

Guidelines and Rules ①

BANNER TYPE	Pixel Size (W x H)	Format	File Size Limit	Animation
Rectangle (Upper & Lower)	300 x 250	Flash & GIF / JPEG / PNG ※	Flash / GIF / JPEG / PNG: 50KB <u>For Large Capacity Mega Banner (Upper Rectangle only)</u> : Flash: Within 5MB GIF / JPEG / PNG: 50KB	Up to 35 seconds <u>For Large Capacity Mega Banner (Upper Rectangle only)</u> : Up to 60 seconds
Double Rectangle	300 x 600	Flash & GIF / JPEG / PNG	Flash: 120KB GIF / JPEG / PNG: 120KB	Up to 35 seconds
Entrance Ad*	1) 1000 x 80 (Head Banner) 2) 145 x 810 (Side Banner) 3) 300 x 250 (Rectangle)	Flash & GIF / JPEG	1) Flash: Within 100KB 2) Flash: Within 100KB 3) Flash: 1.5MB GIF / JPEG: 50KB	1) Up to 30 seconds 2) Up to 30 seconds 3) Up to 30 seconds
Billboard*	1) 970 x 250 (Expanded) 2) 952 x 80 (Collapsed)	Flash & GIF / JPEG	1) Flash: 2MB GIF / JPEG / PNG: 50KB 2) Flash: 60KB GIF / JPEG / PNG: 50KB	1) Up to 30 seconds 2) No animation allowed
Billboard Video*	1) 970 x 400 (Expanded) 2) 970 x 20 (Collapsed) 3) 130 x 400 (Side Panel)	Video, Flash & GIF / JPEG	1) Video: 10MB File Format: FLV, WMV, MP4, F4V Image Ratio: 16:9 2) Flash: 30KB GIF / JPEG / PNG: 20KB 3) GIF / JPEG / PNG: 120KB	1) Up to 30 sec 2) No animation allowed
Push Down*	1) 970 x 90 (Collapsed) 2) 970 x 415 (Expanded)	Flash & GIF / JPEG / PNG	1) Flash: 60KB GIF / JPEG / PNG: 50KB 2) Flash: 2.2MB GIF / JPEG / PNG: 50KB	1) No animation allowed 2) Up to less than 15 seconds auto expansion
Welcome Ad*	640 x 480	Flash & GIF / JPEG / PNG	Flash / GIF / JPEG / PNG: 50KB	Up to 10 seconds
Front Page Ownership	1) 980 x 90 (Top Special Banner) 2) 300 x 600 (Double Rectangle) 3) 300 x 250 (Rectangle)	Flash & GIF / JPEG / PNG	1) GIF / JPEG / PNG: 50KB 2) Flash: 120KB GIF / JPEG / PNG: 120KB 3) Flash / GIF / JPEG / PNG: 50KB	1) No animation allowed 2) Up to 35 seconds 3) Up to 35 seconds
Slide Panel	1) 300 x 600 (Slider) 2) 300 x 600 (Film Panel) Max 5 panels	Flash & GIF	1) GIF/Flash: 50KB 2) Flash: Total within 2.2MB	1) Up to 30 seconds 2) Up to 30 seconds
Image Gallery* Upper Rectangle Image Gallery*	300 x 600 300 x 250	One by AOL platform. For more information, please check http://aolplatforms.jp/onebyaol/creative/		Up to 30 seconds

* Contact NIKKEI for more details on material specifications

※HTML5 creatives supported for 3rd party served campaigns only.

Guidelines and Rules ②

MOBILE ADVERTISEMENTS	Pixel Size (W x H)	Format	File Size Limit	Animation
Mobile Rectangle	300 x 250	GIF/JPEG/PNG	50KB	No animation allowed
Tablet Targeting Banner	300 x 250	GIF/JPEG/PNG	50KB	Up to 35 seconds

TEXT ADS	Format
Premium Text	Up to 36 Japanese characters
Top Text	
B2B Text	
Mobile Text	
Multi Device Text Targeting	

* Contact NIKKEI for more details on material specifications

Guidelines

- Format : Flash, GIF , JPEG or PNG
- Machine dependent text, one-byte katakana, 「 ¥ 」(one-byte) are not available. 「 ¥ 」 「 ● 」 「 ■ 」 are not displayed correctly in the IE7,8, because of UTF-8.
- For banner ads with a white background, a border must be added around the banner.
- NIKKEI reserves the right to adjust banner colors within a range deemed appropriate for display. Additionally, we may ask you to change the creative if it is deemed annoying or distracting to users, such as advertisements with very bright flashing colors or extremely active movement.
- The advertisement must conform to the advertising standards of NIKKEI, and must indicate the advertiser's corporate name. Full responsibility for the advertising content and links rests with the advertisers.
- 3rd party served ads are accepted only upon verification & approval by NIKKEI. Please disclose the 3rd party ad service providers 2 weeks in advance of the start of the campaign.
- 3rd party URL and tracking tags must be 220 bytes or under.
- Landing page URL must be disclosed 2 business days prior to the start date.

REQUIRED FILES FOR SUBMISSION

- Swf file (Flash 8 or higher, ActionScript 2.0 or below)
- Fla file (Flash CS6 or lower)
- Alternative GIF , JPEG or PNG file
- Target URL
- 3rd party ad servings tags (Upon approval by NIKKEI. Please submit the actual ad files as indicated above, with the tags)

ACTIONSCRIPT FOR CLICK BUTTON SETTINGS

```
on(release) {  
    if ((clickTAG.substr(0,5)==“http:”) or (clickTAG.substr(0,6)==“https:”)){  
        getUrl(clickTAG,“_blank”);  
    }  
}
```

Guidelines and Rules ④

3rd Party Ad Serving

- If using a 3rd party server, please inform us of the name of the service provider prior to submitting material.
List of approved 3rd party vendors: DFA (Dart For Advertiser), Sizmek, Atlas, IEffect, Digitalice.
- If using a service provider other than the ones listed above, please inform us 2 weeks prior to material submission to allow time to test the tags.
- For DFA, please submit IFRAME tags. If Javascript tags are submitted, artwork may not be displayed properly.
- In addition to the 3rd party tags, the actual material must also be submitted for NIKKEI's approval. Please submit 7 business days prior to start.

General Notes and Disclaimers

- New advertisers may be required to prepare and submit documents for inspection and approval.
- For advertising products with guaranteed impressions, equal distribution by day & hour cannot be guaranteed.
- In principal, ads will be online from 12:00 a.m. (0:00 a.m.) on the start date of the campaign. If there are cases in which ads cannot be online from that time, the ads will be online on the next business day. NIKKEI is discharged from all responsibilities and liabilities resulting from such cases.
- If changes are made to the creative more than 4 times (5 times & above) within the campaign period, a charge of JPY 20,000 shall be incurred per creative change.
- If there are several creatives for a campaign, specification of the impression distribution for the different creatives is not allowed.
- A standard tracking report with a daily breakdown of impressions, clicks and CTR will be provided at the end of the campaign.

Media Order & Creative Submission & Deadlines

MEDIA ORDER & CREATIVE SUBMISSION

Please submit orders to: ds.adeigyo@nex.nikkei.co.jp. For Targeting E-mail, please submit to: ds.tgml@nex.nikkei.co.jp

Please submit creatives to: ds.nyuko@nex.nikkei.co.jp

DEADLINE FOR CREATIVE SUBMISSION

5 business days prior to start of the campaign.

10 business days prior to start of the campaign for rich media & premium display ads.