

NIKKEI VOICE

THE NATIONAL NEWSPAPER FOR JAPANESE CANADIANS

Media Package 2015 – 2016

www.nikkeivoice.ca



Advertise with Nikkei Voice

About Nikkei Voice

Published 10 times a year, Nikkei Voice is a 16 page monthly publication with paid subscriptions that number approximately 1,600 with a growing circulation at the Pearson and Vancouver International Airports. Nikkei Voice has recently launched nikkeivoice.ca in March 2014, with a growing reader base of 85000 since its inception.

- › Meet a tailored demographic of Japanese and Japanese Canadians in Canada
- › Reach hundreds of business class travelers in both Pearson International and Vancouver International Airports
- › Get noticed by over 5000 visitors to our website each month
- › Our advertisement options are affordable and convenient
- › Change your ad any time free of charge
- › Prepay today and take advantage of our discount plans

Join Nikkei Voice's family of advertisers!



Print Advertisement Rates

Nikkei Voice Monthly Advertising Rates – Print
Ad Specifications: CMYK PDF Only (contact: editor@nikkeivoice.ca for details)

Width (Inches)	Height (Inches)	Page Measure	Price (B&W)	Price (Colour)
11	17	Full page	\$640 + HST	\$980 + HST
11	8.5	1/2 page	\$320 + HST	\$490 + HST
6.5	4	1/4 page	\$160 + HST	\$245 + HST
4	4	1/5 page	\$128 + HST	\$196 + HST
4	3	1/6 page	\$107 + HST	\$163 + HST
3	2	1/12 page	\$53 + HST	\$82 + HST



Please note: images are not drawn to scale, measured in inches (width by height). Effective June 1st, 2014, prices are subject to change without notice. *For long-term advertisers - If you prepay your account for 10 months (8 regular issues + 2 double issues throughout the year), you are eligible for a 12.5% discount + 2 complimentary months thereafter. Opening a pre-paid account can begin at any time. Please contact us at business@nikkeivoice.ca for details.

Online Advertisement Rates

Nikkei Voice Monthly Advertising Rates – Online
Ad Specifications: RGB PNG or GIF (contact: editor@nikkeivoice.ca for details)

Ad Type	Width*	Height*	Regular Price	Discounted**
Banner Ad	468 pixels	60 pixels	\$140 + HST	\$119 + HST
Regular Ad	280 pixels	200 pixels	\$100 + HST	\$85 + HST

Effective July 29, 2015, prices are subject to change without notice.

*Online ads must not deviate from these measurements for best results

**Receive a 15% discount on our monthly ad rates when you advertise in the Nikkei Voice newspaper. Must advertise in print and online in the same period.

Long-time Advertiser Benefits

For long-term advertisers: If you prepay your account for 12 months (please note that rates are charged on a monthly basis), you are eligible for a 12.5% discount. Opening a prepaid account can begin at any time. Please contact us at: business@nikkeivoice.ca for details.

Please note: Banner Ads are charged monthly and cannot be prepaid.

