

Sponsorship Package

ads@nichubeiweekly.org





BECOME A SPONSOR

 **Diamond..... \$20,000**

 **Gold..... \$5,000**

 **Platinum..... \$10,000**

 **Silver..... \$2,000**

 **Bronze..... \$1,000**

Package	Diamond	Platinum	Gold	Silver	Bronze
12 FP/4C: Nichi Bei Weekly (NBW) print & Digital Ads	✓				
2015 Japanese Culture & Cherry Blossom Festival Guide ads (same size as annual run)	✓	✓			
12 HP/4C NBW print & digital ads		✓			
12 QP/BW NBW print & digital ads			✓		
12 E1 size BW NBW print & digital ads				✓	
12 E2 size BW NBW print & digital ads					✓
Company Banner on Nichi Bei e-newsletter	✓				
Company Banner on Nichi Bei Digital Edition	✓				
Company Banner on Nichi Bei website	✓	✓			
Company Logo on SF Japantown Map & Directory	✓	✓			
Community Resource Guide Ad (see sponsor level details)	✓	✓	✓	✓	✓
Fifth Anniversary Program Booklet Ad (see sponsor level details)	✓	✓	✓	✓	✓
Company listed as official Fifth Anniversary sponsor on event promotional materials	✓	✓	✓	✓	✓

*If you have any questions, please call our office at 415-673-1009 or email us at ads@nichibeiweekly.org.
Sponsorship packages valid through 2015.*



Ad Sizes

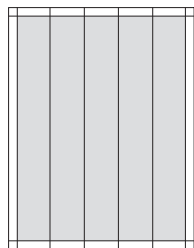
E-mail: ads@nichibeiveekly.org for more information.

Full Page

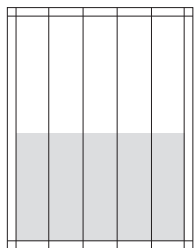
9.75" W x 13.00" H

Half Page

9.75" W x 6.25" H



Full Page



Half Page

1/4 Page

5.75" W x 6.25" H

1/8 Page

3.75" W x 6.25" H

E-1

3.75" W x 4.38" H

E-2

3.75" W x 2.88" H

E-3

3.75" W x 1.38" H

E-4

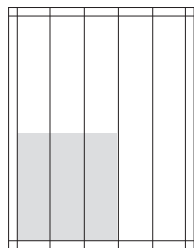
1.82" W x 2.88" H

E-5

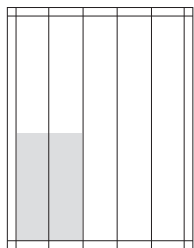
1.82" W x 4.38" H

Business Card

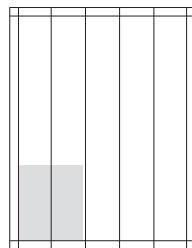
3.75" W x 2.00" H



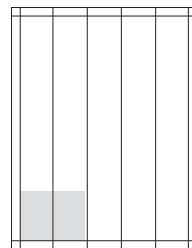
1/4 Page



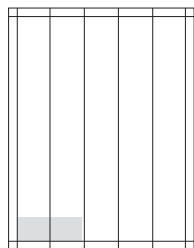
1/8 Page



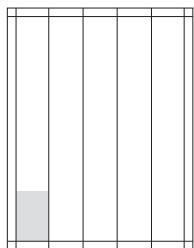
E-1



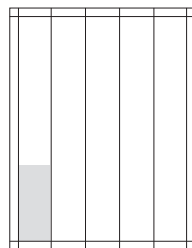
E-2



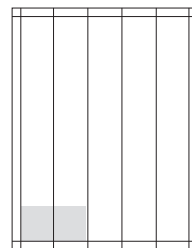
E-3



E-4



E-5



Business Card



Advertising Specifications & Digital File Requirements

- Ads must be submitted as PDF files at 300 dpi
- Color ads must be converted to CMYK with spot designation removed
- All fonts must be embedded in PDF
- For partial or non-bleeding ads, build design document to ad size
- Transparency layers must be flattened using high resolution setting or rasterized prior to creation of PDF and file submission
- Verify any overprinting issues (trapping, knockout, etc)

E-mail files to ads@nichibeiveekly.org

CONDITIONS: Proofing is ultimately the client's responsibility. Advertisers and agencies assume all liability for advertisement content. Nichi Bei Weekly/Nichi Bei Foundation liability for any error will not exceed the charge for the advertisement in question. An ad design fee is applied if the advertiser and/or agency requests changes to artwork or copy after the ad has been submitted, or extensive manipulation of images or text is required to create the advertisement. All additional fees will be discussed before any charges are incurred. Nichi Bei Weekly/Nichi Bei Foundation takes no responsibility for reproduction if the above advertising specifications & digital file requirements are not met.

If you have any questions, please call our office at 415-673-1009 or email us at ads@nichibeiveekly.org.
Sponsorship packages valid through 2015.



SPONSORSHIP LEVEL DETAILS

\$20,000 – DIAMOND Sponsor
(Total Value \$41,520)

BENEFITS	DETAILS	AD SIZE
12 Full-Page, 4C, Monthly Ads in Nichi Bei Weekly Print Edition and Digital Edition (Digital Ads linked to your company website), Premium Position	Includes: 2015 Japanese Culture & Cherry Blossom Festival Guide, 2015 Obon & Summer Festival Guide, 2016 New Year's Edition. Ad run Feb. 2015 – Jan. 2016	9.75"W x 13.00"H
Company Banner on Nichi Bei Digital Edition (Digital Ads linked to company website)	Sep. 2014 – Dec. 2015	Premium Position
Company Banner on Nichi Bei e-newsletter	Sep. 2014 – Dec. 2015	Premium Position
Company Banner on Nichi Bei website	September 2014 - August 2015	Premium Position
Japantown Map & Directory Sponsorship	Company Logo on the Map/Directory and the cover of the 2015 Japanese Culture & Cherry Blossom Festival Guide	Large Size Logo
Community Resource Guide: Full-Page, 4C Ad	2015 Edition	7.125"W x 9.25"H
Fifth Anniversary Program Booklet: Full-Page, 4C Ad	Premium Position	7.125"W x 9.25"H

\$10,000 – PLATINUM Sponsor
(Total Value \$22,115)

BENEFITS	DETAILS	AD SIZE
12 Half-Page, 4C, Monthly Ads in Nichi Bei Weekly print edition and digital edition (Digital Ads linked to your company website)	Includes: 2015 Japanese Culture & Cherry Blossom Festival Guide, 2015 Obon & Summer Festival Guide, 2016 New Year's Edition	9.75"W x 6.25"H
Company Banner on Nichi Bei website	Sep. 2014 – Dec. 2015	Right position
Japantown Map & Directory Sponsorship	Company logo on the map/directory and the cover of the 2015 Japanese Culture & Cherry Blossom Guide	Medium size logo
Community Resource Guide: Half-Page, 4C Ad	2015 edition	7.125"W x 4.55"H
Fifth Anniversary Program Booklet: Half-page, 4C Ad		7.125"W x 4.55"H

If you have any questions, please call our office at 415-673-1009 or email us at ads@nichibeiweekly.org. Sponsorship packages valid through 2015.





SPONSORSHIP LEVEL DETAILS



Sponsorship packages valid through 2015.

\$5,000 – GOLD Sponsor (Total Value \$11,145)

BENEFITS

12 Quarter-Page size, BW Ads
in Nichi Bei Weekly Print & Digital Edition
(all Digital Ads linked to your company website).

Community Resource Guide: Quarter-Page, 4C Ad

Fifth Anniversary Program Booklet: Quarter-Page 4C Ad

DETAILS

Includes: 2015 Obon & Summer Festival Guide,
2015 New Year's Edition. Does not include the
Japanese Culture & Cherry Festival Blossom Guide

2015 Edition

AD SIZE

5.75"W x 6.25"H

3.5"W x 4.55"H

3.5"W x 4.55"H

\$2,000 – SILVER Sponsor (Total Value \$3,860)

BENEFITS

12 E1 size, BW Ads
in Nichi Bei Weekly Print & Digital Edition
(Digital Ads linked to your company website)

Community Resource Guide: Business card size, 4C Ad

Fifth Anniversary Program Booklet: Business Card size, 4C Ad

DETAILS

Includes: 2015 Obon & Summer Festival Guide,
2015 New Year's Edition. Does not include the
Japanese Culture & Cherry Blossom Festival Guide).

2015 Edition

AD SIZE

3.75"W x 4.38"H

3.5"W x 2.2"H

3.5"W x 2.2"H

\$1,000 – BRONZE Sponsor (Total Value \$2,030)

BENEFITS

12 E2 Page size BW Ads in Nichi Bei Weekly Print & Digital
Edition (Digital Ads linked to your company website)

Community Resource Guide: Business Card size, 4C Ad

Fifth Anniversary Program Booklet: Business Card size, 4C Ad

DETAILS

Includes: 2015 Obon & Summer Festival Guide,
2015 New Year's Edition. Does not include the
Japanese Culture & Cherry Blossom Festival Guide.

2015 Edition

AD SIZE

3.75"W x 4.38"H

3.5"W x 2.2"H

3.5"W x 2.2"H

\$500 – COMMUNITY Sponsor (Total Value \$1,250)

BENEFITS

12 Business Card size BW Ads in Nichi Bei Weekly Print &
Digital Edition (Digital Ads linked to your company website)

Fifth Anniversary Program Booklet: Business Card size, 4C Ad

DETAILS

Includes: Obon & Summer Festival Guide 2015,
New Year's Edition 2015. Does not include the
Japanese Culture & Cherry Blossom Festival Guide.

AD SIZE

3.75"W x 2.00"H

3.5"W x 2.2"H