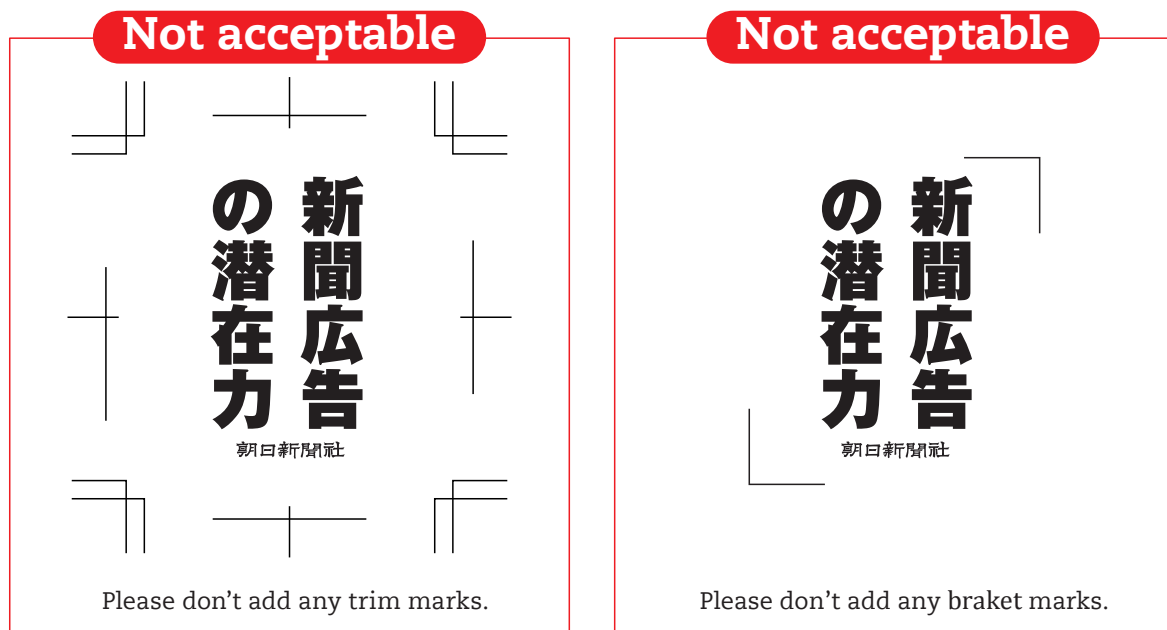


The Asahi Shimbun (Newspaper)

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/X4 and X1-a made with Mac OS, Adobe Photoshop, Adobe Illustrator(CC), Adobe InDesign(CC) and Adobe Acrobat(Pro).
- * 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 300 - 400 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