

# THE SAN DIEGO YU-YU

Serving as the Japanese Community's gateway to San Diego for over 34 years!



SD's No.1 Japanese Publication  
Where East Meets West  
Every Other Week!

International Times, Corp.  
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< Effective January 1, 2021 >

## **REACHING THE JAPANESE & JAPANESE AMERICAN COMMUNITY**

Our goal is to help you (our advertisers) get results! By helping you achieve success we all benefit and nothing makes us happier. As you may know, Japanese people are known to value long-term relationships and this also holds true when they choose goods and services. Therefore, from our experience, for your advertising dollar to be most effective, ads are best run on a consistent basis. As readers see your ad over time, they recognize your name or product and this in turn instills in your future customers the idea that you are a steady and reliable business. To assist you in establishing this consistent presence in San Diego, the YU-YU offers volume discounts for advertisers committing to run ads multiple times (please see our enclosed rate chart for details) ranging from 5%-40%.

## **YU-YU OVERVIEW**

Published since October 1987, the San Diego YU-YU is well known as San Diego's premier Japanese language publication targeting the San Diego's Japanese & Japanese American Community.

The YU-YU is distributed free on the 1st and 16th of each month throughout San Diego County. Our bi-weekly run of 7,000 issues is distributed to over 100 selected and highly traveled locations within the Japanese Community, including popular restaurants, grocery stores, schools, churches, hotels, travel agencies, bookstores, gift shops, etc.

What's Inside: Every two weeks the YU-YU we provide our readers with feature articles of interest on San Diego life styles in general, as well as pertinent news and events of specific interest to the Japanese Community, as well as, things to do and places to see in and around Southern California.

We also feature comprehensive listings of events, theaters, concerts, and sports; Japanese TV scheduling; video, book, and film reviews; travel and recreational guides; professional columns on real estate, medicine, matters of law, and education; cartoons; classified advertisements and the like as reader, seasonal interest, and space dictate.

## **General Policies**

Advertisers agree to abide by and conform to the standards, typography, style and rates as established by the SD International Times (publisher). Accordingly, we reserve the right to reject or cancel any advertisement submitted, at our discretion, which in our opinion does not conform to the standards of the publication.

Payment is due in full within 15 days following the date of billing. Payment not received at such time may be subject to the accruing of late fees.

## **Publication Dates**

The YU-YU is published on the 1st and 16th of each month (bi-weekly or 24 issues a year) with certain exceptions made to accommodate print scheduling and holidays, etc.

## **Deadlines for Display Ads**

All New Ad Submissions are required two weeks BEFORE the publication date. The deadline for camera ready copy is 7 days prior to the date of issue, and two weeks earlier if proofs are required to be submitted for approval or extensive typesetting is required.

\* During holiday weeks, ad deadlines will be advanced. Accordingly, we reserve the right to adjust the closing dates.

## **Circulation and Distribution**

The bulk of our distribution is selectively delivered where it can do you the most good, to areas frequented by the resident Japanese and Japanese-Americans of Southern California.

- Total Circulation: 7,000
  - Distribution Breakdown:
    - San Diego County: 6,800
      - The city of San Diego: 5,750
      - North S.D. County: 500
      - East S.D. County: 50
      - South S.D. County: 500
    - Other Area: 200
- < as of January 1, 2015 >

## **Distribution Areas**

- **San Diego**
  - Downtown San Diego, Hillcrest, East San Diego, Mission Valley,
  - Ocean Beach, Pacific Beach, Kearny Mesa, Clairemont, Serra Mesa,
  - Miramar, Mira Mesa, Rancho Bernardo, Southeast San Diego, College Area, La Jolla, University City, National City, Chula Vista, Spring Valley,
  - La Mesa, El Cajon, Solana Beach, Encinitas, Carlsbad, Oceanside, Vista, San Marcos, Escondido
- \* The remainder of our distribution is by subscription to individuals, businesses and organizations, community centers, and other locations of hi-impact for the Japanese Community.

## ■ **Electronic File Requirements:**

**Formats:** PDF (preferably PDF/X-1a), EPS, TIF, or Native File with fonts and linked graphics

**Acceptable Applications for Native Files:** InDesign CS, Photoshop CS, or Illustrator CS

### **All media must include:**

- Fonts must be included with native files or embedded in file unless saved as outlines.
- Color ads must be created in CMYK color format.
- Do not make black-and-white ads in RGB color format. Use Grayscale please.
- Image resolution is 170 dpi for black-and-white ads and 300 dpi for color ads.
- A proof must accompany your file (pdf, jpg, fax or hard copy, and color if your ad is color.)  
Include advertisers company name, contact person and phone number.
- PDF files must have embedded fonts.

Ads can be submitted through e-mail (ad@sandiegoyuyu.com) or on CD-ROM.

## ■ **Notice of Liability:**

The order or request for all advertisements shall be deemed to be a representation to the publisher by the agency and/or advertiser that they are properly authorized to publish the entire contents and subject matter thereof. It is also understood that when advertisements containing the names, pictures and/or testimonials of persons, whether living or dead, are submitted for publication, the order or request for such publication shall be deemed to be a representation by the agency and/or advertiser that they have obtained all necessary written consent for such use. In consideration of publication of an advertisement, the agency and/or advertiser, jointly and severally, agree that they shall indemnify and save the publisher, its agents, and employees harmless from and against all damages, losses, liabilities, including any and all expenses incurred whatsoever.

## ■ **Ad Placement:**

While we always endeavor to meet our customer's requests regarding ad placement generally speaking Ad placement can only be guaranteed by the payment of an additional placement fee, such additional fee to be 20% of the regular rate for the ad in question, unless otherwise specified. Otherwise ad placement is at our discretion.

- \* Positions in any of the special sections, such as the front, inside front, back, and inside back covers, are exceptions to the rule.
- \* Unless otherwise specified, the San Diego YU-YU reserves the right to place your ad in the section that we feel most closely relates to your product or service.

## ■ **Proofs:**

Proofs are not for making design changes; they are intended for the purpose of confirming information only. All changes to copy will be subject to a minimum charge of \$15, more complicated revisions may be billed at the Artwork rate of \$30 per hour.

## Regular Rates (レギュラー料金)

< Black and White >

(per issue)

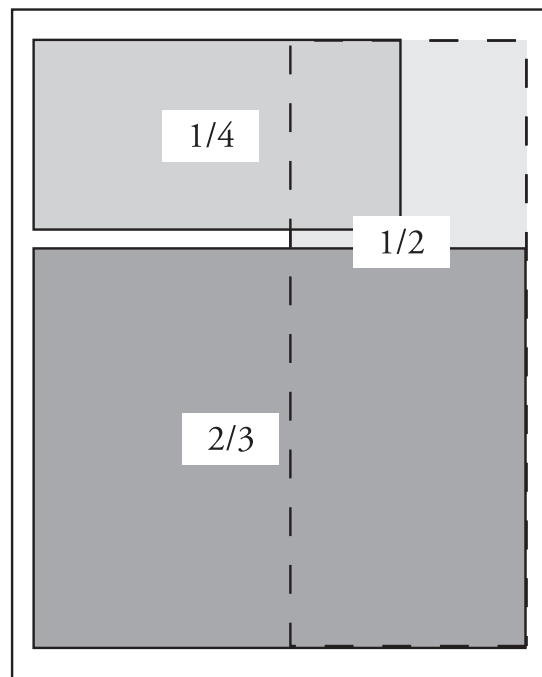
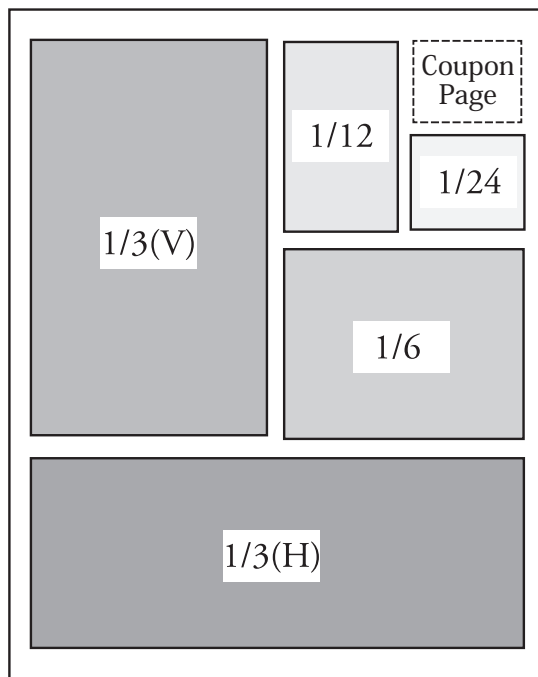
Page Fractions	Units	Regular Price	Width	Height
Full Page Bleed	24 <sup>+</sup>	\$1,050	10.625"	12"
Full Page	24	890	9.75"	11"
2/3 Page	16	735	9.75"	7.25"
1/2 Page	12	500	4.75"	11"
1/3 Page Vertical	8	380	4.75"	7.25"
1/3 Page Horizontal	8	380	9.75"	3.5"
1/4 Page	6	290	7.25"	3.5"
1/6 Page	4	210	4.75"	3.5"
1/12 Page	2	110	2.25 "	3.5"
1/24 Page	1	58	2.25 "	1.625"
Coupon Page	1	35	2.25 "	1.625"

(Rates effective January 1, 2021)

\* Most advertising in the San Diego YU-YU conforms to our standard page fractions.

\* Long term contract rates are applied to the advertisements which run 3 times or more.

\* All artwork required, including composition, typesetting, translation, paste-up, etc., will be billed at a rate of \$30 per hour. Additional costs will be incurred for special orders such as photos and reverse print.



## Regular Rates (レギュラー料金)

< Color >

(per issue)

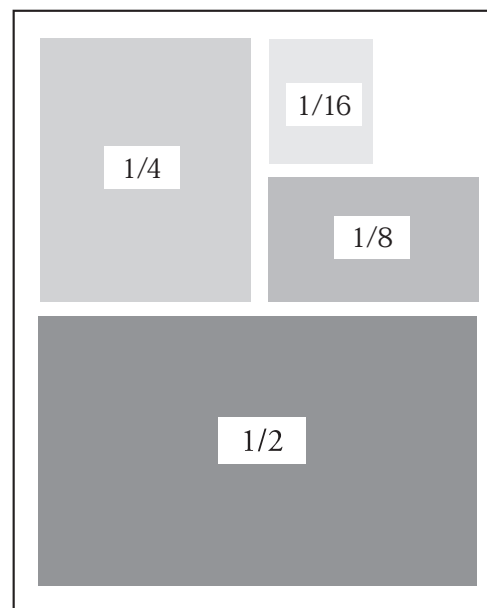
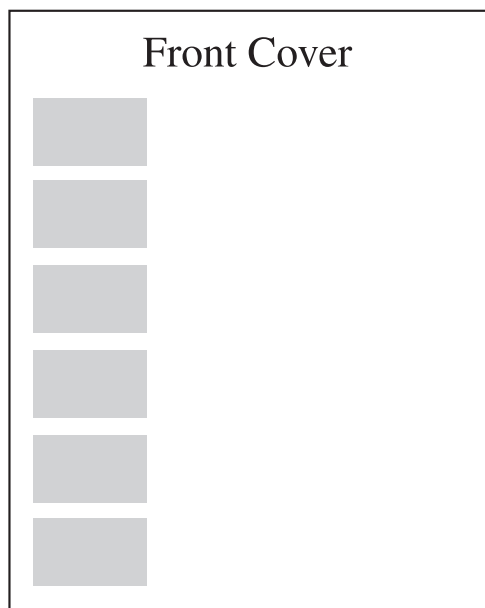
Page Fractions	Units	Regular Price	Width	Height
<Front Cover>				
Special Space	1	\$340	2.5"	1.5"
<Back Cover>				
Full Page Bleed	24 <sup>+</sup>	1,700	10.625"	12"
Full Page	24	1,550	9.75"	11.25"
1/2 Page	12	900	9.75"	5.5"
<Inside Front Cover>				
Full Page Bleed	24 <sup>+</sup>	1,600	10.625"	12"
Full Page	24	1,450	9.75"	11.25"
1/2 Page	12	800	9.75"	5.5"
<Inside Back Cover>				
Full Page Bleed	24 <sup>+</sup>	1,550	10.625"	12"
Full Page	24	1,400	9.75"	11.25"
1/2 Page	12	750	9.75"	5.5"
<Inside>				
Full Page Bleed	24 <sup>+</sup>	1,400	10.625"	12"
Full Page	24	1,200	9.75"	11.25"
1/2 Page	12	700	9.75"	5.5"
1/4 Page	6	400	4.75"	5.5"
1/8 Page	3	250	4.75"	2.625"
1/16 Page	1.5	135	2.25"	2.625"

(Rates effective January 1, 2021)

\* Most advertising in the San Diego YU-YU conforms to our standard page fractions.

\* Long term contract rates are applied to the advertisements which run 3 times or more.

\* All artwork required, including composition, typesetting, translation, paste-up, etc., will be billed at a rate of \$30 per hour. Additional costs will be incurred for special orders such as photos and reverse print.

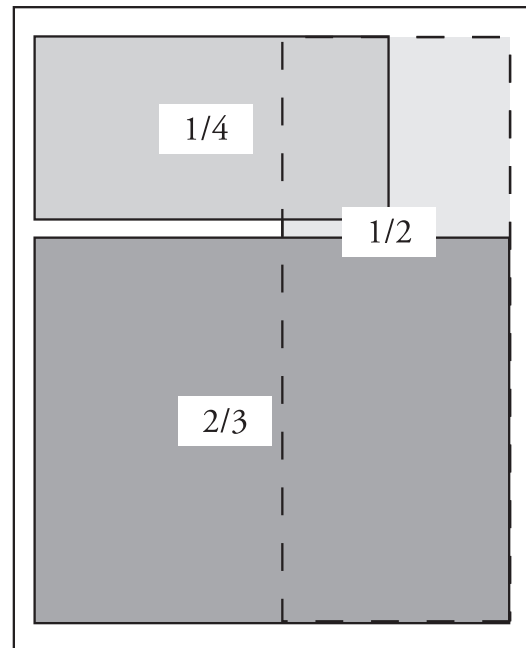
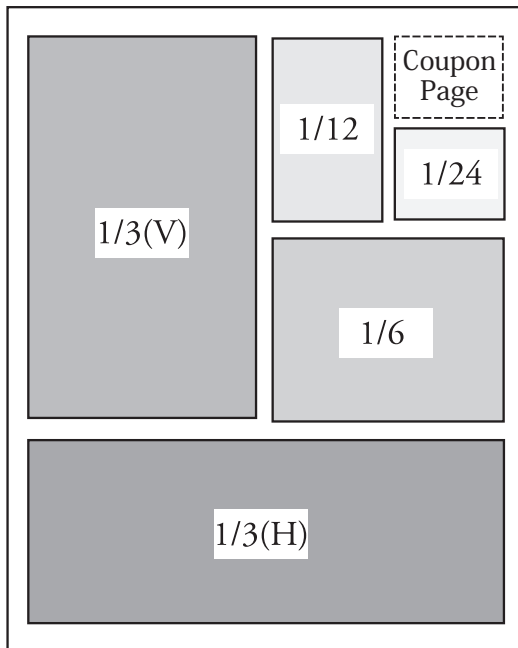


## Long Term Contract Rates (長期契約料金)

< Black and White >		Discount Price				(per issue)
Page Fractions	Reg .	3-5 times 5% off	6-11 times 10% off	12-23 times 20% off	24 times 40% off	
Full Page Bleed	\$1,050	\$997	\$945	\$840	\$630	
Full Page	890	845	801	712	534	
2/3 Page	735	698	661	588	441	
1/2 Page	500	475	450	400	300	
1/3 Page (H)	380	361	342	304	228	
1/3 Page (V)	380	361	342	304	228	
1/4 Page	290	275	261	232	174	
1/6 Page	210	199	189	168	126	
1/12 Page	110	104	99	88	66	
1/24 Page	58	55	52	46	34	
Coupon Page	35	(Flat Rate Only)				

(Rates effective January 1, 2021)

\* The long term contract rates are strictly ruled by 3 - 24 times contracts made between advertisers and the San Diego YU-YU. Advertisements which do not meet these conditions will be charged at the regular rate.

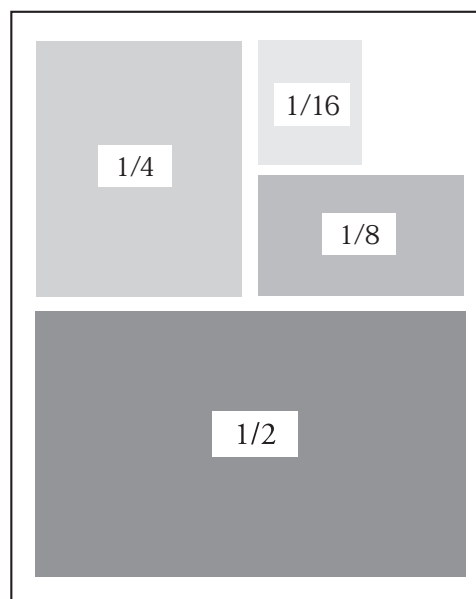
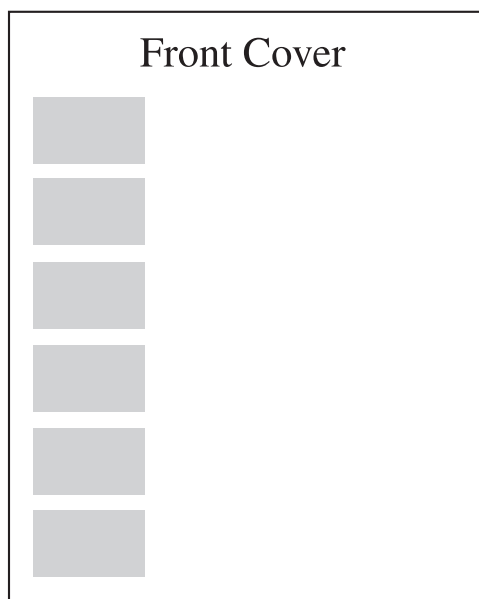


## Long Term Contract Rates (長期契約料金)

< Color >		Discount Price				(per issue)
Page Fractions	Reg .	3-5 times 5% off	6-11time 10%off	12-23times 20% off	24 times 40% of	
<Front Cover>						
Special Space	\$340	\$323	\$306	\$272	\$204	
<Back Cover>						
Full Page Bleed	1,700	1,615	1,530	1,360	1,020	
Full Page	1,550	1,472	1,395	1,240	930	
1/2 Page	900	855	810	720	540	
<Inside Front Cover>						
Full Page Bleed	1,600	1,520	1,440	1,280	960	
Full Page	1,450	1,377	1,305	1,160	870	
1/2 Page	800	760	720	640	480	
<Inside Back Cover>						
Full Page Bleed	1,550	1,472	1,395	1,240	930	
Full Page	1,400	1,330	1,260	1,120	840	
1/2 Page	750	712	675	600	450	
<Inside>						
Full Page Bleed	1,400	1,330	1,260	1,120	840	
Full Page	1,200	1,140	1,080	960	720	
1/2 Page	700	665	630	560	420	
1/4 Page	400	380	360	320	240	
1/8 Page	250	237	225	200	150	
1/16 Page	135	128	122	108	80	

(Rates effective January 1, 2021)

\* The long term contract rates are strictly ruled by 3 - 24 times contracts made between advertisers and the San Diego YU-YU. Advertisements which do not meet these conditions will be charged at the regular rate.







ADVERTISEMENT ORDER FORM (ディスプレイ広告申込書)

Customer#: \_\_\_\_\_

1. Company Name (会社名) : \_\_\_\_\_

2. Type of Business (職種) : \_\_\_\_\_

3. Address (所在地) : \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

4. Phone Number (電話) : \_\_\_\_\_ Fax Number (ファックス) : \_\_\_\_\_

5. Contact Person (担当者) : \_\_\_\_\_

6. Size of Ad (広告サイズ) :  Front Cover  Back Cover  Inside Front Cover  Inside Back cover

Full Page Bleed  Full Page  2/3 Page  1/2 Page  1/3 Page (V/H)  1/4 Page

1/6 Page  1/8C Page  1/12 Page  1/16C Page  1/24 Page  Coupon Page

7. Total No. of Insertion (掲載回数) : \_\_\_\_\_

Please check the date(s) to run. (掲載日をチェックして下さい)

\_\_\_\_\_  1/1  1/16  2/1  2/16  3/1  3/16  4/1  4/16  5/1  5/16  6/1  6/16

\_\_\_\_\_  7/1  7/16  8/1  8/16  9/1  9/16  10/1  10/16  11/1  11/16  12/1  12/16

\_\_\_\_\_  1/1  1/16  2/1  2/16  3/1  3/16  4/1  4/16  5/1  5/16  6/1  6/16

\_\_\_\_\_  7/1  7/16  8/1  8/16  9/1  9/16  10/1  10/16  11/1  11/16  12/1  12/16

8. Ad Design (広告デザイン) :

Enclosed is a camera-ready ad properly sized. No artwork is required. (完全版下を郵送します)

Use the same ad run on \_\_\_ / \_\_\_ / \_\_\_ issue of the Int'l Times. ( \_\_\_ 年 \_\_\_ 月 \_\_\_ 日発行分と同じ広告を使って下さい)

Enclosed is a printed ad sample, but I want to change something. Please estimate the artwork fee, and fax (mail) a draft copy for approval. (広告サンプルを送りますが、変更があります。広告修正の見積り費用、広告の見本を送って下さい)

Enclosed is a design for my ad. Please estimate the artwork fee, and fax (mail) a draft copy for approval. (広告デザインを別紙に書きました。広告製作の見積り費用、広告の見本を送って下さい)

Artwork is required. Please send me a sales representative first. (広告担当者を派遣して下さい)

9. Payment (支払方法) :

◆ Insertion Fee:  Total amount enclosed. (@\$ \_\_\_\_\_ per issue x \_\_\_\_\_ time(s) x \_\_\_\_\_ = \$ \_\_\_\_\_)

※ 10% cash discount is applied to an advance one-time payment for a 24 times insertion contract. 5% cash discount is applied to a 24 times insertion contract on condition that 50% is payable in advance and balance due within 6 months.

Bill me each month. (分割払い) (@\$ \_\_\_\_\_ per issue x \_\_\_\_\_ time(s) = \$ \_\_\_\_\_)

◆ Artwork Fee:  Bill me later. (後払い) Typesetting \$ \_\_\_\_\_, PMT photo \$ \_\_\_\_\_.

※ Please submit your order two weeks before the publishing date. The deadline for camera-ready copy is 7 day prior to the date of issue, and two weeks earlier if the proofs must be submitted for approval or extensive typesetting is required.

※ The long term contract rates are strictly ruled by 3 - 24 times contracts made between advertisers and International Times Corp. Advertisements which do not meet these conditions will be charged at the regular rate. Payment is due in full within 15 days following the date of billing. A service charge of 1.5% per month (18% annual percentage rate) will be imposed on charges unpaid after 30 days. If legal action be instituted on the invoice, the debtor is liable for all costs of collection, including such sum as the Court may fix as attorney's fees.

※ By signing the following authorization both the individual and/or the company they represented agree to be held jointly severally liable for any and all debts incurred as a result at this contract.

Authorized by: Signature \_\_\_\_\_ Date: \_\_\_\_\_

Print \_\_\_\_\_

International Times, Corp.