

VOGUE.COM
Tie-up Package Menu

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Editorial Tie-up Ad Menu Information

Editorial Tie-up Menu List

Menu Name	Induced Frame	No. of Pages	Price	Remarks
A: format type	Basic induced frame	•HTML 1 page (※ No Flash)	¥1,000,000/month	<ul style="list-style-type: none"> • This plan is available in one types. • Please provide visual (positive) and manuscript materials. * A separate charge will be required n the case that VOGUE.COM produces these materials.
B: custom type	Basic induced frame	•HTML 1 page	¥1,200,000/month	<ul style="list-style-type: none"> • Please provide visual (positive) and manuscript materials. * A separate charge will be required n the case that VOGUE.COM produces these materials.
C: Regular Plan	Basic induced frame	•HTML 2 pages •Pop up 8 points (* If HTML 3 pages, Pop up 4 points)	¥1,700,000/month	<ul style="list-style-type: none"> • Please provide visual (positive) and manuscript materials. * A separate charge will be required n the case that VOGUE.COM produces these materials.
D: Premium Plan	Basic induced frame	•Front Cover HTML 1 page •HTML 3 pages •Pop up 6 points	¥2,500,000/month	<ul style="list-style-type: none"> • Please provide visual (positive) and manuscript materials. * A separate charge will be required n the case that VOGUE.COM produces these materials.
E:Full Order Plan	Basic induced frame	•by counsel	¥3,500,000~/month	<ul style="list-style-type: none"> • estimate by volume of the content.

➤The advertorial will start from AM 10:00~.And when the finish date in on the weekend, it will be moved to the next week day at AM 9:59.

➤When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another opportunities equivalent to those losses.

[In the case of material production by VOGUE.COM]

- Materials gathering (store, materials, event materials, etc.) requires a separate charge of ¥100,000.
- * Materials gathering (2 hours standard), manuscript approx, A4 2 pages in length
- Model shooting (1~2 cuts) requires a separate charge of ¥400,000.
- Product/merchandise shooting (8~10 pieces, small items) requires a separate charge of ¥250,000.
- * If you wish to designate a specific photographer, stylist, model, etc., or if shooting takes place at a distant location, separate charges will be required.
- In the case that photographic material purchasing is required, a separate charge may be made under consultation.
- Secondary usage fees are charged separately in respect of all materials costs.
- * Our goal is to use 30% the original material.

Details of Each Editorial Tie-up Page

A: Format Type Induced Frame Charge Table

■ Charge: A Format Type ¥1,000,000

■ Induced Frame Insertion Position & Details

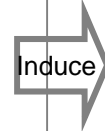
<TOP Page>

<Category TOP Page>

<Mail Magazine>

※ Sometimes the pick-up banner is displayed in different places on different pages.

<p>① Pick-up [Permanent]</p>	<p>② Category-Pick up [Permanent] ③ Relevant category top new info.</p>	<p>④ Mail Magazine Pick-up [Permanent] Distribution 38,000/each Tue. & Fri. throughout the period</p>
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■ Editorial tie-up page



To client's site

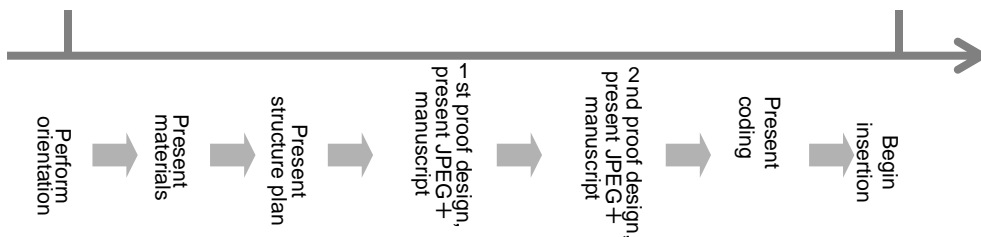
Insertion Unit	1 month (no renewal)	Insertion Start Date	Any weekday (consideration based on consultation)
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➢The advertorial will start from AM 10:00~.And when the finish date in on the weekend, it will be moved to the next week day at AM 9:59.

■ Production Progress Image

20 days in advance

Insertion start date



HTML 1page (width 670pixel)

- ※size of images will be adjusted
- ※we have set menu with magazine VOGUE
- ※Flash : not available
- ※addition of pop-up is available: ¥30,000-70,000/1 piece

B: custom Type Induced Frame Charge Table

- Charge: B Custom Type ¥1,200,000
 B Custom Type+EDM set ¥1,600,000
 ※This is a reasonable set that contains customsolution(B) and same design EDM.

■ Induced Frame Insertion Position & Details

<TOP Page>

< Category TOP Page>

<Mail Magazine>

※ Sometimes the pick-up banner is displayed in different places on different pages.

① Pick-up [Permanent]	② Category-Pick up [Permanent] ③ Relevant category top new info.	④ Mail Magazine Pick-up [Permanent] Distribution 38,000/each Tue. & Fri. throughout the period
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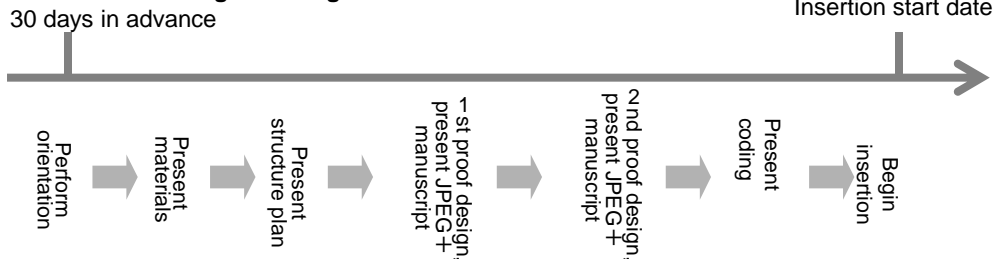


- Example of Editorial tie-up page HTML 1page (width 670pixel)
 Rich appeal is possible by using flash partially

Insertion Unit	1 month (no renewal)	Insertion Start Date	Any weekday (consideration based on consultation)
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➢The advertorial will start from AM 10:00~. And when the finish date in on the weekend, it will be moved to the next week day at AM 9:59.

■ Production Progress Image






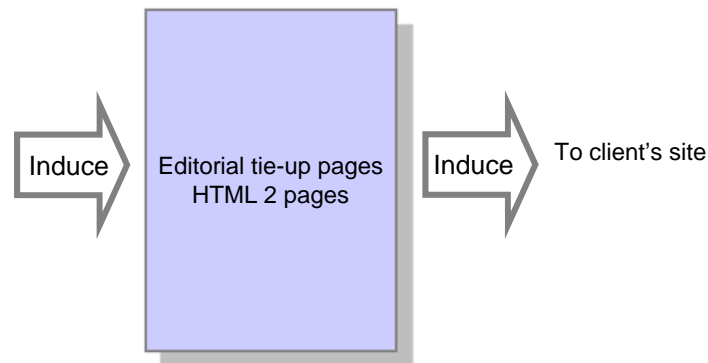
- ※Flash: available for only title and images
 see option menu list(p.13), additional charge :Level4 or over
- ※addition of pop-up is available: ¥30,000-70,000/1piece
- ※Flash+pop-up are unavailable in EDM for set.
- ※Link Button :up to 3points
 JavaScript is available. ※Please approach us in advance

C: Regular Plan Induced Frame Charge Table

■ Charge: C Regular Plan ¥1,700,000

■ Induced Frame Insertion Position & Details

<p><TOP Page></p> 	<p>< Category TOP Page ></p> 	<p><Mail Magazine></p> 
<p>① Pick-up [Permanent]</p>	<p>② Category-Pick up [Permanent] ③ Relevant category top new info.</p>	<p>④ Mail Magazine Pick-up [Permanent] Distribution 38,000/each Tue. & Fri. throughout the period</p>



※ Sometimes the pick-up banner is displayed in different places on different pages.

■ Charge Table

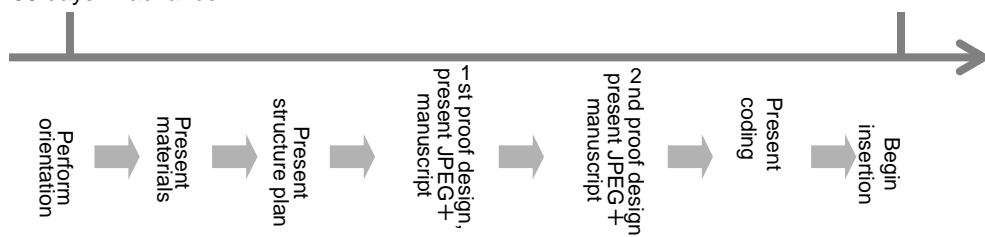
Menu Name	Induced Frame	Insertion Unit	Insertion Start Date	Orientation Implementation Date
Regular Plan	①②③	1 month (no renewal)	Any weekday (consideration based on consultation)	30 working days in advance (material presentation 28 working days in advance)

➤The advertorial will start from AM 10:00~.And when the finish date in on the weekend, it will be moved to the next week day at AM 9:59.

■ Production Progress Image

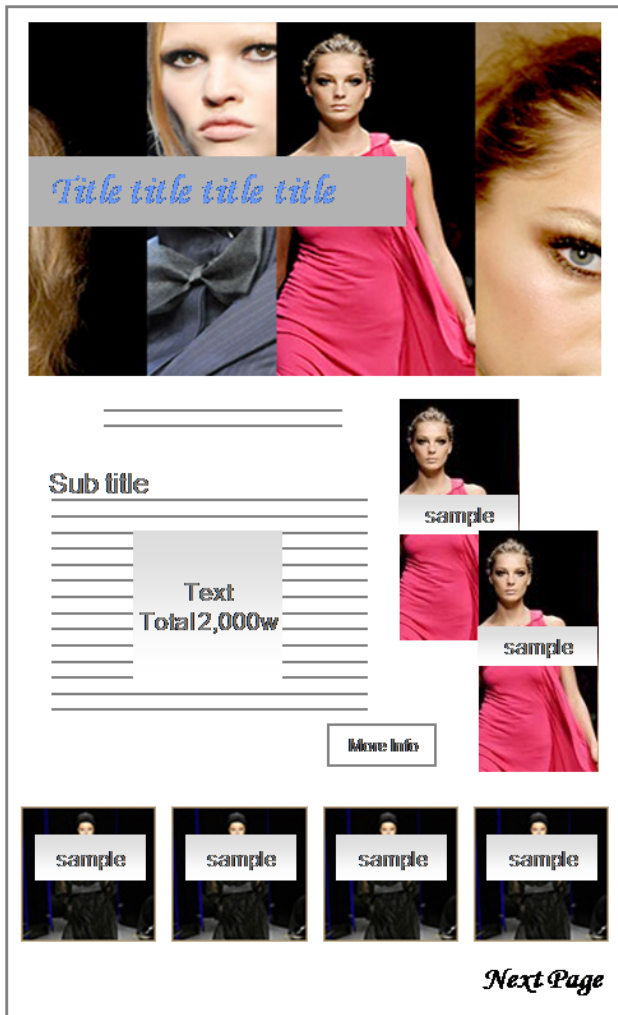
30 days in advance

Insertion start date

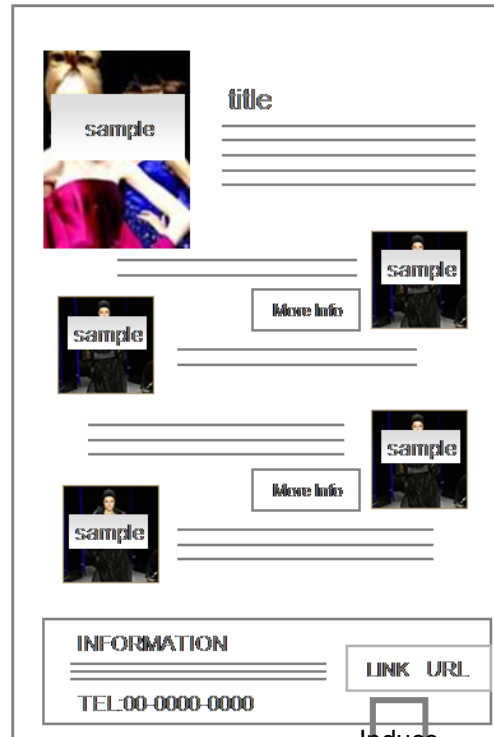


C: Regular Plan Page Structure

■ Example of Tie- up page

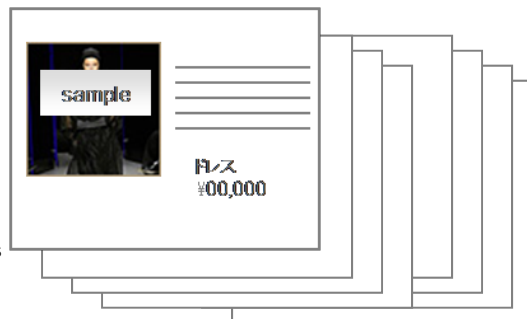


Next page image



Induce

To client's site



Pop up image up to 8 points

Page Structure

HTML 2 pages (width 670pixels)

Pop-up

8 points

Flash

Compatible with Flash gimmick level 1~3
(※ Please refer to page 13 of the *Flash Option Menu*.)

Number of Images

Main image + 4 text images + 8pop-up images

Number of Links

Up to 4




Number of Characters

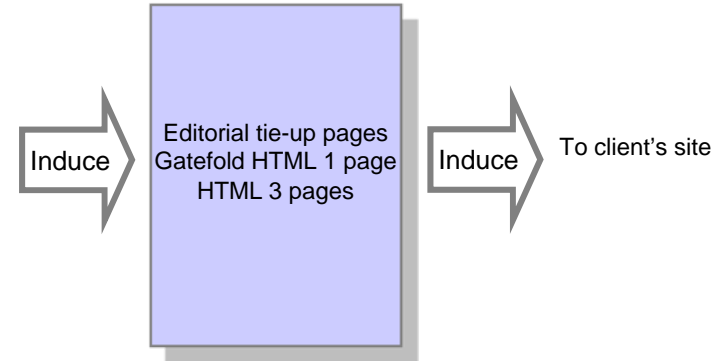
Within the page, up to 2,000 characters

D: Premium Plan Induced Frame Charge Table

■ Charge: D (premium plan) ¥2,500,000

■ Induced Frame Insertion Position & Details

<p><TOP Page></p> 	<p><Category TOP Page></p> 	<p><Mail Magazine></p> 
<p>① Pick-up [Permanent]</p>	<p>② Category-Pick up [Permanent] ③ Relevant category top new info.</p>	<p>④ Mail Magazine Pick-up [Permanent] Distribution 38,000/each Tue. & Fri. throughout the period</p>



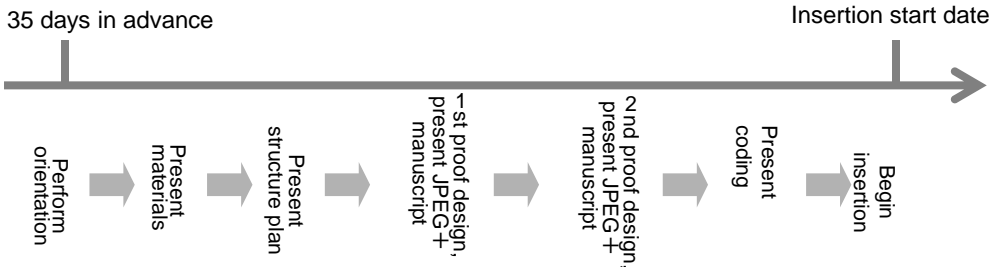
- ※ Sometimes the pick-up banner is displayed in different places on different pages.
- ※ The images inserted on the tie-up package menu are based on the UK site, so the design so the designs are changed slightly.

■ Charge Table

Menu Name	Induced Frame	Insertion Unit	Insertion Start Date	Orientation Implementation Date
Premium Plan	①②③	1 month (no renewal)	Any weekday (consideration based on consultation)	35 working days in advance (material presentation 33 working days in advance)

➢The advertorial will start from AM 10:00~.And when the finish date in on the weekend, it will be moved to the next week day at AM 9:59.

■ Production Progress Image



D: Premium Plan Page Structure

Example of Tie-up page

Introduction page image



1 page image



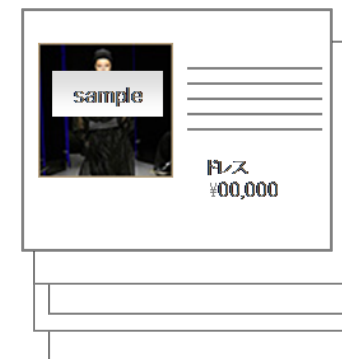
2 page image



3 page image



Pop up image up to 6 points



To client's site

Page Structure

Gatefold HTML 1 page + HTML 3 pages (width 670pixels)

Pop-up

6 points

Flash

Compatible with Flash gimmick level 1~5
(※ Please refer to page 13 of the *Flash Option Menu.*)

Number of Images

Main images (up to 6 points) + 6 text images + 6 pop-up images

Number of Links

Up to 4

Number of Characters

Within the page, up to 3,500 characters

1. Contents Option Menu

◆The items listed below are optional contents of the Tie-up Menu.

Contents Option Menu	Details	Charges
Illustration production [Adjustment to all Plan]	A case in which the customer wishes to have an illustration rendered onto an HTML page	¥50,000 per illustration * A separate charge estimate may be made in the case that a well-known illustrator is used or additional requests are made (the number of rough designs requested, style instructions, etc), or according to the volume (no. and size of sheets), using method (format), etc.
Application form [Adjustment to all Plan] *1	A case in which the customer wishes to have an application form produced according to a VOGUE.COM format	¥150,000 per form produced * Produced according to a VOGUE.COM format. Up to 5 items.
Questionnaire [Adjustment to all Plan] (*1 Only in the case of an application form)	A case in which the customer wishes to have a questionnaire conducted according to VOGUE.COM format	¥100,000 per time * A separate charge estimate may be made according to the number of questions. Up to 10 items.
Animation insertion [Adjustment to Plan B or C or D]	A case in which the customer wishes to have their own animation into an HTML page	¥200,000 per animation * Length: 2 or 3 minutes
Wallpaper [Adjustment to Plan C or D]	A case in which the customer wishes wallpaper to be produced.	¥150,000 * A separate charge estimate may be made according to the production time structure such as complicated image processing, etc.
Intro Flash [Adjustment to Plan C or D]	A case in which the customer wishes an intro Flash to be produced	¥200,000 * A separate charge estimate may be made according to the production time structure such as complicated image processing, etc.

2. Flash Additional Menu

◆ The Flash gimmicks listed below are adjustments to Plans B or C.

	FLASH Contents Option Menu	Details	Charges
Level 1	Around the titles	Flash processing such as making the title or header area shine or change color are available.	¥50,000/title part only
Level 2	Around the link buttons	Flash processing such as making the link buttons, etc., shine or change color are available.	¥70,000/2~3 places per page
Level 3	Around the images	Flash processing such as making the image itself shine or change color are available. (※ Possible with images on Pop-up pages too.)	¥80,000/one image per page
Level 4	Around the main image	Arrangements such as moving or switching several image frames, etc., by sliding are available.	¥100,000 per pattern
Level 5	Around the main image and/or ad images	Arrangements such as image fade-in/fade-out, switching, etc., are available.	¥150,000 per pattern

3. Tie-up Exclusive Banners

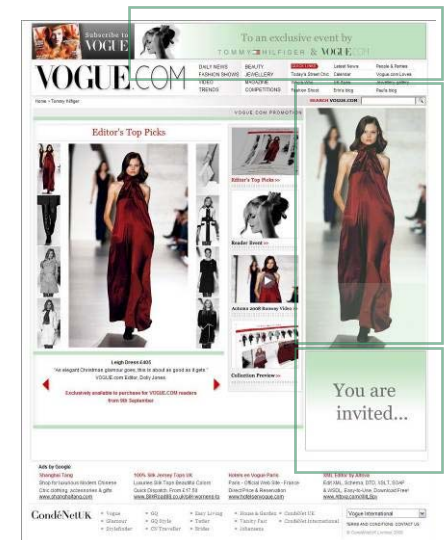
◆ These banners can be implemented as options with all tie-up menus.

Banner Area	gif/jpg Version	Flash Version
Tie-up Page Leader Board Tie-up Page Double Skyscraper Tie-up Page MPU ※ <input type="checkbox"/> Framed part	¥250,000/throughout the period	¥550,000/throughout the period

※ These banners are based on links to client (outside) sites.

※ Links to a maximum of 3 places are possible. (1 URL for each banner)

※ The regulations for this are the same as those governing the other induced frames, so please refer to the final page: *Editorial Tie-up Ad Menu Cautions.*



△ Tie-up page example

Editorial Tie-up Insertions

Concerning Tie-ups

- The tie-up package fee includes the expenses involved in editorial page and induction banner production. (in the case that shooting and/or modeling use are required, these services will be billed separately.)
- Basically, the time required to produce VOGUE.COM editorial tie-ups varies depending on the plan. (In some cases in which additional elements such as optional menus are to be used, the production period may need to be extended.)
- In principle, the production flow consists of twice proofreading with a one-day return deadline during the process.
- In tie-up pages, the display of corporate logos, brand logos, or product logos, are not available in principle.
- Functions embedded in tie-up pages such as sound, etc., are set at default OFF.
- The advertorial will start from AM 10:00~. And when the finish date is on the weekend, it will be moved to the next week day at AM 9:59.
- When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another publish opportunities equivalent to those losses.

Concerning Induced Banners

- Induced banners linked to editorial tie-ups are produced by VOGUE.COM. (Note 1)
Please leave creative matters to the Editorial Department. Fonts, text volume, text size, and description methods will be decided based on the policy of the VOGUE.COM site. As for design, we regret that we are unable in principle to respond to opinions or requests from customers.
- It is possible to transfer induced banners to pure advertisements. (Note 2) However, it is not possible to employ unrelated materials for this purpose.
- Banner confirmation is basically limited to one occasion, with a one-day return deadline during the process. In principle, we request that client corrections not be made.
- Advertisement presentation takes place at the time of the second proofreading presentation. (In the case of Premium Expand, it takes place at the time of the first proofreading presentation. In the unlikely event that a correction is required, we will make the necessary changes.)
- Within the induced banners linked to editorial tie-ups, insertion reports on pick-up banners and mail magazine article advertisements are not presented.
- Induced frame insertion positions are basically displayed in order of newness from the top. (In the case that insertion is to start from the same day, basically it is carried out in order of application. However, the positioning order may be changed at the discretion of VOGUE.COM.)
- All induction banners are produced using gif/jpg. ※ Apart from in the case of Premium Expand. (If the customer wishes to use a Flash, this will be charged separately.)
- Replacement is not permitted in the same promotion as the tie-up page induced frame (one creative work per tie-up is permitted).

Others

- In the case of separate event information and corporate information pages, an additional page fee will be charged.

(Note 1)

- Induced banners are produced by editing the creative work using in the editorial tie-up and the title and subtitle. Non-related material is not used.
- Inside editorial frame induced banners, the display of corporate names and logos, brand logos, product logos, or product credits, and insertion of launch dates, etc., are not available in principle.
- The following types of expression may not be used in induced banners: Expressions of cheapness (bargain, bargain basement, exceptional, etc.), expressions of inducement, expressions of predominance (No.1 in the world, No. in the industry, etc.), superlative expressions (highest, best, extreme, special class, etc.),
※ Concerning expressions of predominance, please submit material proof of any specific claims.

(Note 2)

- Transfers to pure ad are limited to additionally purchased (ordinary banner) ads. Transfers of editorial induced frames (pick-up banners) to pure ads are not permitted.