

PiNK

Run for the Cure® Foundation is deeply committed to education and one of the best vehicles we have for increasing awareness about the importance of early detection and screening is our magazine, PiNK. It is published four times a year. Both the content and distribution points nationwide reflect the trend among today's women to value a healthy diet and exercise, seek ways to look and feel better, strengthen family ties, keep up on current research and treatments, and learn from others' personal experiences.

In Japan, mortality from breast cancer continues to steadily climb. Women are still diagnosed far too late because of inadequate breast health information or access to care. On average, a Japanese woman dies from breast cancer every 55 minutes; one in three women diagnosed this year will not survive. If detected and treated early, a diagnosis of breast cancer is no longer a death sentence but rather a highly curable disease. Screening for breast cancer—through mammography, breast self-examination, and clinical examination—is currently the best insurance in minimizing the risk of death from this disease. Now that long-term results have provided evidence that **screening can save lives**, no woman can afford not to undergo regular screening for breast cancer.



Far-reaching distribution through the following:

- Pharmaceutical companies' reps to hospitals & clinics
- Insurance companies' representatives
- Women corporate staff
- Healthcare seminars
- Human resources staff
- Major fitness clubs
- Sports shops
- Women centers
- Selected Libraries in Tokyo

Readership profile:

- Japanese women
- Aged 20-60 years old



For information on advertising, please contact:

Run for the Cure® Foundation

4-18-12 Takanawa, Minato-ku, Tokyo 108-0074 T: 03-5422-8591 F: 03-5447-8832 E: inquiries@runfortheure.org
www.runfortheure.org



Advertising Rate

Advertisement	Size: mm	Price: yen
Back Cover *Minimum 2 issues	A4 Size 210w X 297h	2,000,000
2nd Cover		1,500,000
3rd Cover		1,200,000
Full page		500,000
Half page	120w X 168h	250,000

The publisher reserves the right to adjust the advertising rates without prior notification.

Consumption tax is applicable to the net amount of all advertising.

All full-page advertisements are right-hand page placement unless otherwise noted.

Materials Specifications

Requirements for submitting artwork:

Artwork should be submitted as Adobe Illustrator, InDesign, or Press Optimised PDF files (PDF/X-1a format). Materials prepared in MSWord, Excel, or PowerPoint cannot be accepted.

Method of supply:

Send by email, FTP, CD/DVD or USB flash memory.

Proofing:

A PDF proof will be provided for client's approval.

Please Note:

If the material supplied cannot be opened, or its components are substandard, the artwork will be returned. The client will be advised of appropriate production charges that apply if artwork does not meet our specifications, but can be amended by PiNK in-house. The quality of reproduction cannot be guaranteed if PiNK's specifications are not adhered to or if the material is received after our copy deadlines.

Before submitting materials, please consider this handy checklist...

- Is the data format correct?
- Are all the fonts either outlined or included?
- Are all the images at least 300 dpi at 100% size?
- Does the document have 3mm bleed and crop marks, and is it the correct size?

Uploading Your Large Files via FTP

Machine (host): [ftp.paradigm.co.jp](ftp://ftp.paradigm.co.jp)

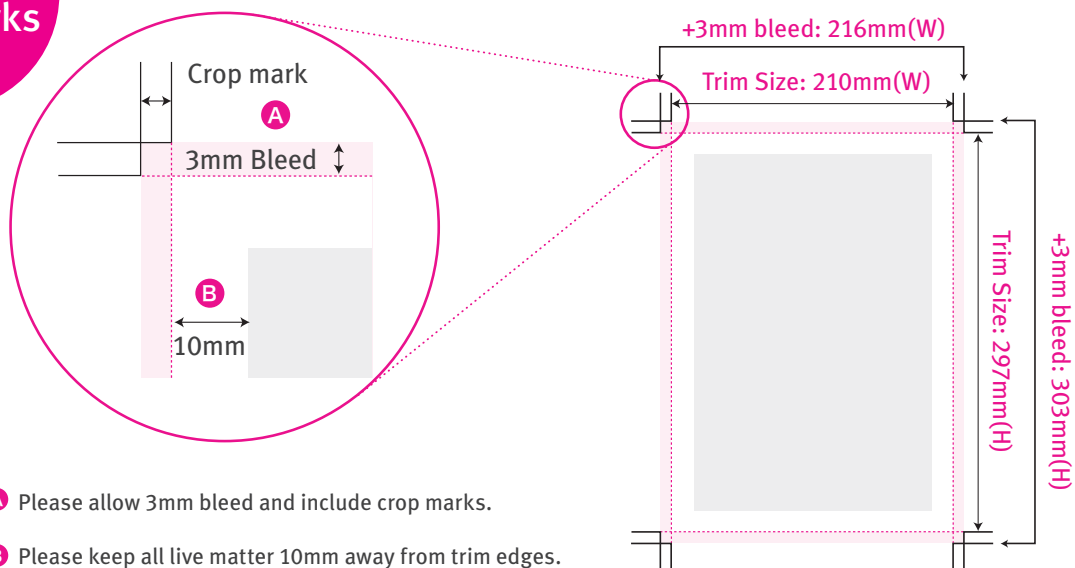
User Name: (leave blank)

Password: (leave blank)

Path (directory): FTP

GUIDE

Bleed & Crop Marks



- A** Please allow 3mm bleed and include crop marks.
- B** Please keep all live matter 10mm away from trim edges. In regards to spreads, the center 10mm is not live area and could be lost in binding.