

Application guideline for Advertising

1. Advertising in printed proceedings and program

- (1) Medium name : Printed proceedings and program of the 77th annual meeting of the Japanese Society of Microscopy (JSM) (A4 size)
- (2) Distribution target : All JSM members, participants on the day, supporting companies
- (3) Number of circulation : 2,100
- (4) Publication time :
- Program : Mid-April 2021 (planned)
- Printed proceedings : First day of the JSM meeting
- (5) Fee:

	Place of advertising	Size (Color)	Fee (tax incl.)	Number
①	Fourth cover (Outside back cover)	A4 1 page (B&W)	¥121,000	1
②	Second cover (Inside front cover)	A4 1 page (B&W)	¥99,000	1
③	Third cover (Inside back cover)	A4 1 page (B&W)	¥88,000	1
④	Facing third cover	A4 1 page (B&W)	¥77,000	1
⑤	Back matter 1 page	A4 1 page (B&W)	¥66,000	10
⑥	Back matter 1/2 page	A4 1/2 page (B&W)	¥33,000	10

※The order of publication will be decided by the organizer, so please leave it to us.

- (6) Manuscript : Please send the complete block copy (data submission) and PDF for printing (outlined) to the management office by e-mail or mail.
- (7) Application deadlines : **Friday, March 12, 2021**
- (8) Manuscript submission deadline : **Friday, March 12, 2021**

* If the planned number of exhibition booths is not reached, the application deadlines may be extended, so please contact the JSM 77th Annual Meeting Management Office.

2. Banner advertising

(1) Banner ads place : Top page of the 77th annual meeting homepage (planned at the bottom of "What's New")

※After confirming payment, we will post on a first-come, first-served basis.

(2) Number of banner ads place : 5 (planned)

(3) Specifications : Display banner size 194(Horizontal)×50(Vertical) pixels

※If the aspect ratio is different, it may look crushed or rough.

File format : PING / GIF / JPEG (Flash not possible)

Please prepare the banner data at your company.

Link destination : Company homepage or page listing own products

(4) Posting period: From after application to the end of the meeting (planned)

(5) Fee : ¥110,000 (tax incl.)

(6) Notes

- If the JSM office determines that the content of the advertisement is inappropriate for the banner after it has been posted, it shall be possible to cancel the banner posting without waiting for the termination of the contract.
- After applying, an invoice will be issued, so please transfer the amount stated on the invoice to the designated account by the payment deadline. If payment cannot be confirmed, the posting may be withdrawn.
- We will give one printed proceedings to companies that cooperated with advertising and banner advertising.

(There is no invitation to the social gathering.)

3. Place of Application and block copy delivery address

The JSM 77th Annual Meeting Management Office, JTB Ibaraki Minami Branch

Takezono 2-2-4, the 2nd ISSEI building 3F

TEL: 029-860-2872 FAX: 029-854-1664

E-mail : mice-tsukuba@jtb.com

FAX destination : 029-854-1664 or
 E-mail destination : mice-tsukuba@jtb.com
 (To the JSM 77th Annual Meeting Management Office)

Deadlines for applications : March 12, 2021

Advertising application form

Date : Month /Day /Year

1. Name of applicant

Company			
Department			
person in charge			
Address	〒/Postal code		
	※Invoices will be sent to the above address and the person in charge.		
TEL		FAX	
E-mail			

2. Application details (※Please circle your desired application)

	Place of advertising	Size (Color)	Fee (tax incl.)	1st choice (Circle here)	2nd choice (Circle here)
①	Fourth cover (Outside back cover)	A4 1 page (B&W)	¥121,000		
②	Second cover (Inside front cover)	A4 1 page (B&W)	¥99,000		
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⑤	Back matter 1 page	A4 1 page (B&W)	¥66,000		
⑥	Back matter 1/2 page	A4 1/2 page (B&W)	¥33,000		
Others					
⑦	HP banner ads		¥110,000		

3. Contact information

The JSM 77th Annual Meeting Management Office, JTB Ibaraki Minami Branch
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