

NATIONAL GEOGRAPHIC. JP -Initial Pages-Site Map and Concept



NATIONAL GEOGRAPHIC. JP – MEDIA GUIDE TO ADVERTISERS



Fixed Rectangle Banner (Upper) **500,000JPY /Month**

- Banner Size: 300 or 250(H) X 300(W) pixels
- File Size: GIF/FLASH/JPEG up to 50Kb.
- Exclusive to 1 Advertiser per month
- Banner to be posted from the first day through the last day of a month.
- Estimated Impressions: 700,000 imp

Fixed Rectangle Banner (Under) **300,000JPY /Month**

- Banner Size: 300 or 250(H) X 300(W) pixels
- File Size: GIF/FLASH/JPEG up to 50Kb.
- Exclusive to 1 Advertiser per month
- Banner to be posted from the first day through the last day of a month.
- Estimated Impressions: 700,000 imp

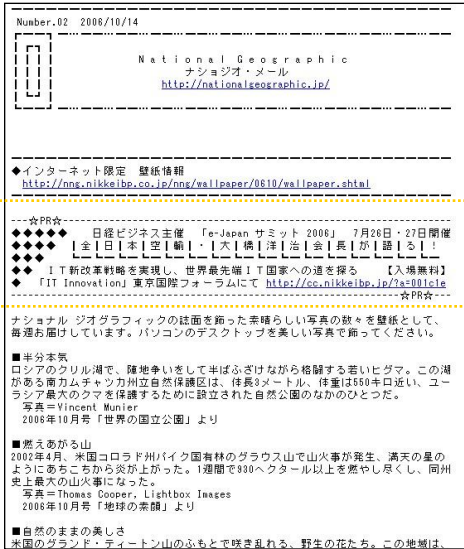
Fixed PR Text Ad **200,000JPY / Month**

- Max. 38 full-size characters
- Exclusive to 3 Advertisers
- Appeared on NATIONAL GEOGRAPHIC.JP Top Page/Web NG Top page/Photo Pages
- Text Linkage: Max. 1 link only
- Exposure Duration Unit: 1-Month From the first day through the last day of a month
- Estimated Impressions: 200,000 imp

Web Special Site/Other Options

Web special site and other micro sites connected from the above advertising menus are available. Pls. contact the below for more detail.

■ NATIONAL GEOGRAPHIC. JP E-Mail News Letter Header Text Advertisement



Header Text Advertisement 200,000JPY/Distribution

- Header Ad: 38 full-size characters X 5 lines
- Distribution (Execution):
once a week +
sale date of National geographic magazine
- Number of Subscriber: 40,248 (As of June 1, 2010)

■ NATIONAL GEOGRAPHIC. JP PV Report of July 2011

- Monthly Page Views : 1,025,159 PV
- Monthly Unique Browsers: 118,644 UB