WIRED Ad Regulation Guide

Oct. – Dec. 2016 Ver.1.0

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■ Contents

Concerning the Advertisement Display Environment

- Please note that depending on the user's environment (browser, security software, firewall setting, etc.), it is possible that a given advertisement cannot be distributed or that it cannot be inserted correctly.

Concerning Advertisement Data Manuscript Reception

- Manuscript reception format: Please prepare the manuscript in the format stipulated under the regulations for each type of advertisement.
- Manuscript reception deadline: Please keep strictly to the deadline stipulated under the regulations for each type of advertisement.

※ For details of menu items, please refer to "the website Media Guide".

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■ Concerning Applications Format

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■ **Application process**   Please contact to websales@condenast.jp

Insertion Suitability Confirmation
For companies or products with no prior insertion record with WIRED.jp website or magazine, we will perform an examination to determine their suitability for insertion.

Vacant Frame Confirmation
When making an insertion application, please be sure to confirm that the desired frame is vacant in advance.

Application
Applications must be made by email according to the format listed below. After accepting an application, we cannot accept cancellation for any reason whatsoever.

Application Decisions
After accepting an application, we will convey our official decision using an official WIRED.jp website "Application Received Email" reply.

Creative Surveys
For products with no prior insertion record with WIRED.jp website or magazine, we will perform a creative review. In the case of newly produced items, we may also confirm the rough version, etc.

Reception Format
Please send the script as an email attachment according to the format listed below.

Competition Adjustment
In principle, adjustment is not performed.

■ **Insertion Suitability Confirmation**
Please make your inquiry after writing down the following items.

• Advertiser's official name
• Official campaign product
• URL inserted in company brochure
• Advertisement link URL

*In some cases, we may wish to confirm past insertion records, etc.

■ **Application Format**
Please make your inquiry after writing down the following items.

• Advertising Agency's official name
• Advertiser's official name
• Notification details (subject matter)
• Advertisement link URL
• Medium
• Menu
• Insertion period
• Application amount

■ **Reception Format**
Please make your inquiry after writing down the following items.

• Advertising Agency's official name
• Advertiser's official name
• Notification details (subject matter)
• Advertisement link URL
• Medium
• Menu
• Insertion period
• Insertion volume
• Application amount
• Please write the name of the attachment file

■ About the reporting form CondeNastJapan
-Banner : Number of imp, click and CTR per day.
-Tie-up : Number of PV and click per day.
-In the 3rd paery distribution by external ad server, a prior test is required.
-Report is presented after 5 business days.

■ **Survey Details**
-This is a creative content survey. In addition to applying the advertising insertion standards on page 5, we will check the site's policy on rules, copy language, expressions, etc.

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■ Ethical Principles of Advertising

CondeNastJapan applies the following self-imposed regulations concerning internet advertising (including banner ads, text ads, mail ads, tie-up ads, etc.) appearing on Websites it operates on its own behalf while obtaining the cooperation of the parties involved in such advertising in order to protect the interests of its users and obtain social confidence.

(1) Advertisements must convey truth, and as such they must be worthy the trust placed in them by users and by society.
(2) Advertisements must comply with social norms and related laws and must be in good taste.
(3) Advertisements must be dignified, and must not harm the honor or slander the reputation of third parties.
(4) Advertisements must pursue beauty and aim to be a source of joy to those who view them.

■ Advertising Insertion Standards

CondeNastJapan possesses all the rights concerning the insertion of internet advertising appearing on Websites it operates on its own behalf. Consequently, we ask that advertisers respect and observe the following regulations that we have set out with regard to advertising insertions.

Basic Standards
(1) Insertion decisions
The right to make decisions regarding the suitability of advertising insertions in WIRED.jp website (hereinafter: "the Medium") is held by CondeNastJapan (hereinafter: "the Company").
(2) Review objects
The objects of the advertising insertion suitability examination include not only the design, expressions and text used in the advertisement (banner ad, text ad, etc.) but also the contents of any pages or sites to which the ad is linked.
(3) Locus of responsibility
The advertiser will undertake full responsibility for any advertisements they insert in the Medium.
(4) Clear indication of advertiser
In order to clarify where the responsibility for advertisements inserted in the Medium lies, the name, address and telephone number of the advertiser must be inserted via a link placed on the advertisement.
(5) Details and contents
The content and purpose of advertisements much be clear. Advertisements should not be unintelligible to ordinary users nor be of unclear intention.
(6) Respect for human rights and exclusion of discriminatory expressions
Advertisements inserted in the Medium should not violate basic human rights. Moreover, they should not include discriminatory messages or content or expressions that encourage discrimination.

■ WIRED.jp website Advertisement Insertion Standards

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We regret that we cannot accept orders for the insertion of banners or other advertisements that include the kinds of expressions listed below.

(1) Advertisement contents for which insertion is not permitted
- Those that violate or appear likely to violate international treaties, domestic regulations, or that encourage or appear likely to encourage violations.
- Those that affirm or glorify violence or brutality, bizarre behavior or obscenity, and which are deemed offensive to public morals or likely to encourage or stimulate crime.
- Those including content or expressions likely to foster an urge to speculate or to gamble.
- Those that are related to the sale of firearms, knives/swords, or illegal drugs.
- Those that are in violation of user limitation written obligations with respect to age limits.
- Those that display links to contents that differ significantly from the indicated contents.
- Those that slander, damage the character, or violate the privacy of third parties.
- Those that slander the Company without cause or create an impression likely to damage its social standing. Also, those that unfairly negate or slander other contents of the Company's site.
- Those likely to lead to misunderstanding that the Company and/or the Company's site has a relationship with the advertiser and/or the ad contents.
- Those that use names, photographs, gossip, trademarks, or copyrighted work without permission.
- Indications using fallacies or incorrect displays likely to create the misconception that the product or service, etc. is superior to or more advantageous than those of its rivals.
- Those that use advertisements as decoys for things that the advertiser actually has no will to sell.
- Displays that make inappropriate comparisons contrary to fact in order to emphasize the superiority of the advertised product or service, and displays that slander other parties, products or services.
  ※ Ads that the Company judges grossly inappropriate in consideration of their contents or impression.

(2) Expressions using superlatives (largest, highest, etc.)
- WIRED.jp website agrees to the insertion of superlative expressions such as "biggest," "best," etc., only in cases where such claims can be objectively proven. Also, in cases where the Company judges it necessary, the advertiser must provide clear data, sources,names of survey organizations, etc.

(3) Opinion advertisements
- We allow insertions only when we are satisfied that the advertisers are groups, multiple enterprises, or voluntary associations that have a sound organizational status and enjoy an appropriate social evaluation.

(4) Comparative advertisements
- We allow comparative advertisements only when they satisfy the following conditions:
  The content of the comparisons has been objectively substantiated by an independent third party's survey, etc.
  The facts and figures represented are quoted correctly and appropriately.
  The method of comparison is fair.

(5) Advertisements offering prizes and/or extra benefits
- In the case of advertisements for prize contests or which offer prizes, etc.,we always conduct an advance examination based on the provisions of the Antimonopoly Law and the Fair Trade Commission of Japan's official notices, and then make a judgment as to the advertisement's suitability for insertion.
  ※ Please refer to the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation, the Antimonopoly Law, and the Fair Trade Commission of Japan's official notifications.

(6) Advertisements for sites in competition with the Company's services
- In the case of advertisements for competing sites or sites that offer services competing with those of the Company, we always require confirmation in advance.

(7) Concerning advertisements with attached coupons
- In the case that an advertisement (such as a banner ad, etc.) includes an output to a specific linked page in the form of a coupon, please be sure to provide the following details:
  Expiry period, object product or service, maker or name of store carrying out offer, discount rate or discount amount (or free in the case of a free offer), product quantity, weight, shape, and other necessary items apart from those mentioned above.

※ Apart from the above items, please bear in mind that the Company may refuse to accept any insertion order at its own discretion for any reason.

Banner Production Regulations

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<Regulations and cautions concerning banner and mail advertisement production (expressions)>

Regulated Items	Contents of Regulation
Images and designs that are liable to cause users discomfort	① Alert marks, rapid oscillation, blinking images ② Continuous strong-contrast reversed displays
References and images that may be confused with WIRED.jp website supplied content	Images or texts similar to logo marks or designs of WIRED.jp website services or to icons, fonts, etc., used by WIRED.jp website are prohibited. In the case
Images and expressions containing likely exaggerations	Superlative or absolute expressions such as "No.1," "world's first," "world's best," etc., must be supported by objective proof provided by an objective third-party organization dated within one year of the application. Also, the data, source, and survey organization must be stipulated within the body of the advertisement.
Images and expressions using comparisons	Comparative expressions indicating specific rivals, comparisons that contain unsubstantiated claims, and comparative expressions or images made based unfair standards are prohibited.
Images and expressions showing or related to alcohol	Images and expressions showing or related to alcohol must be accompanied by a statement such as "You should not drink alcohol until you reach the age of 20" or "the drinking of alcohol by minors below 20 years of age is prohibited by law."
Images or expressions suggestive of banknotes or other currency	Images or expressions suggestive of banknotes or other currency are prohibited.
Images and expressions related to election campaigns	Images and expressions related to election campaigns are prohibited.
Images and expressions suggestive of behavior prohibited by law	Images and expressions suggestive of behavior prohibited by law are prohibited.
Images and expressions in which the advertiser is unknown	Images and expressions in which the advertiser, including any link parties, is unknown are prohibited.
Other prohibited items	Advertising containing dual pricing or fallacious contents is prohibited.

Mouse actions	All presentation and operability functions in the banner range that have interactivity can be performed only in the following cases. ・Where a creative action is prompted at the user's will
	Prohibited items: ① Jumping to a special site or triggering a pop-up, etc., by means of a mouse-over and mouse-out movement.. ② Creation of other new operational concepts in addition to the above. ③ Changing the shape or color of the cursor or other movements inviting user confusion such as expanding, shrinking or eliminating the cursor.

※ Concerning prohibited text characters

| 1. Characters disapproved under the regulations:
Half-size (single-byte) kana characters | 2. Characters that cannot be used due to system limitations:
《Full-size (2-byte) characters》
〜 (Wave)
¢ (Cent)
£ (Pound)
∥ (Double slash)
¦ (Break line)
− (Minus)
〝 (Double apostrophe) | Ｉ ｉ (Full-size alphanumeric characters upper/lower case)
— (Full-size dash)

<<Half-size (single-byte) characters>>
・ (Half-size middle dot)
\ (Half-size back slash)
" (Vertical double apostrophe)
' (Vertical single apostrophe) |

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Smartphone: In-Banner Character Size (Japanese)

■Japanese Text
Minimum 18px (640×100/640×200)
(submission time manuscript full size)
↓
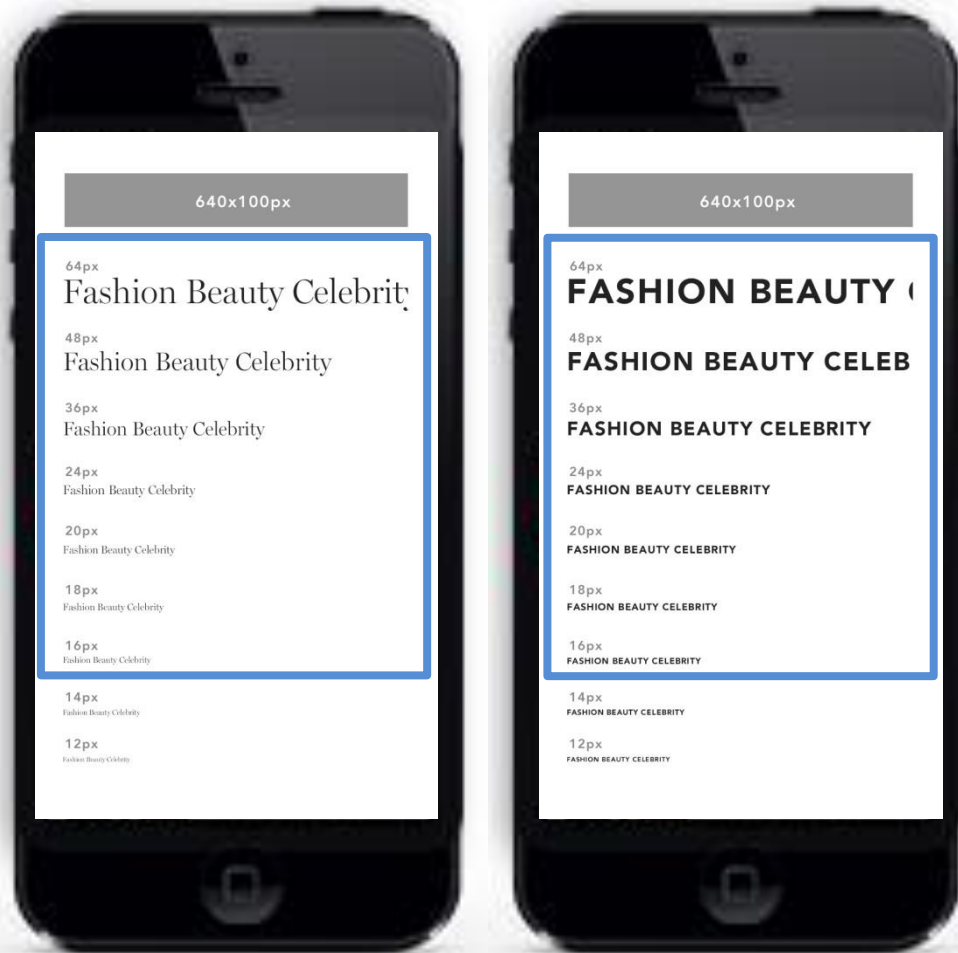The actual distribution size is reduced by 50% for display.

※In case font sizes are smaller than above, please revise them.
※If the choice of character fonts and/or colors make the text difficult to read, please revise it.

The use of font sizes smaller than 18px (submission time manuscript full size) is not permitted.

Smartphone: In-Banner Character Size (Single-Byte Alphanumeric)

640x100px

64px
Fashion Beauty Celebrity

48px
Fashion Beauty Celebrity

36px
Fashion Beauty Celebrity

24px
Fashion Beauty Celebrity

20px
Fashion Beauty Celebrity

18px
Fashion Beauty Celebrity

16px
Fashion Beauty Celebrity

14px
Fashion Beauty Celebrity

12px
Fashion Beauty Celebrity

640x100px

64px
FASHION BEAUTY (

48px
FASHION BEAUTY CELEB

36px
FASHION BEAUTY CELEBRITY

24px
FASHION BEAUTY CELEBRITY

20px
FASHION BEAUTY CELEBRITY

18px
FASHION BEAUTY CELEBRITY

16px
FASHION BEAUTY CELEBRITY

14px
FASHION BEAUTY CELEBRITY

12px
FASHION BEAUTY CELEBRITY

■ Single-Byte Alphanumeric Text
Minimum 16px （640×100/640×200）
（submission time manuscript full size）
↓
The actual distribution size is reduced by 50% for display.

※In case font sizes are smaller than above, please revise them.
※If the choice of character fonts and/or colors make the text difficult to read, please revise them.

The use of font sizes smaller than 16px (submission time manuscript full size) is not permitted.

Flash Banner Production Regulations

■ Flash Banner (Including Rich Ads) Action Script Prohibitions

In consideration of usability, the following action scripts are either prohibited or restricted.

	Action Script	Details	Action Script	Details
Access to the user's PC environment and information	Accessibility	Controls communication with screen reader	Microphone	Controls a microphone and audio captured from a microphone
	Camera	Controls images captured from a video or still camera	Print Job	Controls animation
	Context Menu	Controls the context menu	System	Refers to/sets up the user's system environment
	Key	Controls input from a keyboard	Shared Object	Functions like a browser cookie
Control of external information	Load Vars	Used for reading in data from an external file and for sending/receiving data with cgi		
	Movie Clip Loader	Manages reading in from an external file		
	Net Connection	Executes playback of a streaming FLV file		
	Net Stream	Executes playback of a streaming FLV file		
	Object	Refers to/sets up an original (own-made) project		
	Stage	Used for setting the expansion/reduction ratio when changing the display size in a FlashPlayer or browser and for obtaining the display size		
	XML	Reads in XML data from a server and analyzes it, produces XML data and sends it to a server		
Control of external information	Load Movie ()	Reads in an external file to a specified movie clip (* Partial description. See separate reference.)		
	Load Movie Num ()	Reads in an external file to a specified level		
	Load Variables ()	Reads in variables from an external file to a specified movie clip.		
	Load Variables Num ()	Reads in variables from an external file to a specified level		
	Unload Movie ()	Deletes an external file that has been read into a specified movie clip (* Partial description. See separate reference.)		
	Unload Movie Num ()	Deletes an external file that has been read into a specified level		
Printer operation	Print ()	Executes printer output of a movie clip		
	Print As Bitmap ()	Executes printer output of a movie clip in bitmap form		
	Print Num ()	Executes printer output of a frame from inside a specified level		
	Print As Bitmap Num ()	Executes printer output of a frame from inside a specified level in bitmap form		

Use of the following action script is prohibited because this has already been set independently on the distribution server.

Distribution server-based setting	Get URL	Uses "Get URL" on a timeline (except "Get URL" specified by ad server)		

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«Regulations and Cautions Concerning Flash Advertisement Production»

Script file version	**SWF**	SWF file publish version: Flash Player 10 or lower Movie compression is available in the publish setting.			
	FLA	Production application: Flash CS between 4 and 6 with only Action Script 2.0			
File name	For the file name, refer to the following naming rule (max. 20 English 1-byte chars.): Client name/Underbar/Insert start date/a, b, c, etc.—in case of plural nos. [Ex] condenast_080301a.jpg				
Button setting	Prepare a transparent button for which the key frame is specified as "hit" in the top-most layer.				
Using fonts	Make use of outline (rasterized) fonts.	**Voice/sound**		Default OFF (Make ON/OFF manually available)	
Frame rate	12 - 24 fps	**Band capacity limitations**		• First frame: within 30KB. Insertion of action scripts or objects in the first frame is prohibited. • For the second and subsequent frames, keep within 30KB per frame.	
Linked URLs	• One URL (the same link) for both the SWF and alternative files (described in the script email) • Use English 1-Byte characters for the URL. In the case of machine-dependent characters, or even for other symbols not normally used for URLs (&, #, %, etc.), there is a possibility that normal linkage may not be achieved. ※ Character restrictions of URL are less than 200 characters.				
SWF background colors	In the case that background color setting is necessary, add objects that can serve as background colors onto the layer(s). ※ Setting of background colors of properties is invalid.				
Report	The report will comprise the total of the Flash and alternative image distribution numbers.				
Compatible environment	**OS**	Windows	**Browser**	Internet Explorer 8 or higher	**Setting**	Java script enabled, Active X enabled, SSL enabled, Cookie enabled, style sheet enabled, Flash Player plug-in installed environment

※ However, please not that sometimes Flash movies are not displayed depending on the network or PC environment used.

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Advertisement Specifications [Ordinary Flash Banner]

Display Area Size (W x H / px)

◆PC Wskyscraper   :300 x 600px
◆PC Rectangle   :300 x 250px
◆PC Billboard   :300 x 250px

Advertisement Data Format

When delivering advertising manuscript data, please prepare the following three items of material.
1. SWF file (.swf)
2. Flash file (.fla)
3. Alternative animation (GIF or JPEG)

Advertisement Data Capacity

◆PC Wskyscraper   :within 100KB
◆PC Rectangle   :within 100KB
◆PC Billboard   :within 300KB(*Billboard limited)

Loop

Endless looping is possible.

Link Setting

Describe the following script on the layer of the transparent button for which the key frame is designated as "hit".

```
on (release) {
        if ((clickTag.substr(0, 5) == "http:") or (clickTag.substr(0, 6) ==
    "https:")) {
        getURL (clickTag, "_blank");
        }
        }
```

*Symbol of the click button in flash

※ Do not insert this into banners that fall under the next page's animation.
※ This is a setting for making a jump to a designated URL at the click time.
※ Use of other "Get URL" on a timeline is prohibited.

*We don't permit transparent setting in time of expand banner to be expanded.
*Mouse action should be limited in roll over action when it animated.

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The Creative Structure

In order to make it easy to grasp the creative structure…

① Please give simple names to each layer and symbol.

② In order to enable normal functioning, complicated structures such as those which place all the layers and symbols on a single screen are prohibited. Please note that in some situations, we may ask advertisers to make corrections.
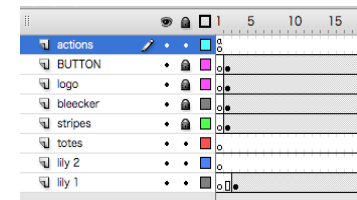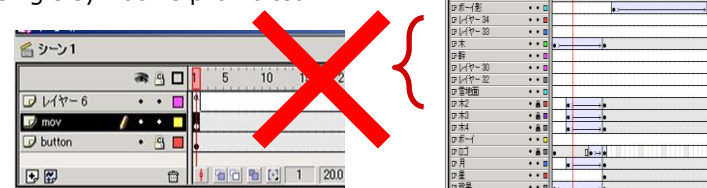
①② Correct example

Please prepare transparent buttons on the top layer for which their key frames are designated as "hits".

<Prohibited production sample of ②>
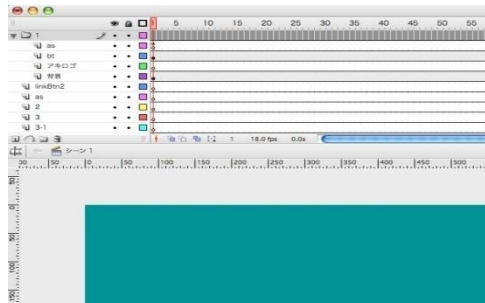
The production of multiple layers and symbols within a single symbol is prohibited.

Factors in Reducing the Flash Animation Loading Rate

Please avoid creative productions that place an extreme load on the users' PCs. As a standard, produce work that does not place a load of more than 40% (SWF, stand-alone) on a Pentium 3-800Mhz class machine for more than 2 seconds.

[Confirmation and Set-up Method]

1. Start up the SWF file with a FLASH stand-alone player.

2. Refer to [Windows Task Manager] — [Process] Tab — the [CPU] item inside [SAFlashPlayer.exe].

3. Confirm the transition of Windows Task Manager's CPU load ratio by playing back the creative work and performing mouse over and clicking operations while browsing the animation.

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