OMO for customized placement.

**JPY 594,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 7 Units

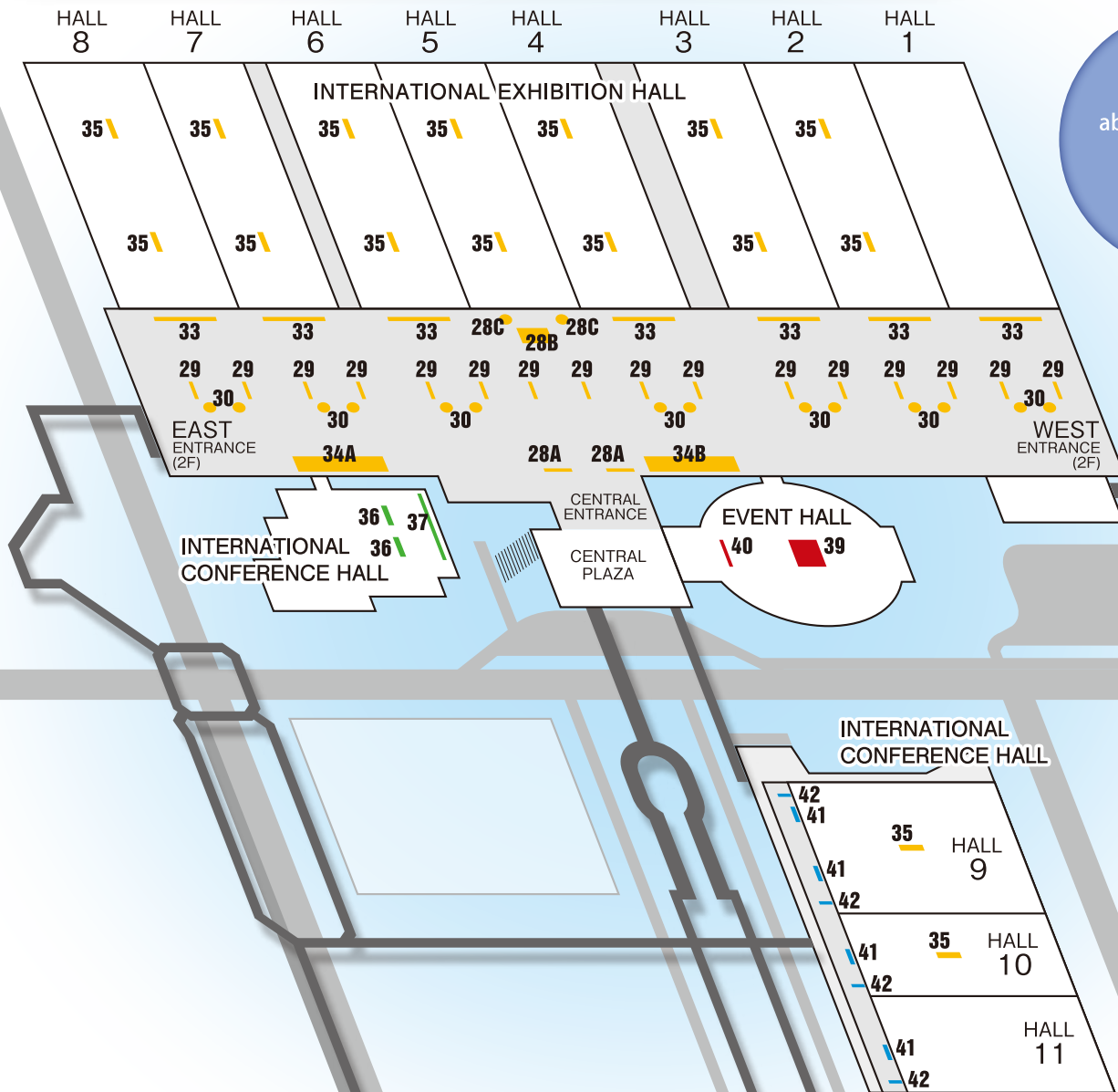


▲ 4-span used example

【 Customizing example 】 ※Please contact to OMO for more detail.



# INDOOR ADVERTISEMENT



Please contact OMO about customizing or other advertisement options.

## 28 Central Entrance Welcome Signage



### [ A Hanging Banner Advertising Specifications ]

- Material: Fabric
- Size: W2700mm X H2700mm
- Finish: Data Output

### [ B Floor Seal Advertising Specifications ]

- Material: Plastic Sheets
- Size: Upon Consultation
- Finish: Data Output + Lamination
- Location: 2F Central Entrance
- ※ The location of Floor Seal will be adjusted after the consultation.
- Target: September 20-21 / All Business Day Visitors  
September 22-23 / Part of Visitors  
(Onsite Tickets Holders, Re-entering Visitors, etc.)

### [ C Column Covered Advertisement ]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output

**A JPY432,000** per unit

Purchase Unit: 1 Sheet/1 Unit Offering unit: 2 Units

**B JPY54,000** per sqm

Purchase Unit: 1 Sheet/1 Unit Offering unit: 1 Unit

**C JPY432,000** per unit

Purchase Unit: 2 Sheet/1 Unit Offering unit: 1 Unit

➤ Application Deadline: August 1 (Wed.), 2018 ➤ Material Deadline: August 9 (Thu.), 2018

## 29 Central Mall Banner

[ Advertising Specifications ]

- Material: Woodwork Panel + Output Sheet
- Size: W5000mm X H950mm (both sides)
- Finish: Data Output
- Location: Central Mall



**JPY486,000** per unit

Purchase Unit: 1 Sheet (both sides)/1 Unit  
Offering Unit: 16 Units

## 30 Central Mall Column Covered Signage

[ Advertising Specifications ]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output
- Location: Central Mall



**JPY432,000** per unit

Purchase Unit: 2 Walls/1 Unit  
Offering Unit: 7 Units

## 31 Ad-Wall

Location is decided upon consultation

[ Advertising Specifications ]

- Material: Output Sheet
- Size: W950mm X H2300mm (4 sides)
- Finish: Data Output
- Location: Upon Consultation (in public spaces only)

[ Options ]

- A. With Catalog Pockets**
  - 9 Catalog Pockets Per Side
  - Additional Charge: JPY32,400 per side
- B. With Display Monitor**
  - 42-inch display monitor with speaker
  - Additional Charge: JPY216,000 per side



**JPY432,000** per unit

Purchase Unit: 1 Wall (4 sides)/1 Unit  
Offering Unit: 7 Units



Example of customized option A: with Catalog Pockets

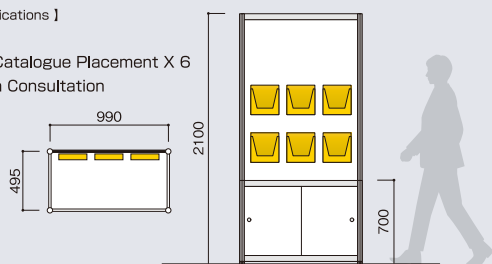


Example of customized option B: with Display Monitor

## 32 Catalogue Exhibition Corner

[ Advertising Specifications ]

- Material: Flatbed + A4 Catalogue Placement X 6
- Location: Upon Consultation



**JPY 108,000** per unit

Purchase Unit: 1 Stand/1 Unit  
Offering Unit: 5 Units

## 33 Central Mall Glass Wall Signage

[ Advertising Specifications ]

- Material: Woodwork Panel + Output Sheet
- Size: W7900mm X H2500mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



**JPY918,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 7 Units

## 34 Carpet Banner

[ Advertising Specifications ] ■Material: (AD Space) Output Plastic Sheet, (Carpet Space) Punch Carpet  
■Finish: Data Output Please contact OMO for the location.



**A** Size: W900mm X H900mm (9 places)



**B** Size: W900mm X H900mm (9 places)

**A JPY 756,000** per unit

Purchase Unit: 1 Board/1 Unit Offering Unit: 1 Unit

**B JPY 756,000** per unit

Purchase Unit: 1 Board/1 Unit Offering Unit: 1 Unit

## 35 Exhibit Area Signage Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W3000mm X H3000mm (Both Sides)
- Finish: Data Output
- Location: Hanging from the Ceiling of Each Hall

※The location in Hall 9-11 may be changed due to the flow planning. Please contact OMO for the details.



**JPY594,000** per unit

Purchase Unit: 1 Board/1 Unit  
Offering Unit: 16 Units



➤ Application Deadline: August 1 (Wed.), 2018 ➤ Material Deadline: August 9 (Thu.), 2018

## 36 Business Meeting Area Standing Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W890mm X H2000mm
- Finish: Data Output
- Location: Business Meeting Area Entrance International Conference Hall



※Business Days only  
(September 20 & 21)

**A,B JPY 324,000 per unit**

Purchase Unit: 2 Banners/1 Unit  
Offering Unit: 2 Units

## 37 Business Meeting Area Hanging Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W2000mm X H1800mm
- Finish: Data Output
- Location: Business Meeting Area at International Conference Hall



※Business Days only  
(September 20 & 21)

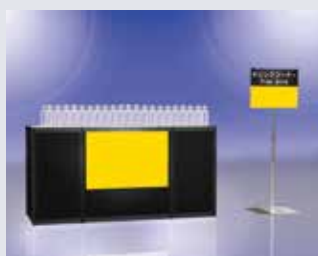
**JPY 756,000 per unit**

Purchase Unit: 4 Banners/1 Unit  
Offering Unit: 4 Units

## 38 Business Meeting Area Beverage Sponsorship

[ Advertising Specifications ]

- Inclusive Items:
  - Advertisement at Drink Counter
  - Advertisement on Corner Signage
  - Beverages
  - Beverage Distribution Staff
- Location: Foyer at International Conference Hall



※Complimentary mineral water bottles are provided.  
※Business Days only (September 20 & 21)

**JPY 756,000 per unit**

Purchase Unit: 1 Sponsorship/1 Unit  
Offering Unit: 1 Unit

## 39 Event Hall Hanging Banner

[ Advertising Specifications ]

- Material: Fabric (Both Sides)
- Size: W8000mm X H4000mm
- Finish: Data Output
- Location: Event Hall



**JPY 2,160,000 per unit**

Purchase Unit: 2 Sides/1 Unit  
Offering Unit: 1 Unit

## 40 Event Hall (1F) Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W7700mm X H1500mm
- Finish: Data Output
- Location: Event Hall



※Banner may be less visible due to temporary stairs.

**JPY 378,000 per unit**

Purchase Unit: 1 Banner/1 Unit  
Offering Unit: 1 Unit

## 41 Entrance Banner at Hall 9-11

[ Advertising Specifications ]

- Material: Plastic Sheet
- Size: W1400mm X H4100mm
- Finish: Data Output
- Location: Entrance at Hall 9-11



**JPY 648,000 per unit**

Purchase Unit: 2 Boards/1 Unit  
Offering Unit: 4 Units

## 42 Esplanade Banner

[ Advertising Specifications ]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm (Both Sides)
- Building Frame Size: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade



**JPY 540,000 per unit**

Purchase Unit: 1 Board (Both Sides)/1 Unit  
Offering Unit: 4 Units

## 43 Cosplay Area Photo Session Back Panel

[ Advertising Specifications ] ※Public Days only  
(Sep. 22 & 23)

- Material: Panel
- Size: W2000mm X H2400mm
- Finish: Data Output
- Location: Cosplay Area



※Example:  
4 sides use



Location:  
Cosplay Area (Indoor) at Hall 9

**JPY 108,000 per unit**

Purchase Unit: 1 Wall/1 Unit  
Offering Unit: 10 Units

# TOKYO GAME SHOW 2018 AD MENU Application Form

Please send the form by fax or email to the TGS Overseas Management Office (OMO). Note: TGS OMO will accept application on a first-come and first-served basis.

Company Name:

Bill to (if different):

Contact Person:

Email:

Phone:

Application Date:

Signature:

No.	Items	Purchase Unit	Unit Price (Tax incl.)	Number of Order	Total Price (Tax incl.)
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## ID Charm Ribbon / Admission Ticket / Media Advertisements

A	ID Charm Ribbon	1 Unit	JPY 5,400,000	×	JPY
B	Admission Tickets (back side)	1 Unit	JPY 540,000	×	JPY
C	Official Guide Cover 4	1 Unit	JPY 2,160,000	×	JPY
D	TGS Official App + Official Website (For Smartphone)	1 Unit	JPY 540,000	×	JPY
E	Official Website (PC)	Type: 【	】	×	JPY

## SPECIAL ZONE OUTDOOR ADVERTISEMENT

1	KAIHIN MAKUHARI Station Front Flag	10 Sets/1Unit	JPY 1,944,000	×	JPY
2	International Street Flag A	10 Sets/1Unit	JPY 540,000	×	JPY
3	International Street Flag B	12 Sets/1Unit	JPY 594,000	×	JPY
4	Messe Street Flag	35 Sets/1 Unit	JPY 4,104,000	×	JPY
5	Station Front Shelter Banner	4 Boards/1 Unit	JPY 1,782,000	×	JPY
6	Station Front Column-Covered Advertisement	4 Sets/1 Unit	JPY 702,000	×	JPY
7	Station Front Sidewalk Fence Advertisement	10 Sets/1Unit	JPY 756,000	×	JPY
8	PLENA Side Footbridge Upper Banner	1 Set/1 Unit	JPY 216,000	×	JPY
9	Footbridge Handrail Banner A	16 Shees/1 Unit	JPY 1,728,000	×	JPY
10	Footbridge Handrail Banner B	14 Shees/1 Unit	JPY 1,512,000	×	JPY
11	Mouth-Shaped Footbridge Banner	Type: 【	】	×	JPY

## OUTDOOR ADVERTISEMENT

12	a, Arcade Banner (WBG Side)	4 Sets/1 Unit	JPY 810,000	×	JPY
	b, Arcade Banner (International Conference Hall Side)	4 Sets/1 Unit	JPY 972,000	×	JPY
13	a, Arched Banner (International Conference Hall)	8 Boards/1 Unit	JPY 1,080,000	×	JPY
	b, Arched Banner (Central Plaza)	4 Boards/1 Unit	JPY 648,000	×	JPY
14	Floor Map Banner (International Conference Hall)	2 Boards/1 Unit	JPY 1,296,000	×	JPY
15	Column-Covered AD at International Conference Hall	12 Boards/1 Unit	JPY 2,160,000	×	JPY
16	a, Plaza Billboard Banner (Large / Small)	Type: 【			

## INDOOR ADVERTISEMENT

28	Central Entrance Welcome Signage	Type: [	
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※All the above price are included 8% local tax.

TOTAL ¥

ENQUIRY/APPLICATION \_\_\_\_\_

TGS Overseas Management Office (OMO)  
c/o Space Media Japan Co., Ltd.

Email: [tgs@smj.co.jp](mailto:tgs@smj.co.jp)

Phone: +81-3-3512-5670

Fax: +81-3-3512-5680

## Notes for Data Submissions

- ▶ All the design data must be placed the logo of TOKYO GAME SHOW 2018 and exhibiting booth and hall number.
- ▶ No color proof will be available for approval.  
(Please add software application information such as application name, version, and operating system and submit until the closing date.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included on the advertising fee.  
However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to post messages associated with TOKYO GAME SHOW exhibits.
- ▶ All advertising products are subject to change for specifications, quantities, etc.
- ▶ Additional material production fee will be charged if the submission have been passed its deadline.

《 Please download the ad menu application form from the link below. 》

<http://tgs.cesa.or.jp/en/>