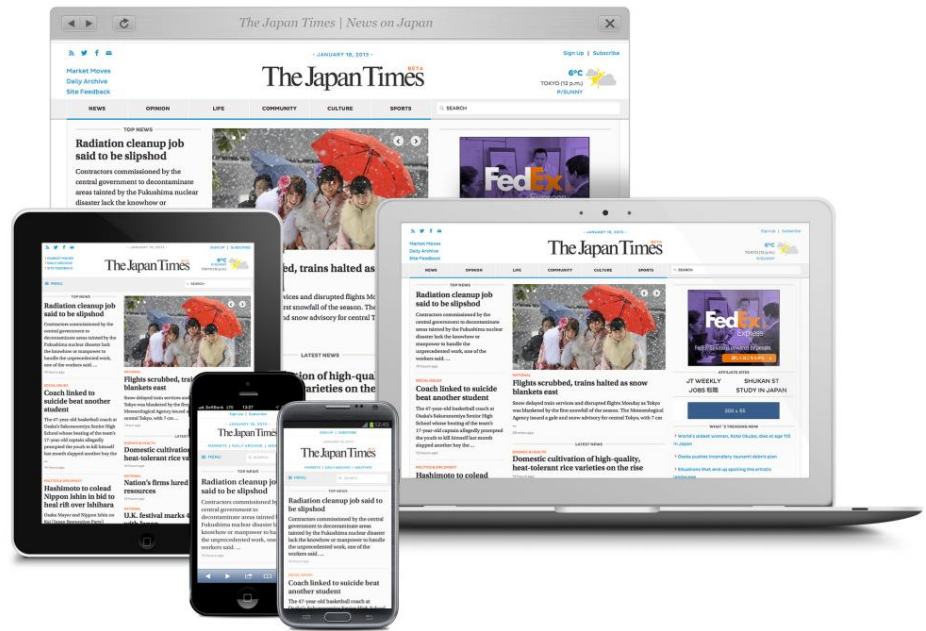


The Japan Times

DIGITAL MEDIA GUIDE

2016 ver.1.2



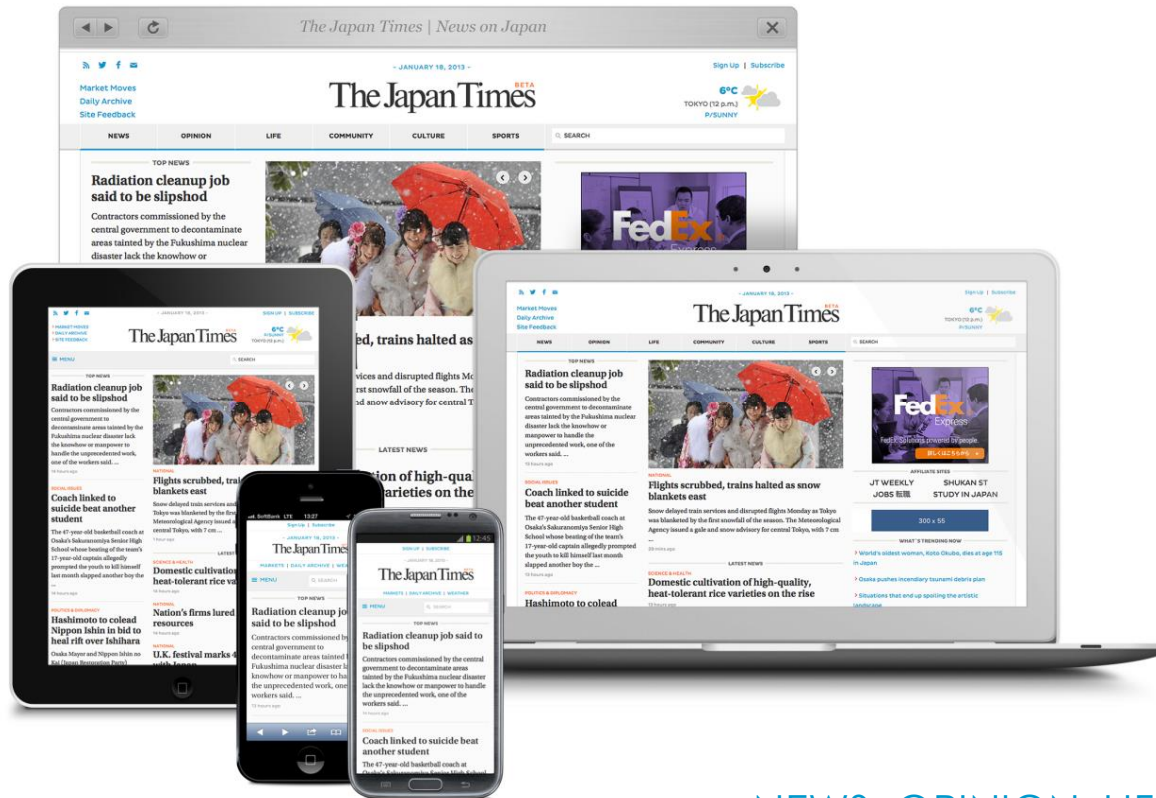
Top news from Japan, read around the world

Established in 1996, the website of The Japan Times has long been the go-to source online for content about Japan, including news, commentary, features and sports.

In January 2012, The Japan Times reached another milestone with the launch of a newly redesigned website that meets the needs of today's mobile and tablet users. The Japan Times has greatly broadened its reach by developing a site that automatically customizes its look and size according to a user's screens, be it a smartphone, tablet or desktop computer. Anywhere, any time, The Japan Times is always nearby, available on any device.

With strong followings on Twitter, Facebook and other social media platforms, The Japan Times online also has an unrivaled online reach in the realm of English-language media on Japan.

PV: 8,000,000 PV
 UU: 2,000,000 people
 FACEBOOK: 470,000 fans
 TWITTER: 207,000 followers
 May. 2016



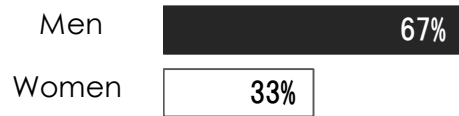
Contents: NEWS, OPINION, LIFE, COMMUNITY, CULTURE, SPORTS, CITY GUIDE

USER DEMOGRAPHICS

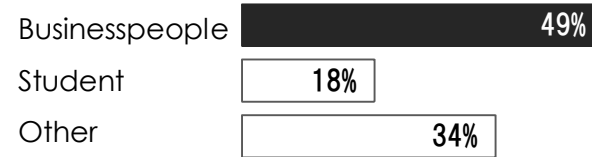
Our English news website attracts many global users, who are mainly highly educated, high-income-earning businesspeople in their 20s to 50s.

50 percent of business users are executives or hold managerial positions.

Gender Men account for about 70%



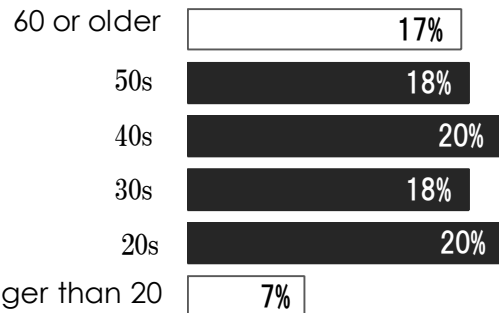
Occupation Businesspeople account for 50%



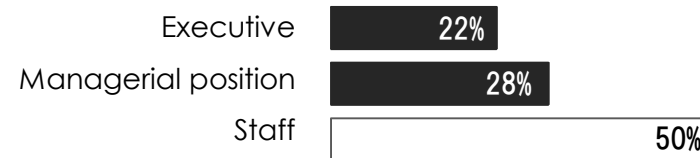
Nationality Non-Japanese account for about 60%



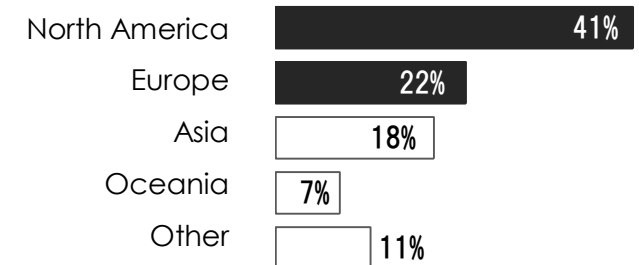
Age Mainly 20s to 50s



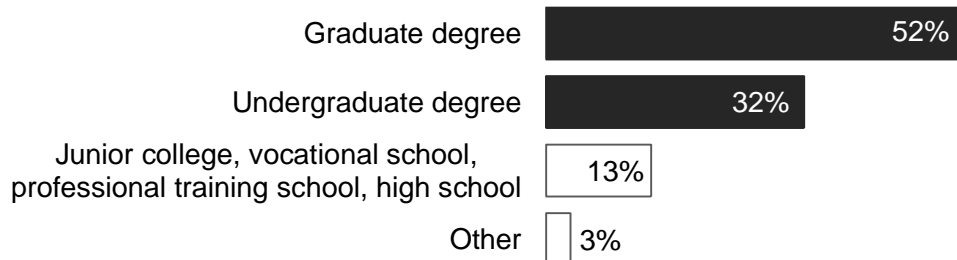
Title Executives and managerial positions account for about 50%



Nationality of non-Japanese North America and Europe account for about 60%



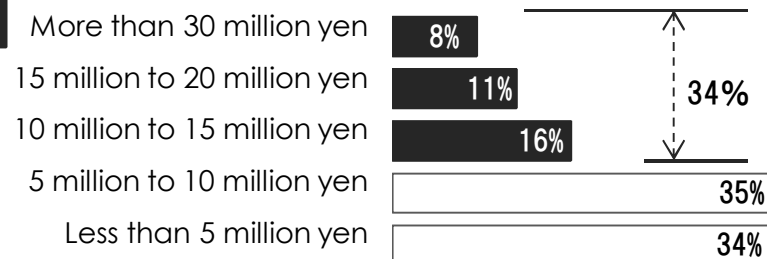
Education history



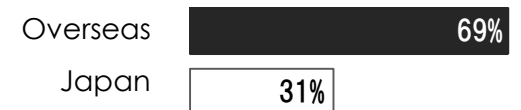
* JT survey in 2010

Annual income

Those earning 10 million yen and up account for more than 30%



Residence About 70% live overseas

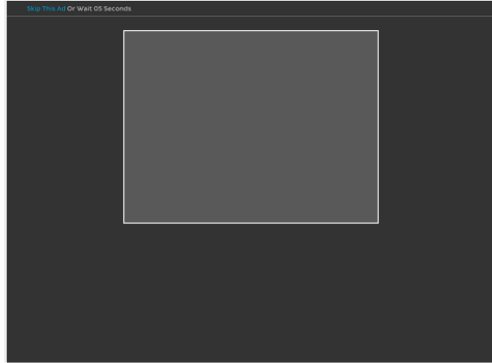


* Data from access analysis in May 2016

* Membership data in March 2016

ADVERTISING MENU

Top impact



* Top page appears after the top impact appears for seven seconds.

Top page



Category page, Article page



Advertising rates

Menu	How it appears	Page	Duration	Guaranteed/Estimated	Impressions	Rate (Before tax)	Quantity
① Top impact + Top rectangle	Paste	Top page	-	Guaranteed	200,000 + 150,000	¥700,000	1
② Rectangle	rotation	All pages	-	Guaranteed	450,000	¥600,000	2
Leader board	rotation	All pages	-	Guaranteed	500,000	¥600,000	2
③ Leader board, area targeting overseas	rotation	All pages	-	Guaranteed	500,000	¥750,000	1
Leader board, area targeting in Japan	rotation	All pages	-	Guaranteed	400,000	¥600,000	1
④ Small banner	paste	All pages	4 weeks	Estimated	2,000,000	¥300,000	3
⑤ Second rectangle	paste	All pages	4 weeks	Estimated	2,000,000	¥300,000	1
⑥ Bottom billboard	paste	All pages	4 weeks	Estimated	2,000,000	¥300,000	1
⑦ Top first text	paste	Top page	4 weeks	Estimated	600,000	¥300,000	1
⑧ Top second text	paste	Top page	4 weeks	Estimated	600,000	¥250,000	1
⑨ In-Read Video	15 - 30 seconds	Story pages	-	Guaranteed	150,000view	¥750,000	1

Advertising regulations

	Size (Width×Height)	File size	Looping limit	Remarks
Top impact	640×480	20KB (gif・jpg) 50KB (flash)	Within 10 seconds	Frequency control (once every 48 hours per user)
Rectangle	300×250	20KB (gif・jpg) 40KB (flash)	Twice, within 15 seconds	
Second rectangle	300×250	20KB (gif・jpg)	Impossible	
Leader board	728×90	20KB (gif・jpg) 40KB (flash)	Twice, within 15 seconds	
Small banner	300×55	20KB (gif・jpg)	Impossible	
Bottom billboard	970×250 (970×90, 728×90)	40KB (gif・jpg)	Impossible	
Top first text	80 letters	text	-	
Top second text	80 letters	text	-	
In-Read Video	640×360	40MB (mp4・flv)	Impossible	Frequency control (once every 12 hours per user)

The Japan Times will provide high-quality contents as it has a global view in reporting news to the world.

Volume

A4
word count 2 or 3 pages
900 words to 1,000 words

Duration

4 weeks

Links

- Banners in PC website, Smartphones (Separate fees)
- Text special for tie-up (Special Supplements)
- Mail magazine text
- The Japan TimesqFacebook and Twitter

¥1,500,000~ (including ¥500,000 for production costs)
+
Banners (fees on page 4)

Application	Application, orientation deadline: 6 weeks before posting (Please consult)
About reporting, ad production	<ul style="list-style-type: none"> •The Japan Times will create a tie-up page and links. We may have to turn down the application, depending on contents and other requests. We appreciate your understanding. •Production costs include reporting costs. •Reporting in a distant place will incur additional costs.

Link to the tie-up

PC website (Banners, Special texts, Mail magazines)



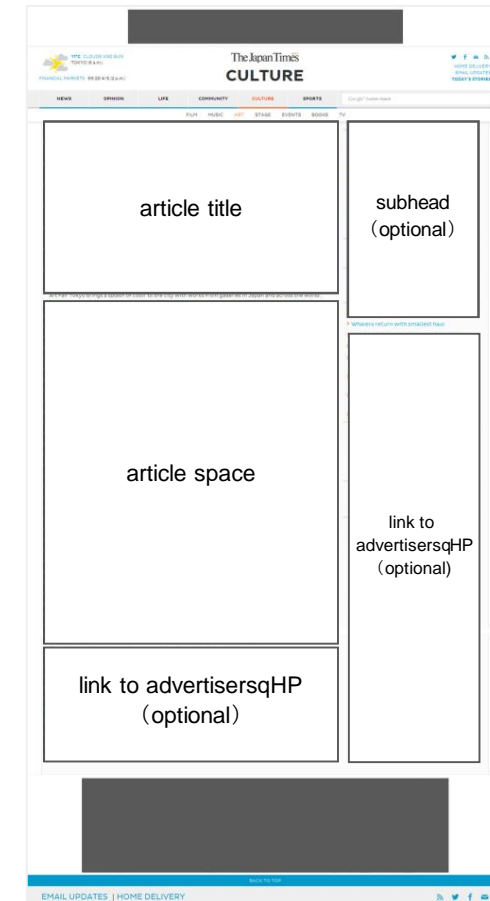
Japan Times' Facebook / Twitter



Smartphone (Various banners)



Tie-up page * image



Reach all smartphone users browsing our site with an ad that is displayed on every page.

Menu : Smartphone ad
 Guranteed imp: 1,000,000 imp (total placements)
 Duration : 2 weeks
 Page : All pages
 Place : Three places, top, middle and bottom of all pages
 Quantity : 2

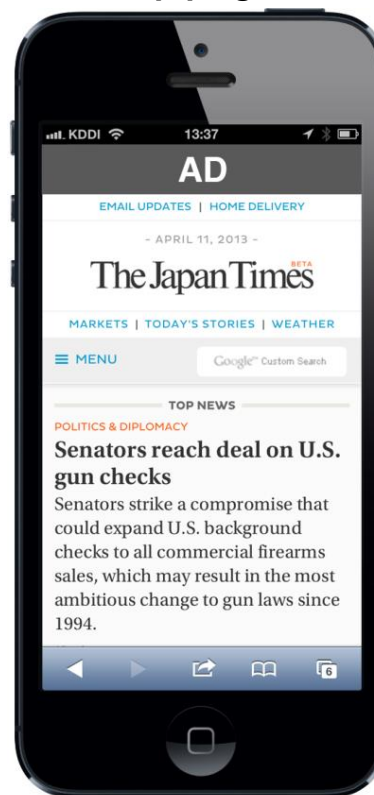
¥400,000

* before tax

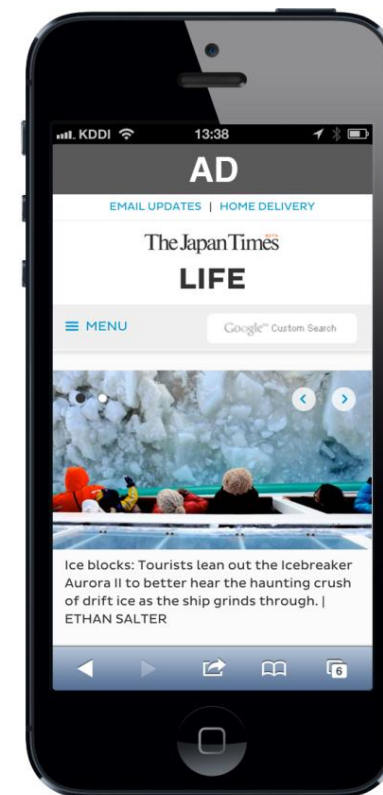
Ad specs

Size (Width×Height)	File size•Format	Loop
320×50	10KB (gif•jpg)	Impossible

Top page



Category page, Article page



* The above image only shows an ad on top slot. Please ask our sales staff for details.

REGULATIONS ON SUBMITTING ADS

* Please refer to the attached sheet for the specifications of submitting the In-Read Video.

1. Deadline for submission, ad changes

Deadline for gif•jpg files and texts is the noon of [five business days before](#). Deadline for flash•mp4 file is the noon of [10 business days before](#). Ad changes are acceptable every other week on business days only. Please submit a replacement ad before the deadline.

2. Start of ad display, duration of ad display

Start of ad display is [Monday at noon](#). Time from then to midnight of the same day is the period of display-confirmation time. The Japan Times does not have to cover any losses during the period.

NOTES ON PLACING ADS

1. The number of imp

More users visit JTO on weekdays. Thus, months with more Saturdays and Sundays tend to have lower impressions. Impressions in May, August, December and January tend to be low. We appreciate your understanding.

2. Compensation

- In case impressions do not reach assumed imp, we will not reduce rates or provide compensation. We appreciate your understanding.
- In case of natural disasters, a big incident, server malfunction caused by illegal access from a third party or other cases for which we are not responsible, we will not provide compensation.
- In case ad display is suspended due to system maintenance and other events, we will notify advertisers in advance. We will not provide compensation.

3. User environment

Depending on user environments such as browser setting, firewall and security software, ads may not appear properly. We appreciate your understanding.

4. Standards on ad auditing

In case an advertiser does not fit our standards after auditing the ad, we will turn down the ad application. We will also audit an ad and the website the ad is linked to. We will turn down ad applications if those do not comply with our standards. We appreciate your understanding.

For more information
websales@japantimes.co.jp

The Japan Times

Crossmedia Sales Division

4-5-4 Shibaura, Minato-ku, Tokyo, 108-8071
Tel. 03-3453-5242 Fax. 03-3453-7085