

Ad material transaction note

Please take the following into account when sending advertising data to The Japan Times.

**Application for layout: Adobe Illustrator CS2 ~
Adobe InDesign CS4 ~**

Format Style: PDF/X-1a

Data-submission method

By e-mail: Please send files to nyuko@japantimes.co.jp (add the publication date and client's name in the subject)

By CD: Please send with a hard copy of your advertisement (in the case of color materials, seven hard copies)

Data-checking

Document setting: Artboard size must be set to the exact size of the advertisement

Photo or other images: Resolution of between 200 to 300 pixels/inch

Do not set white objects to overprint. For example make sure "overprint" is off when using white text on a colored background.

Color data: All images, objects and fonts must be in CMYK. RGB files are not acceptable so please refrain from using this format

The maximum total CMYK ink coverage in the advertisement must not exceed 250%.

Black & White data: Please check that there are no color objects in the file

Please contact us with any other questions you may have.

The Japan Times Advertising Administration Desk

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