

Ad material transaction note

Please take the following into account when sending advertising data to The Japan Times.

Application for layout: Adobe Illustrator CS2 ~ Adobe InDesign CS4 ~

Format Style: PDF/X-1a

Data-submission method

By email: Please send files to jtad@japantimes.co.jp (add the publication date and client's name in the subject)

Data-checking

Document setting: Artboard size must be set to the exact size of the advertisement

Photo or other images: Resolution of between 200 to 300 pixels/inch

Do not set white objects to overprint. For example make sure "overprint" is off when using white text on a colored background.

Color data: All images, objects and fonts must be in CMYK. RGB files are not acceptable so please refrain from using this format

The maximum total CMYK ink coverage in the advertisement must not exceed 250%.

Black & White data: Please check that there are no color objects in the file

Minimum font size: 6 points for English, 8 points for Japanese

Material deadline

Color ad: 7 business days prior to publication date Black & White ad: 3 business days prior to publication date

For ads that significantly deviate in tone or manner from the editorial standpoint of The Japan Times, we may ask for modification. Thank you for your understanding.

The Japan Times Ad Production

Email: jtad@japantimes.co.jp

【Digital advertising】 content submission guidelines

■ Deadlines & creative changes

- ☐ For .gif and .jpeg files, text must be sent 5 business days in advance.
- ☐ For .mp4 files, 8 business days in advance.
- ☐ Creative changes will only be accepted once and must be sent 3 business days in advance.

■ Insertion and confirmation time

- ☐ Insertion time will be at noon in Japan on a weekday.

■ Size limit and format

- ☐ Please check Google's "Guideline for display creatives " and submit based on those guidelines.

 <https://support.google.com/displayvideo/answer/3017252?hl=en>



■ Compensation

- ☐ Even if the number of impressions is lower than expected, there will be no reduction, refund, or compensatory posting.
- ☐ In the event of natural disasters, system failures due to unauthorized access, or other major incidents and instances where we are not accountable, advertising fees will not be compensated.
- ☐ In cases where advertising is suspended due to pre-notified system maintenance (emergencies included), there will be no compensation.

■ Display environment

- ☐ Please note that ads may not display correctly, depending on viewers' browser settings, firewall configurations, security software, etc.

■ Ad policies

- ☐ Please note that if the ad is deemed unfit according to our company policy, we will not post it on our website. Also, if the ad manuscript and link content are deemed unfit, we will refuse to post it on our website.

■ Cancellation charges and other conditions

- ☐ Ad cancellations must be made in writing at least 3 business days prior to insertion.
- ☐ As for advertorials, 50% of the ad rate (including production fee) is billable after an interview has been conducted or production has commenced.

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