

**Advertise in the Nagoya Calendar**  
**- Nagoya's Monthly English Information Bulletin for Foreign Residents -**

As a part of its activities the Nagoya International Center issues a monthly information bulletin intended for foreigners residing in or visiting Nagoya. Content varies from month to month offering a wide variety of information on upcoming events and information necessary for and useful in daily life. Because of this service, the Nagoya Calendar is highly regarded among the foreign community.

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|-----------------------|---|
| <b>1 Publication</b>  | Nagoya Calendar (English version)   |
| <b>2 Issue Date</b>   | Every month on the 1 <sup>st</sup> of the month   |
| <b>3 Copies</b>       | 6,000 copies  |
| <b>4 Distribution</b> | Foreign nationals residing in Nagoya, Consulates in Nagoya, public libraries, exchange student centers at universities and research facilities in Aichi Prefecture, tourist information centers, public organizations, Nagoya International Center members, and visitors to the center. |
| <b>5 Dimensions</b>   | A4 size   |
| <b>6 Total Pages</b>  | 12 pages including advertisements   |
| <b>7 Language</b>     | English   |
| <b>8 Content</b>      | Notices from the Nagoya International Center, local movie times, events at theaters, museums and sports facilities, tourist information, bilingual TV program listings, daily life information, bulletin board for readers, and notices from Nagoya City Hall, among others.            |

**9 Advertising Standards**

The Nagoya International Center reserves the right to publish advertisements that are beneficial to the Center and **will decline** applications that fall under at least one of the following criteria:

**(1) Content**

- a. Advertisements which breach laws or regulations.
- b. Advertisements which go against public order and morals.
- c. Advertisements which infringe on human rights, discriminate, or defame.
- d. Advertisements of political or religious nature.
- e. Advertisements which address specific principles.
- f. Advertisements which slander or defame others.
- g. Advertisements which do not identify the sponsor.
- h. Advertisements which are unclear, ambiguous, or deceptive, or are in danger of being mistaken for something else.

## **(2) Industries or businesses**

- a. Advertisements from businesses that are related to amusement business as defined by article 2 of the Act on Control and Improvement of Amusement Business (Act No. 112 of 1948).
- b. Advertisements from businesses that are related to money-lending as defined by article 2 of the Money-Lending Business Control and Regulation Law (Act No. 32 of 1983).
- c. Advertisements from businesses that are currently affected by or are in the process of reorganization as defined by the Civil Rehabilitation Law.
- d. Advertisements from businesses that are related to commodity futures.
- e. Advertisements from businesses that are related to non-legally approved medical care or medical treatments.
- f. Advertisers who under the guidance of administrative power from the government, have not improved their advertisements.
- g. Industries or businesses are related to social issues.

## **(3) Other - Advertisement media that are deemed inappropriate**

- 10 Applications**            Application Forms - by the 1<sup>st</sup> of the month *two* months in advance of the issue you wish to advertise in.  
Data - by the 1<sup>st</sup> of the month *one* month in advance of the issue you wish to advertise in; please e-mail ads in final form to [info@nic-nagoya.or.jp](mailto:info@nic-nagoya.or.jp).
- 11 Placement Period**        One Month to 1 Year (Renewal is possible)
- 12 Ad Placement**            The publisher is in charge of layout, ad placement is at their discretion.

### 13 Rates

As shown below. Advertisers receive a 10% saving if they pay the full amount in advance for a 1 year contract and a 15% saving if they pay the full amount in advance for the 2<sup>nd</sup> year of a contract.

	Size		Dimensions	Monthly Rate (Yen)	1 <sup>st</sup> Year of a contract (Yen)	2 <sup>nd</sup> Year of a contract (Yen)
<b>Inside Page (Black and White)</b>	1	Logo	3.5 cm x 3.5 cm	7,000	75,600	71,400
	2	1/12	6.5 cm x 6 cm	6,000	64,800	61,200
	3	1/8	3.3 cm x 18 cm	9,000	97,200	91,800
	4		6.5 cm x 9 cm			
	5	1/4	6.5 cm x 18 cm	18,000	194,400	183,600
<b>Inside Page (Full Colour)</b>	6	Logo	3.5 cm x 3.5 cm	8,000	86,400	81,600
	7	1/12	6.5 cm x 6 cm	7,000	75,600	71,400
	8	1/8	3.3 cm x 18 cm	11,000	118,800	112,200
	9		6.5 cm x 9 cm			
	10	1/4	6.5 cm x 18 cm	22,000	237,600	224,400
	11	1/2	13.5 cm x 18 cm	41,000	442,800	418,200
	12	Full Page	27.5 cm x 18 cm	82,000	885,600	836,400
<b>Back Cover (Full Colour)</b>	13	1/12	6.5 cm x 6 cm	8,000	86,400	81,600
	14	1/8	3.3 cm x 18 cm	12,000	129,600	122,400
	15		6.5 cm x 9 cm			
	16	1/4	6.5 cm x 18 cm	25,000	270,000	255,000
	17	1/2	13.5 cm x 18 cm	46,000	496,800	469,200
	18	Full Page	27.5 cm x 18 cm	92,000	993,600	938,400
	<b>Front Cover (Full Colour)</b>	19	1/12	6.5 cm x 6 cm	10,000	108,000
20		1/8	3.3 cm x 18 cm	15,000	162,000	153,000
21			6.5 cm x 9 cm			
22		1/4	6.5 cm x 18 cm	30,000	324,000	306,000

### 14 Payment

Payment is in advance before the advertisement period and should be made by the date stated on the invoice issued by the Nagoya International Center. In general, rates are nonrefundable.

### 15 Other

Changes to the content of the advertisement can be made if the Nagoya International Center is informed and provided with an updated digital version of the advertisement by the 20<sup>th</sup> of the month *two* months in advance of the

**16 Further Inquiries**

scheduled advertisement month.

450-0100

Nagoya City, Nakamura-ku,

Nagono 1-47-1,

Nagoya International Center Building 3F

Public Relations and Information Services Division

Tel 052-581-0100 Fax 052-571-4673

e-mail: [info@nic-nagoya.or.jp](mailto:info@nic-nagoya.or.jp)

## Application to Advertise in the Nagoya Calendar (English & Portuguese Version)

「ナゴヤ カレンダー (英語・ポルトガル語)」 広告掲載申込書

Date (YY/MM/DD) \_\_\_\_\_

To the Nagoya International Center, Chair of the Board of Directors

Organization:	
Address:	〒
Representative:	(印)

I would like to submit an application to place an advertisement in the Nagoya Calendar.

I have read and agree to the terms and conditions as stated in the application notes.

Placement Period	From : ____ (Year) ____ (Month) To: ____ (Year) ____ (Month)		
Contact Person & Tel	Name: Tel: E-mail:		
Desired Placement	English Edition		<i>From the price lists (see separate paper) select the desired version and the design number (1-22)</i>  <i>Example №.6 Logo</i> <i>or №2 3.3 x 18cm</i>
	Portuguese Edition		
Method of Payment	Bank of Tokyo-Mitsubishi UFJ, Nagoya Ekimae Branch Account No.: (普通) 2119494 Account name: Zaidanhoujin Nagoya Kokusai Center Koukoku-ryo shunyu-guchi  三菱東京 UFJ 銀行 名古屋駅前支店 普通 2119494 口座名: 財団法人 名古屋国際センター広告料収入口		