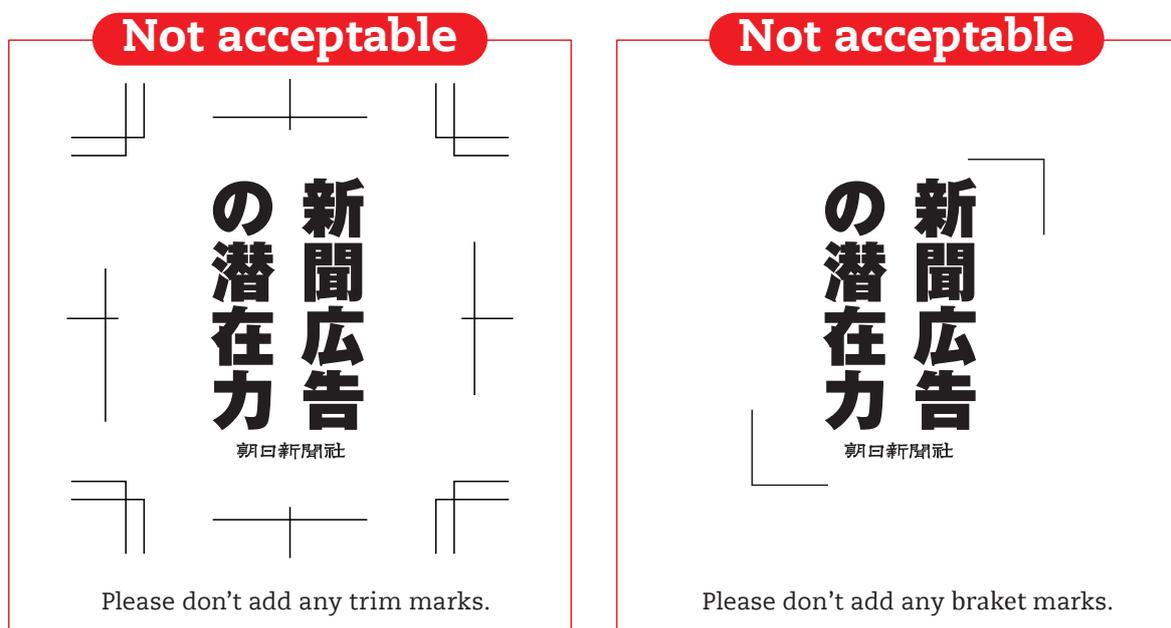


# The Asahi Shimbun (Newspaper)

## Material Requirements:

- Material for advertisements must be delivered in a digital format and submitted by email.
- Contract Proofs: All advertisers must submit three sets of contract proof / press proof with their advertisement files, regardless of delivery method. Electronically submitted contract proof files CANNOT BE ACCEPTED.
- Format: PDF/X1-a made with Mac OS X (10.2.4-10.10) Adobe® Acrobat® 9 (9.x.x) / X (10.x.x)

\* Please delete angled trim marks and bracket marks based on the specified dimensions (As shown in example below). Additionally, delete any parts outside the trim marks that do not need to be printed on the paper.



•Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%. Images should be EPS format and 250 - 350 dpi. Please be sure all images are embedded.

•Fonts: Type should be kept at a minimum 7 points for English or 8 points for Japanese. ALL FONTS, MARKS AND LOGOS MUST BE OUTLINED.

\* Please frame the advertisement copy at the stipulated dimensions.

## DEADLINES:

### 1. Booking deadlines

[Black & white] two weeks prior [Color] four weeks prior

### 2. Cancellation deadline

2 weeks prior. We reserve the right to charge the full amount as agreed after the cancellation deadline. Cancellation after the deadline will not be accepted.

### 3. Material deadline

Sent to Tokyo Head Office five business days prior

# Panorama

## ■Material Requirements:

- Material for advertisements must be delivered in a digital format and sent on a disk (CD-R) or email.
- Contract Proofs: All advertisers must submit three sets of contract proof / press proof with their advertisement files, regardless of delivery method. Electronically submitted contract proof files CANNOT BE ACCEPTED.
- Format: PDF/X1-a made with Mac OS X (10.2.4-10.10) Adobe® Acrobat® 9 (9.x.x) / X (10.x.x)

\* Please add angled trim marks based on the specified dimensions (As shown in example below). Additionally, delete any parts outside the trim marks that do not need to be printed on the paper.



- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%. Images should be EPS format and 250 - 350 dpi. Please be sure all images are embedded.
- Fonts: Type should be kept at a minimum 7 points for English or 8 points for Japanese. ALL FONTS, MARKS AND LOGOS MUST BE OUTLINED.
- \* Please frame the advertisement copy at the stipulated dimensions.
- \* Please insert the masthead. We provide masthead file (EPS) in advance.
- \* Please indicate center crop marks in the ad copy.
- \* Please delete any parts that do not need to be printed.

## ■DEADLINES:

### 1. Booking deadlines

[Black & white] 14 business days prior [Color] 28 business days prior

### 2. Cancellation deadline

Once Insertion Order has been received, it is not cancellable (Cancellation fee 100% at any moment).

### 3. Material deadline

Sent to Tokyo Head Office 14 business days prior

## Area-focused supplement

### ■Material Requirements:

- Material for advertisements must be delivered in a digital format and sent on a disk (CD-R) or email.
  - Contract Proofs: All advertisers must submit three sets of contract proof/ press proof with their advertisement files, regardless of delivery method. Electronically submitted contract proof files CANNOT BE ACCEPTED.
  - Format: PDF/X1-a made with Mac OS X (10.2.4-10.10) Adobe Acrobat® 9 (9.x.x) / X (10.x.x)
- \* Please add angled trim marks based on the specified dimensions (As shown in example below). Additionally, delete any parts outside the trim marks that do not need to be printed on the paper.



- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 300%.
  - Fonts: Type should be kept at a minimum 7 points for English or 8 points for Japanese. ALL FONTS, MARKS AND LOGOS MUST BE OUTLINED.
  - Line Screen: Standard 133 lpi / Premium 175 lpi
- \* Please frame the ad copy at the stipulated dimensions.  
 \* Please insert the masthead. We provide masthead file (EPS) in advance.  
 \* Please indicate center crop marks in the ad copy.  
 \* Please delete any parts that do not need to be printed.

### ■DEADLINES:

1. Booking deadlines  
[Black & white] 14 business days prior [Color] 28 business days prior
2. Cancellation deadline  
Once Insertion Order has been received, it is not cancellable (Cancellation fee 100% at any moment).
3. Material deadline  
Sent to Tokyo Head Office 14 business days prior