

THE YOMIURI SHIMBUN

Display Advertising Technical Specifications

At The Yomiuri Shimbun we pride ourselves on our award winning printing technology. IFRA Asia bestowed the "Best in Print Award 2005" on the world's best selling quality daily. To make the best of the latest technology at our disposal, please make your advertising material to the following specifications.

Required files

1. Illustrator **EPS** file
2. **AND** PDF file as the digital proof

EPS file specifications

- ◆ EPS file must be produced with (or saved at) Adobe **Illustrator 8.0.x** - 10.0.3 and Photoshop, both for Macintosh.
- ◆ Color setting of Illustrator must be **Grayscale for B&W** and **CMYK for color** ads.
- ◆ All characters must be **outlined**.
- ◆ **Output resolution** should be set as **900dpi**.
- ◆ Type should be kept at a minimum of **5point** both for standard and for reverse.
- ◆ All lines in the artwork should be at least 0.17point (0.06mm).
- ◆ **All graphics must be embedded** in the EPS file.
- ◆ **Neither Crop nor Trim Mark** should be used. The advertising area should be enclosed by a frame. An transparent line can be used for the frame.
- ◆ Advertising material must be supplied without notes, house logos, trim marks or any extraneous objects.
- ◆ Recommended resolution for **images** is **200 pixels per inch**.
- ◆ **Screen angles** should be as follows.
B&W: 45°
Color: C=15°, M=75°, Y=0°, BK=45°.
- ◆ **Screen ruling** for B&W ads should be 85LPI and 106LPI for color ads.
- ◆ Maximum printing **halftone is 85%** in any one color. For color ads, the **combined value** of all CMYK inks **should not exceed 250%**.

PDF proof specifications

- ◆ **The proof must be generated from the EPS file provided.**
- ◆ The proof must be 100% of the final size.
- ◆ The proof must be a true presentation of the file and be supplied for color matching on press.

Dimensions

Columns	Dimension (Height x Width)
DPS	510mm x 784mm
15 (Full Page)	510mm x 379mm
10 Full	339mm x 379mm
7 Full	236mm x 379mm
5 Full	167.5mm x 379mm
5 Half	167.5mm x 189mm
3 Full	99mm x 379mm
2 Full	66mm x 379mm
2 Half	66mm x 189mm

Material Deadline

- ◆ Black and white advertising material must be delivered to The Yomiuri Shimbun's Tokyo Headquarters two working days prior to publication. For color advertising material, three working days prior to publication. Cancellation after the closing date will not be accepted.

Delivery Method

- ◆ Please put the files on MO Disk (preferred) or on CD-ROM and send to the address below.

Delivery Address

The Yomiuri Shimbun
International Advertising Section
1-7-1 Otemachi
Chiyoda-ku
Tokyo 100-8055
Japan
Tel: +81 3 3216 8745

Inaccurate Material

- ◆ In the case of inaccurate material being supplied and there is insufficient time for the supplier to modify it, The Yomiuri Shimbun will amend the material and charge the actual cost to the supplier.

Contacts

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