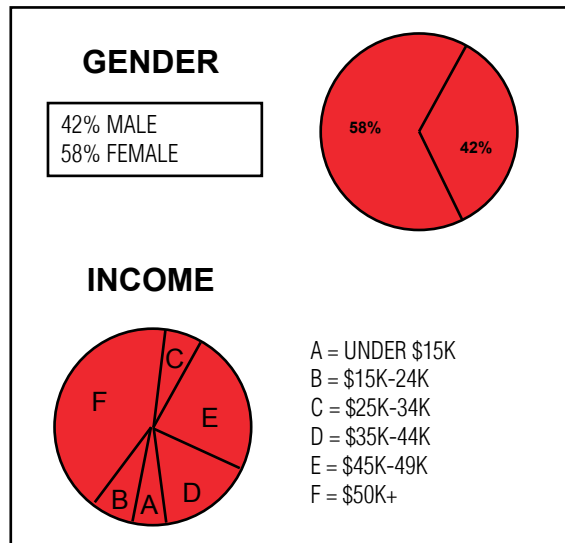


FACT SHEET

Editor/President.....Jeffrey Kimoto
 Layout.....Diana Nishimura
 Established.....1992
 Language.....English-only
 Published.....10th and 25th of each month
 Deadline.....5th and 20th of each month
 Layout.....8-20 pages, 11.5" x 21.18" Broadsheet
 Readership.....12,000 +
 Distribution.....Northern California:
 Sacramento, San Jose, East Bay, Bay Area, Santa Clara,
 San Joaquin, and Yolo County.
 Readership Age.....25-75 yrs.
 Average Income.....\$61,000.
 % High School Grad.....95.4%
 % College Grad.....54.5%

Our subscriber demographics are:

| | |
|--------------------------|-----|
| Bay Area | 56% |
| Sacramento Valley Region | 39% |
| Out-of-State | 5% |



ERRORS OR OMISSIONS:

NikkeiWest shall not be liable for failure to publish an advertisement, except for the refund of any amount pre-paid for the publication of that advertisement. Liability for errors shall be limited to either republishing the advertisement or crediting the cost of that portion of the advertisement occupied by the error at the option of the publisher. Publisher reserves the right to insert the word advertisement in all ads.

INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the Advertiser's advertisement.

CREDIT & BILLING:

Terms are net 10, due 20 days following the publication's printing. A finance charge of 1.5% per month will be assessed on accounts over 30 days. Volume discounts and contracts are subject to cancellation on past due accounts. Local rates are noncommissionable. Advertising which requires payment in advance includes unestablished credit accounts, political, going-out-of-business, and bankruptcy ads. Advertising cannot be accepted for any account that is 60 days past due. We accept MasterCard, VISA and Paypal.

SPECIAL SERVICES:

Creative advertising layouts for a single advertisement or for entire campaigns are available from our staff. Art department services are also available for projects not prepared for specific use in our publications at a rate of \$75 per hour (minimum rate).

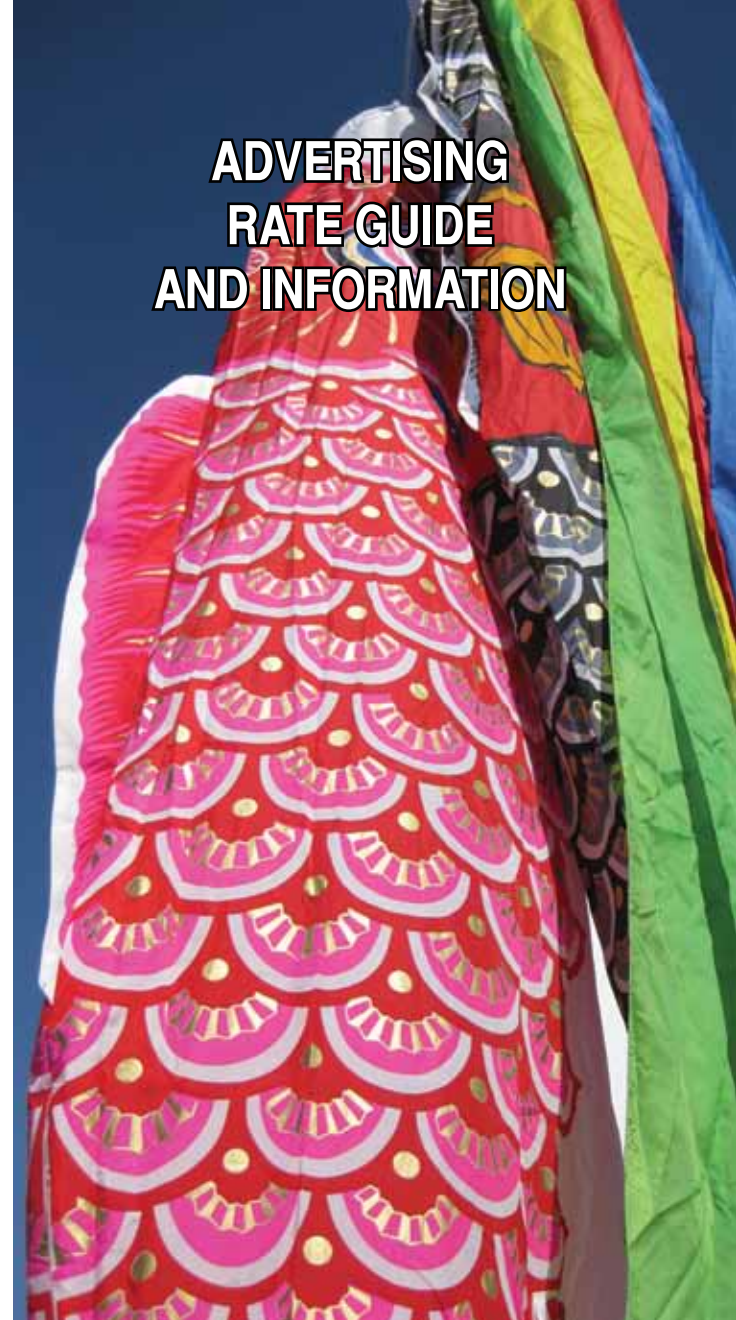
ADVERTISING RATE POLICIES:

All advertisers receiving contract rates must have signed contracts. Alcohol and tobacco advertising accepted.

GENERAL INFORMATION:

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of the NikkeiWest. All copy is accepted on a "run-of-the-paper" basis and given the best possible position in accordance with the makeup rules of the newspaper.

ADVERTISING RATE GUIDE AND INFORMATION



About
NIKKEI WEST

NikkeiWest is a newspaper publication established in 1992 to serve over 90,000 English-speaking Northern California Japanese Americans. As of November 2009, we are now the longest printing Japanese American newspaper in Northern California.

The paper is sent to subscribers via USPS First Class and distributed at selected retail outlets on the 10th and 25th of each month.

As an English-language Japanese American publication in Northern California, NikkeiWest covers local and national news, features on business and community leaders, art and cultural events, sports, history and political issues, relevant to the Japanese American community.

Reaching a vital and viable part of the community. Geared specifically for second, third, and fourth generation Americans of Japanese ancestry, NikkeiWest can help any business or company by creating a direct link between its readers and advertisers.

SUBSCRIPTION RATES:

\$35 per year/24 issues.

Bay Area/Silicon Valley
123 E. SAN CARLOS ST., #521
SAN JOSE, CA 95112
(408) 998-0920

Sacramento
P.O. BOX 22400
SACRAMENTO, CA 95822-0400
(916) 837-4178

E-mail: support@nikkeiwest.com
www.nikkeiwest.com

20% discount for approved 501 (c3) non-profit organization ads.
30% discount for contract six months or more on 1/4 page size and larger.

ADVERTISING RATE GUIDE

ELECTRONIC SPECIFICATIONS

Hardware

Our standard is PC environment, using Adobe InDesign publishing software. If you use a Mac-based computer, you will be required to submit your ad as a viewable EPS, PDF or TIFF format.

File Formats

Files should be saved in the standard "Save" mode for the particular application used. We will accept graphic files saved in EPS, PDF or TIFF format. Files can be compressed using compression software. Fonts should be separately attached or embedded in your file.

Line Art

Line art should be scanned at a minimum resolution of 300 dpi, especially if scanning prescreened material.

If no halftone screens are involved, we will accept line art at 300 dpi.

Halftones/Line Screens

All halftones should be scanned at 180 ppi for 100-line screen with 600 dpi resolution.

CLASSIFIED: PER COLUMN INCH—\$15
OBITUARY LISTING—\$50 no word limit.

DISPLAY ADVERTISEMENT:

Display area on page measures 11.5" wide by 21.18" tall.

Column width measures 1.54 inches;

Six columns per page

Rate is set approximate to \$6.75 per square inch. (except full page ads)

Color ad placements—\$200 surcharge

Rates are per insertion.

Prices subject to change without notice.
Charges for additional services.

| Size | W x H | Rate |
|--------------------------|--------------|------------|
| 1/16 page ad | 5.6 x 2.65 | \$90.00 |
| 1/8 page ad | 5.6 x 5.3 | \$195.00 |
| 1/4 page ad | 5.6 x 10.6 | \$390.00 |
| 1/3 page ad (horizontal) | 11.5 x 7 | \$510.00 |
| 1/2 page ad | 11.5 x 10.58 | \$745.00 |
| Full page ad | 11.5 x 21.18 | \$1,195.00 |

| | | | | | |
|--|--|--|--|--|---|
| <p>1/16 PAGE 5.6" x 2.65" \$90.00</p>  | <p>1/8 PAGE 5.6" x 5.3" \$195.00</p>  | <p>1/4 PAGE 5.6" x 10.6" \$390.00</p>  | <p>1/3 PAGE 11.5" x 7" \$510.00</p>  | <p>1/2 PAGE 11.5" x 10.58" \$745.00</p>  | <p>FULL PAGE 11.5" x 21.18" \$1,195.00</p>  |
|--|--|--|--|--|---|