

- (1) Nikkei retains at its absolute discretion all rights to determine whether to accept or refuse any advertisement requested for insertion in the Nikkei Asia.
- (2) Nikkei determines whether or not to publish/display any advertisement based on its own Advertising Code. Advertisers with no prior advertising history with Nikkei are required to clear a procedure stipulated by Nikkei. Nikkei may request submission of required documents. Please contact us for details.
- (3) Nikkei has no obligation to explain the reason(s) for its refusal to consent to publish/display any advertisement.
- (4) Nikkei bears no responsibility whatsoever for the contents of advertisements published/displayed on Nikkei Asia. The advertiser bears all responsibility for the contents of any advertisements, including any damage to Nikkei resulting from the insertion of such advertisements.
- (5) To clearly identify an entity that bears responsibility for any advertisements published/displayed in the Nikkei Asia, the official full company name, address, and telephone number of the advertiser must be explicitly included within the advertisement. However, when an abbreviated name or brand name is generally well known, the official full company name can be omitted, and also depending on the purpose of the advertisement, the address and telephone number may be omitted.
- (6) The contents and purpose of all advertisements must be clearly and accurately given. Ambiguous intent or contents that cannot be understood by the general reader will not be accepted. As a general rule, English is the language to be used on advertising material.
- (7) Advertisements published/displayed in the Nikkei Asia must not infringe on basic human rights. Furthermore, they must not contain expressions or contents that promote such expressions.

■ General precautions and Disclaimers of Warranties

- (1) Advertising products that guarantee impressions will not guarantee delivery on every day during the publication period or guarantee equally divided delivery by day or time.
- (2) As a general rule, the publication of advertisements will start at 0 AM (JST) of the first day of the publication period. In the unlikely event that there is a defect in the displaying of advertisements, work to amend this will be taken out on the next business day. Nikkei is exempted from responsibility of defects during this period.
- (3) Unless stated otherwise in a sales sheet, standard data reports will include impressions, number of clicks, and click through rates. Screenshots of published advertisements will not be provided.
- (4) For the purpose of improving usability and services for advertisers, Nikkei may conduct researches regarding published creative material.
- (5) Please contact us for details regarding third party delivery.
- (6) Platform dependent characters may not display correctly
- (7) If the background of creative material is white, it is required to add a border. If the border between content and creative material is not clear, Nikkei may ask for it to be amended.
- (8) Creative material that uses striking colors, fluorescent colors, or very bright colors that flash in a short period of time or include large movements may be required to be amended.
- (9) If creative material closely resembles the design of the Nikkei Asia website (includes but is not limited to the logo, navigation, link buttons, etc), and so poses the risk of being misleading to users, Nikkei may ask for material to be amended.
- (10) Creative material must abide by Nikkei's advertising policy and the advertisers' company name must be clearly displayed in the final cut of material. If any dispute arises regarding the content of advertisements or the websites that advertisements are linked to, the advertiser will bear all responsibility.
- (11) The length of link URLs must be within 220 bytes including tracking tags.
- (12) Link destinations must be published at least 2 business days before advertisement delivery dates. If the content of the link destination cannot be checked, Nikkei may postpone the start of delivery. Please be sure to contact your sales representative once a link destination is published.
- (13) Animation is strictly limited to 35 seconds max play time.
- (14) Only use single byte characters when naming files. All digital files must be named with the following syntax, using only alpha-numeric characters and the underscore, for example, Advertiser_publish date_ver no.pdf.

■ Creative Material Specifications

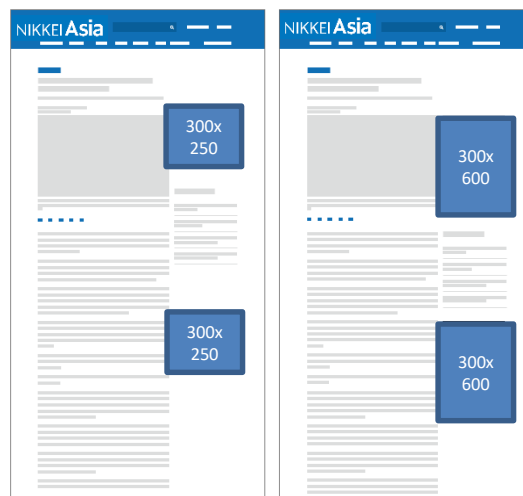
Super Banner 728 x 90px

Rectangle 300 x 250px

(Double Rectangle 300 x 600px)

All creative material must be under 50KB

Accepted file formats: gif and jpeg



■ Sending Material

Send creative material to naradvertising@nex.nikkei.co.jp at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date. 4 advertising creative's may be exchanged or simultaneously published within the publishing period. If changes are made to the creative.

■ Material sizes

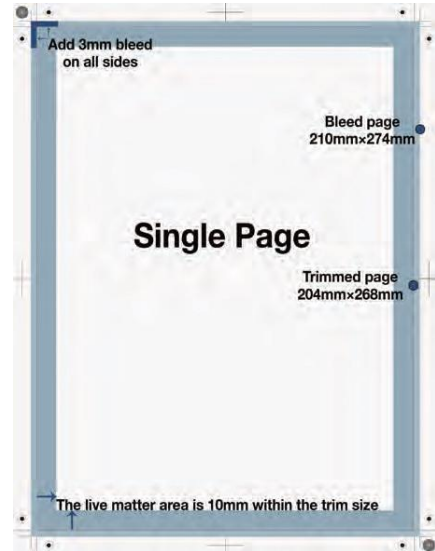
Single Page

- Trimmed page 204mm × 268mm
- Bleed page (inc. bleed) 210mm × 274mm

Spread Page (2 Continuous Pages)

- Trimmed spread 408mm × 268mm
- Bleed spread (inc. bleed) 414mm × 274mm

Advertising material example



■ File specifications

- (1) Only creative material that is PDF version 1.3 PDF/X-3 format is accepted.
- (2) Digital files must be pre-flighted to J-PDF specifications or DNP publishing specifications. DNP .kfp files will be provided separately to this document.
- (3) File size should not exceed 50MB.
- (4) All fonts must be outlined.
- (5) Width line must exceed 0.1mm.
- (6) Registration color is only permitted on trim marks.
- (7) When using True Type font, make sure they are outlined.
- (8) Set TAC levels below 300%.
- (9) All material must have a trim box, as well as trim marks. Please add 3mm bleed on all sides.
- (10) Only use single byte characters when naming files. All digital files must be named with in 30 letters with the following syntax, using only alpha-numeric characters and the underscore, for example, Advertiser_publish date_ver no.pdf.
- (11) All print ad material will be printed in color.
- (12) Type material or other illustrative material on a non-bleed page, or on a bleed page, but not intended to bleed, must be kept within the live matter area, which is 10mm within the quoted trimmed size on all four sides.
- (13) All images must exceed 300dpi and be under 600dpi .
- (14) The following items are not acceptable: Microsoft PowerPoint documents, RGB graphics, JPEG/ASCII graphics within documents, Spot colors (CMYK only).
- (15) Please do not include any words, numbers, marks outside trim marks. .
(it will be misinterpreted as part of the print creative)
- (16) Advertorials should be tagged "ADVERTISEMENT" and use 10pt or larger fonts.

■ Submission of material

E-mail to naradvertising@nex.nikkei.co.jp
Files up to 20MB can be received

■ Deadlines

Insertion Order: 3 weeks prior to issue date
Material Deadline: 2 weeks prior to issue date