

April 2012

Advertising specifications

THE NIKKEI - Japan's premier business daily -



Published: Daily (Morning Ed.), Mon.-Sat (Afternoon Ed.)
 Format: Broadsheet W.380 mm D.512.5 mm
 Advertising booking: 4 weeks prior to insertion

Material delivery:

Method of delivery: Advertising materials from abroad must be delivered by NIKKEI WEB EDI to NIKKEI's Tokyo head office via NIKKEI's Worldwide Advertising Sales Offices

Lead time (in Tokyo): 4-Color: 10 working days, Black and White: 5 working days

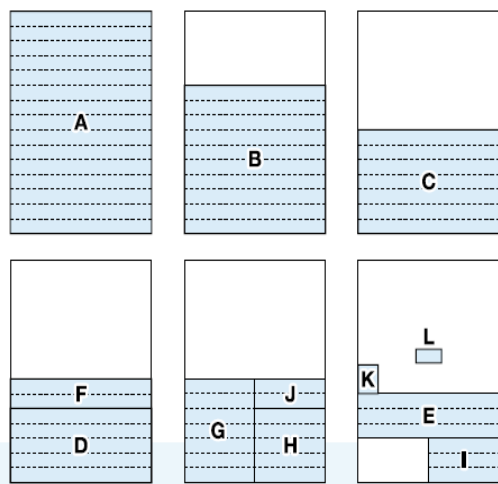
Required Material: **PDF/X-1a** (material & proof)

Creation guidelines:

Platform: System: Macintosh
 OS: MacOS X or higher
 Graphic: Adobe PhotoShop CS2 or higher
 Layout: Adobe Illustrator CS2 or higher

- Technical requirements:
- Mode: Color = **CMYK**, Black and White = **gray-scale**
 - Resolution: Photograph = 200 pixels ppi, Line work = 1200 ppi
 - For color ads, **Total Ink Coverage (TIC)** should not exceed 240%
 - Fonts: Japanese 11Q minimum, Alphabet 8 pt minimum
All fonts must be outlined.
 - Materials must be supplied to exact dimensions **WITH** all the images embedded, and **WITHOUT** register marks, color charts, notes or any such extraneous objects.
 - All ads must have a **keyline** as a boundary line of a material. If it is not wanted, inward L-shaped crop marks (length 1.5mm, thickness 0.2mm) must be placed at the corners. Such crop marks will be printed.

Material dimensions:



Code	Size	(Width x Depth) Millimetres
A	15 full cols. (Full page)	380.0×512.5
B	10 full cols. (2/3 page)	380.0×341.0
C	7 full cols. (approx. 1/2 page)	380.0×238.0
D	5 full cols. (1/3 page)	380.0×169.5
E	3 full cols. (1/5 page)	380.0×100.5
F	2 full cols. (approx. 1/7 page)	380.0× 66.5
G	7 half cols. (approx. 1/4 page)	189.5×238.0
H	5 half cols. (1/6 page)	189.5×169.5
I	3 half cols. (1/10 page)	189.5×100.5
J	2 half cols. (1/15 page)	189.5× 66.5
K	Side Box	52.5× 66.5
L	Island	70.0× 32.0

One page of the NIKKEI is 380mm wide and 512.5mm deep. It consists of 15 horizontal columns, each 32mm high. All display advertisements must correspond to these standard sizes.

Technical requirements for PDF/X-1a:

NIKKEI now accepts **PDF/X-1a** only as advertising material.

File format: **PDF/X-1a** (a subset of the standard for PDF for printing)
Saving standard: **PDF/X-1a:2001** (PDF/X-1a:2003 should not be used)

Important note:

Complete the pre-flight check using Adobe Acrobat, and ensure that the created PDF/X-1 is "PDF/X-1a compliant"

Pre-proofreading and approval:

Advertisers are requested to submit a proof of the material by PDF as soon as the booking is made to NIKKEI, before transmitting the final material by PDF/X-1a. This must be examined and approved by NIKKEI.

Proofing:

NIKKEI prints the color proof in-house and verifies it.

If the advertiser wants to verify the proof, it can be sent by courier from Tokyo, but please allow 5 extra days before the copy date. Alternatively, advertising agencies can print a color proof using the ICC profile of NIKKEI called VENUS (downloadable from Quickcut), and then verify to NIKKEI.

Other reminder:

For 4-color ads, Nikkei may generate a black & white standby file using generic tables if necessary.

Design and Expression Guidelines:

- Unit of measurement must be the metric system.
- Solid black portions must cover no more than one-third of the trim area, or use 90% halftone or lower.
- The superlative degree expressions may require to submit objective documents to substantiate their validity.

General policies from NIKKEI's advertising code

- 1) NIKKEI retains all rights to accept or refuse any advertisement requested for insertion in its newspapers.
- 2) NIKKEI has no obligation to explain the reason(s) for its refusal to consent to publish an advertisement.
- 3) NIKKEI determines whether or not to publish any advertisement based on its own Advertising Code. Whenever necessary, it will also request the Newspaper Advertising Review Council (NARK) or Kansai Advertising Review Council to examine the advertisement.
- 4) All advertisements must include the name of the entity which bears responsibility for the contents of the advertisement. The advertiser bears all responsibility for the contents of their advertisements, including any damage to NIKKEI resulting from the insertion of such advertisements.
- 5) The contents and purpose of all advertisements must be given clearly and accurately. Ambiguous intent or contents that cannot be understood by general readers will not be accepted.
- 6) Any advertisement published in NIKKEI newspapers must comply with laws and regulations.
- 7) Advertisement published in a NIKKEI newspaper must not infringe on basic human rights. Furthermore, they must not contain expressions or contents that promote discrimination or include any other discriminatory expressions.

For any further details of NIKKEI advertising code's rules, please contact NIKKEI offices.

Contacts:

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