

| 長野県MEDIA DATA           |  |                      |         | 新聞・雑誌        |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
|-------------------------|--|----------------------|---------|--------------|---------------|------|-------------|--------|-------|-------|-----------|---------|---------|-------|-----------|---------|---------|---------|-----------|--------|---------|---------|--------|--------|--------|------------|-----------|---------|---------|------------|-----------|---------|---------|-------|---------|---------|---------|-----|-------|--------|--------|--------|-------|--------|--------|----|----------|---|--------|-------------------------|----|-------|---|--------|--------|---|---------|--------|---|
| フリーペーパー                 | 発行日  | 毎週土曜日                |         | エリア          | 東信            |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 上田市とその周辺市町村             |  |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| しゅうかんうえだ                |  |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 週刊うえだ                   |  |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 社名                      | (株)週刊上田新聞社   |                      |         | 代表者名         | 古川 哲夫         |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 所在地                     | 〒 386-0012   | 上田市中央6-3-41          |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 電話                      | 0268-22-6200   |                      | FAX     | 0268-22-6201 |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 広告担当                    | (株)ながのアド・ビューロ上田支社  | 手数料                  |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| ホームページ                  | http://www.weekly-ueda.co.jp   |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| E-mail                  | weekly-ueda@po3.ueda.ne.jp   |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 建頁                      | 8P or 12P  | 判型                   | タブロイド判  | 線数           | 200 カラー フルカラー |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 原稿締切                    | モノクロ   | 発行日前週木曜日             |         | カラー          | 発行日前週木曜日      |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 入稿形態                    | 完全データ  |                      |         | 備考           |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 発行部数                    | 総数   | 73,000部(上田市とその周辺市町村) |         | 購読料          | 無料            |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 媒体特性                    | <ul style="list-style-type: none"> <li>・上田地域など配布エリアの8割の世帯をカバーしている</li> <li>・幅広い年齢層の女性読者が多い</li> <li>・広告出稿のクライアントに記事紹介がある</li> <li>・地域情報が充実し、読者の声も反映した紙面構成</li> </ul>   |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 広告料金<br>(単位：円)          | 広告料金(単位：円) <table border="1"> <thead> <tr> <th>広告種類</th> <th>寸法(mm)天地×左右</th> <th>モノクロ料金</th> <th>カラー料金</th> </tr> </thead> <tbody> <tr> <td>1面全4段</td> <td>147.5×246</td> <td>194,400</td> <td>237,600</td> </tr> <tr> <td>中面全4段</td> <td>147.5×246</td> <td>172,800</td> <td>216,000</td> </tr> <tr> <td>中面4段1/2</td> <td>147.5×122</td> <td>86,400</td> <td>108,000</td> </tr> <tr> <td>中面2段1/2</td> <td>73×122</td> <td>43,200</td> <td>54,000</td> </tr> <tr> <td>中面全頁(全10段)</td> <td>372.5×246</td> <td>378,000</td> <td>432,000</td> </tr> <tr> <td>終面全頁(全10段)</td> <td>372.5×246</td> <td>432,000</td> <td>486,000</td> </tr> <tr> <td>中面全3段</td> <td>110×246</td> <td>140,400</td> <td>183,600</td> </tr> <tr> <td>題字横</td> <td>40×65</td> <td>37,800</td> <td>54,000</td> </tr> <tr> <td>中面突き出し</td> <td>70×62</td> <td>37,800</td> <td>48,600</td> </tr> <tr> <td>ノド</td> <td>147.5×17</td> <td>—</td> <td>21,600</td> </tr> <tr> <td rowspan="3">情報ブティック<br/>(記事型広告・制作費込)</td> <td>6行</td> <td>9,720</td> <td>—</td> </tr> <tr> <td>7行～10行</td> <td>16,200</td> <td>—</td> </tr> <tr> <td>11行～15行</td> <td>24,840</td> <td>—</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>■上記の料金には消費税は含まれております。</li> <li>■原稿制作費は別途になります。</li> <li>■上記以外の広告サイズについてはご相談ください。</li> </ul> |                      |         |              |               | 広告種類 | 寸法(mm)天地×左右 | モノクロ料金 | カラー料金 | 1面全4段 | 147.5×246 | 194,400 | 237,600 | 中面全4段 | 147.5×246 | 172,800 | 216,000 | 中面4段1/2 | 147.5×122 | 86,400 | 108,000 | 中面2段1/2 | 73×122 | 43,200 | 54,000 | 中面全頁(全10段) | 372.5×246 | 378,000 | 432,000 | 終面全頁(全10段) | 372.5×246 | 432,000 | 486,000 | 中面全3段 | 110×246 | 140,400 | 183,600 | 題字横 | 40×65 | 37,800 | 54,000 | 中面突き出し | 70×62 | 37,800 | 48,600 | ノド | 147.5×17 | — | 21,600 | 情報ブティック<br>(記事型広告・制作費込) | 6行 | 9,720 | — | 7行～10行 | 16,200 | — | 11行～15行 | 24,840 | — |
| 広告種類                    | 寸法(mm)天地×左右  | モノクロ料金               | カラー料金   |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 1面全4段                   | 147.5×246  | 194,400              | 237,600 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面全4段                   | 147.5×246  | 172,800              | 216,000 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面4段1/2                 | 147.5×122  | 86,400               | 108,000 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面2段1/2                 | 73×122   | 43,200               | 54,000  |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面全頁(全10段)              | 372.5×246  | 378,000              | 432,000 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 終面全頁(全10段)              | 372.5×246  | 432,000              | 486,000 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面全3段                   | 110×246  | 140,400              | 183,600 |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 題字横                     | 40×65  | 37,800               | 54,000  |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 中面突き出し                  | 70×62  | 37,800               | 48,600  |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| ノド                      | 147.5×17   | —                    | 21,600  |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 情報ブティック<br>(記事型広告・制作費込) | 6行   | 9,720                | —       |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
|                         | 7行～10行   | 16,200               | —       |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
|                         | 11行～15行  | 24,840               | —       |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |
| 備考                      |  |                      |         |              |               |      |             |        |       |       |           |         |         |       |           |         |         |         |           |        |         |         |        |        |        |            |           |         |         |            |           |         |         |       |         |         |         |     |       |        |        |        |       |        |        |    |          |   |        |                         |    |       |   |        |        |   |         |        |   |