

VOGUE

Ad Regulation Guide

Oct. - Dec. 2016 Ver.1.0

| | |
|--|----|
| ■ Concerning Applications Format | 3 |
| ■ Website Advertisement Insertion Standards | 4 |
| ■ Banner Production Regulations | 7 |
| ■ Flash Banner Production Regulations | 11 |
| ■ Under 100KB Ordinary Flash Banner Production Outline | 14 |
| ■ Ordinary Flash Banner Production Guide | 15 |

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".

■ Application process

Please contact to websales@condenast.jp

Insertion Suitability Confirmation

For companies or products with no prior insertion record with VOGUE JAPAN 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 VOGUE JAPAN website "Application Received Email" reply.

Creative Surveys

For products with no prior insertion record with VOGUE JAPAN 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 the case of Wskyscraper and MPU only, adjustment is carried out in the following situation: Where product categories are in competition. In this situation, the first client to make an application is accorded priority, so in principle, we refuse to accept applications from competing clients after the initial application has been accepted.

■ 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.
- Mail menu : Number of copy, unseal and click on linking button during 5days
- 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.

■ 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 VOGUE JAPAN 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 must 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.

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.)
 - VOGUE JAPAN 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.

● Based on its site operating standards, CondeNastJapan has established the following menu-classified regulated business categories.

1. Categories Unsuitable for Insertion

The following types of business are judged unsuitable for inserting advertisements in all pages.

Commodity futures trading advertisements
Financial futures trading advertisements (online foreign exchange margin transactions: partial insertion possible)
Business loan industry (commerce and industry loans) advertisements
Securities purchase loan advertisements
Credit guarantee and loan guarantee advertisements
Mortgage securities advertisements
Investment consultation business advertisements
Tobacco product advertisements (company advertisements and peripheral advertisements: partial insertion possible)
Personal import agency business advertisements
Advertisements of entertainment and amusement businesses and other types businesses deemed offensive to public order or morals
Advertisements for religious groups, etc.
Advertisements for rituals and prayers
Private detective or private inquiry agency advertisements
Advertisements for self-development, educational seminar, ability development equipment, or study material, etc.
Advertisements for network business, monitor business, sideline business, etc.
Advertisements for cosmetic surgery, plastic surgery, laser eye corrective surgery, etc.
Advertisements for live chat and dating sites, etc.
Investment trust advertisements
Animal/plant depositary trading advertisements
Investor gathering and monetary deposit advertisements
Marriage information service and dating-related advertisements
Fee-based nursing home client gathering advertisements
Advertisements for medical devices or similar products
Medical services-related advertisements
Drugs/pharmaceuticals-related advertisements
Attorney/lawyer-related advertisements
Advertisements for games for money, gambling, mahjong, etc.
Pachinko/slot machine-related advertisements
Personal unsecured loan advertisements
Foreign exchange margin trading advertisements
Advertisements for hair growth and other hair-related businesses
Outlet mall advertisement

2. Categories for which Insertion is Regulated

The insertion location in the case of advertisements for certain types of businesses may be subject to regulation.

(1) Insertion partner regulated types of business

- ① Shopping malls
- ② Education-related
- ③ Insurance products
- ④ Mail order sales businesses
- ⑤ Imported foods
- ⑥ Supplements
- ⑦ Cosmetics and body care
- ⑧ Beauty-related
- ⑨ Select shops
- ⑩ Securities and foreign exchange

(2) Concerning TOP Page insertion

Insertions in the following genres on the TOP Page are limited to the following types of business.

- ① Cosmetics, hair and body care:
Brands handled by department stores (for cosmetics handled by doctors, confirmation required)
- ② Foods: Brands that are handled in real stores
Imported foods that have legitimate import agents

※ In addition, we reserve the right to designate insertion locations according to product, creative content, link partner, etc.

Banner Production Regulations

■ Banner Production-Related Cautions and Prohibitions

<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 VOGUE JAPAN website supplied content | Images or texts similar to logo marks or designs of VOGUE JAPAN website services or to icons, fonts, etc., used by VOGUE JAPAN 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. <ul style="list-style-type: none"> Where a creative action is prompted at the user’s will |
| | Prohibited items: <ul style="list-style-type: none"> 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) |
|---|--|--|

Smartphone: In-Banner Character Size (Japanese)



■Japanese Text

Minimum 18px (640 × 100/640 × 200)
(submission time manuscript full size)



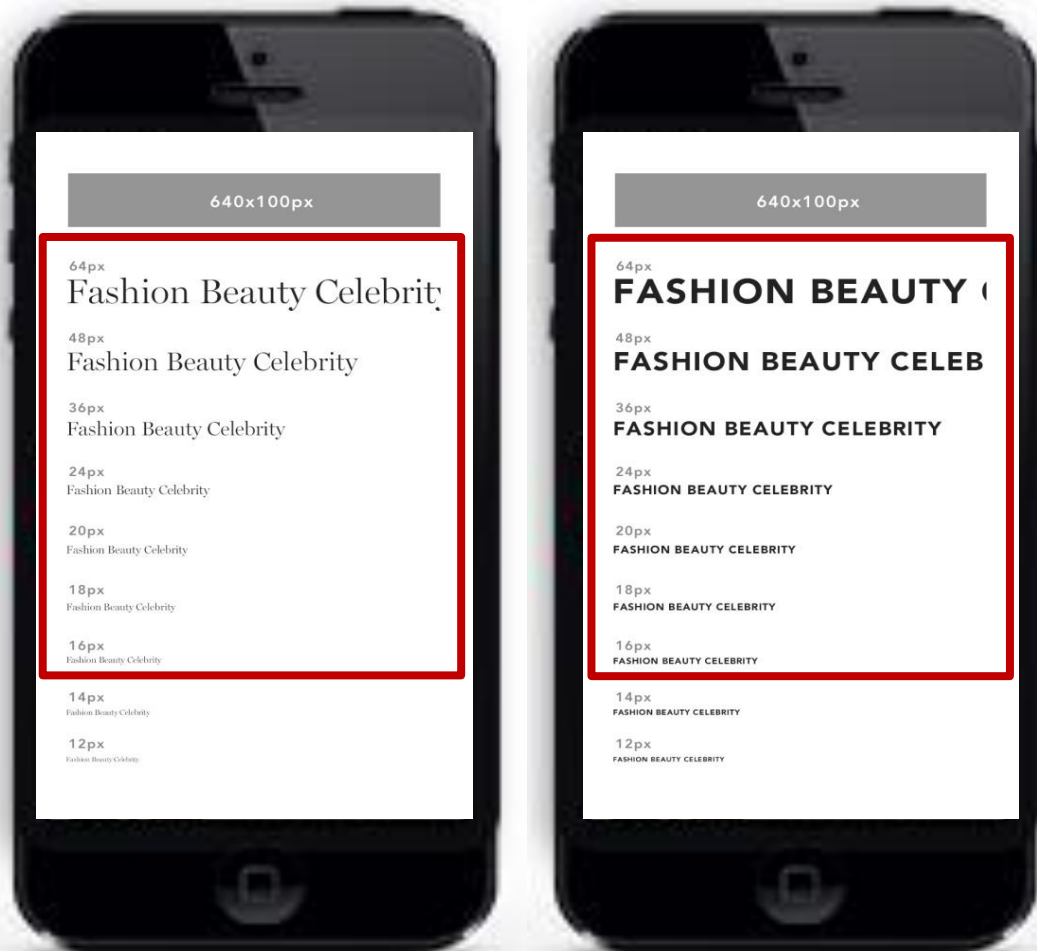
The actual distribution size is reduced by 50% for display.

※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)



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

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

«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 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 note that sometimes Flash movies are not displayed depending on the network or PC environment used.

Advertisement Specifications [Ordinary Flash Banner]

Display Area Size (W x H / px)

| | |
|---------------------|----------------|
| ◆Premium Canvas : | 850×478 pixel |
| ◆Horizontal Banner: | 1000×250 pixel |
| ◆Wskyscraper: | 300×600 pixel |
| ◆Big Board: | 1020×250 pixel |

Advertisement Data Capacity

| | |
|---------------------|-----------------------|
| ◆Premium Canvas: | within 100KB or 300KB |
| ◆Horizontal Banner: | within 100KB or 300KB |
| ◆Wskyscraper: | within 100KB or 300KB |
| ◆Big Board: | within 100KB or 300KB |

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");
  }
}
```

- ※ 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.

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)

Loop

Endless looping is possible.

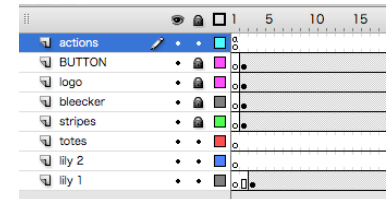
*Symbol of the click button in flash



The Creative Structure

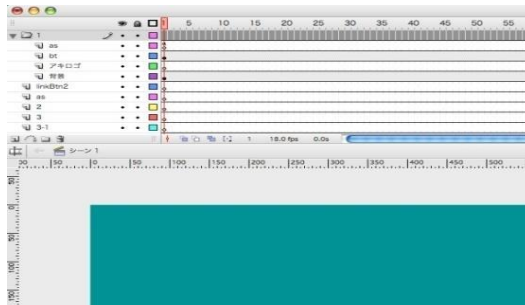
In order to make it easy to grasp the creative structure...

- 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.



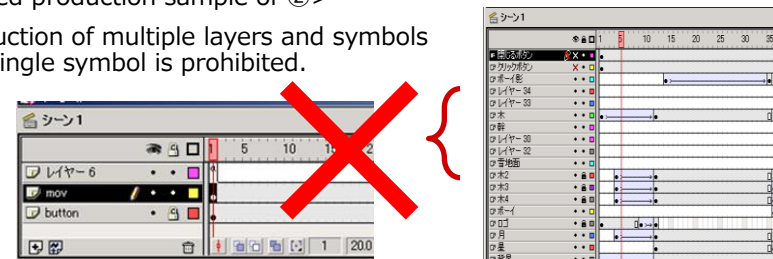
①② Correct example

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

| イメージ名 | ユーザー名 | CPU | メモリ使用 |
|-------------------|-----------------|-----|----------|
| IEEXPLORE.EXE | hikari-kabasawa | 00 | 14,440 K |
| OUTLOOK.EXE | hikari-kabasawa | 00 | 11,372 K |
| WMIPRVSE.EXE | SYSTEM | 00 | 6,052 K |
| SAFlashPlayer.exe | hikari-kabasawa | 09 | 10,260 K |
| POWERPNT.EXE | hikari-kabasawa | 00 | 14,816 K |
| XeloPDFDriver.exe | hikari-kabasawa | 00 | 11,868 K |
| TASKMGREXE | hikari-kabasawa | 00 | 5,848 K |
| msnmsgr.exe | hikari-kabasawa | 00 | 15,776 K |
| wdfmgr.exe | LOCAL SERVICE | 00 | 1,848 K |
| msmsgs.exe | hikari-kabasawa | 00 | 6,540 K |
| SVCHOST.EXE | SYSTEM | 00 | 4,304 K |
| tmlisten.exe | SYSTEM | 00 | 5,496 K |
| CTFMON.EXE | hikari-kabasawa | 00 | 3,744 K |
| qttask.exe | hikari-kabasawa | 00 | 2,720 K |
| nrtscan.exe | SYSTEM | 00 | 5,208 K |
| MDMEXE | SYSTEM | 00 | 3,240 K |
| NijiFace.exe | hikari-kabasawa | 00 | 4,472 K |
| lap.exe | SYSTEM | 00 | 1,768 K |
| RIINDI132.FXF | hikari-kabasawa | 00 | 6,824 K |

プロセス: 39 CPU 使用率: 11% コミット チャージ: 346512KB / 884140KB

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.