

朝日新聞
DIGITAL

— AD GUIDE —
select version

<https://www.asahi.com/>

The Asahi Shimbun
Development and Co-ordination Office

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[Homepage] Homepage MPU

— 朝日新聞デジタル（トップページ） —



Device	Ad space	Estimated/Guaranteed
PC	Homepage	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	300 × 250	File size (MAX)	150KB
Imps.		Rate (tax etc)	1.0 JPY/imp

■ Please see below for more information

▼ Material Specifications

<http://www.asahi.com/advertising/englishmediakit/regulation.html>

▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[Homepage] Homepage branding board

— 朝日新聞デジタル (トップページ) —



Device	Ad space	Estimated/Guaranteed
PC	Homepage	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	970 × 60	File size (MAX)	150KB
Imps.		Rate (tax etc)	1.0 JPY/imp

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▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[Homepage] Billboard ad

▼収束時掲載イメージ

— 朝日新聞デジタル (トップページ) —



▼展開時掲載イメージ

— 朝日新聞デジタル (トップページ) —



展開時間は最大40秒間、終了後は自動的に収束します。もしくはユーザーが「Close」ボタンを押した場合も収束します。収束後、再度展開することはありません。

Device	Ad space	Estimated/Guaranteed
PC	Homepage	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG		
No. of displaying multiple materials	Material deadline	
Only one material	4:00 p.m. ten working days prior	

Ad size	970 × 250 (expanded)	File size (MAX)	1MB (expanded)
	970 × 60 (shrunked)		150KB (shrunked)
Imps.	4,000,000 imps	Rate (tax etc)	10mil JPY

■ Please see below for more information

▼Material Specifications

<http://www.asahi.com/advertising/englishmediakit/regulation.html>

▼Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[News]

News inside-article MPU

— 朝日新聞デジタル（記事ページ） —



Device	Ad space	Estimated/Guaranteed
PC	News page	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials	Material deadline	
Up to 4 different materials	4:00 p.m. four working days prior	

Ad size	300 × 250	File size (MAX)	150KB
Imps.		Rate (tax etc)	0.8 JPY/imp

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<http://www.asahi.com/advertising/englishmediakit/genko.html>

[All pages] ROS MPU

— 朝日新聞デジタル（トップページ） —



— 朝日新聞デジタル（記事ページ） —



Device	Ad space	Estimated/Guaranteed
PC	All page	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	300 × 250	File size (MAX)	150KB
Imps.		Rate (tax etc)	0.6 JPY/imp

■ Please see below for more information

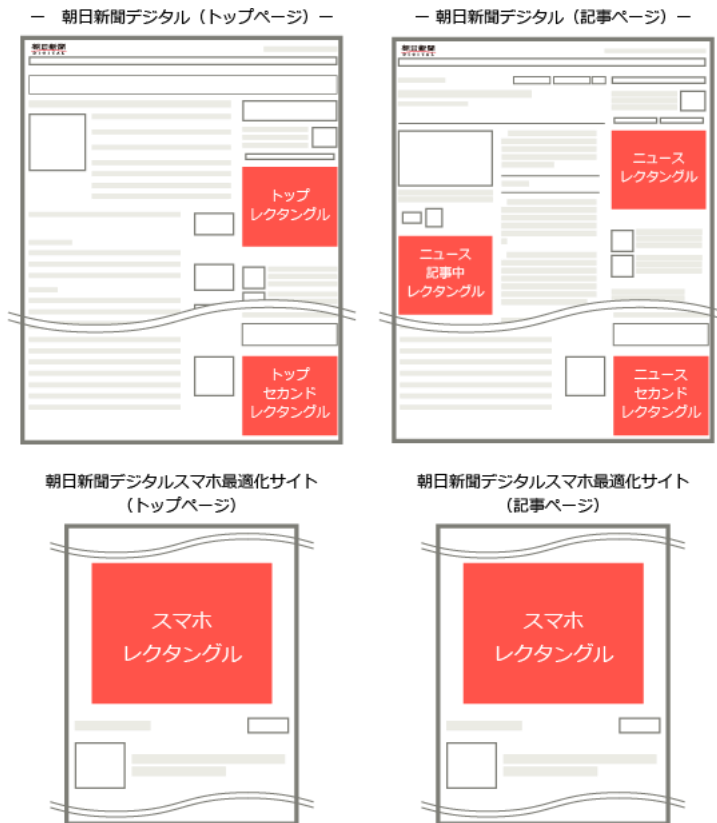
▼ Material Specifications

<http://www.asahi.com/advertising/englishmediakit/regulation.html>

▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[All pages] Run of Asahi MPU



※上記枠内からランダムで選択されます

Device	Ad space	Estimated/Guaranteed
PC&SP	All page	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	300 × 250	File size (MAX)	150KB
Imps.		Rate (tax etc)	0.4 JPY/imp

■ Please see below for more information

▼ Material Specifications

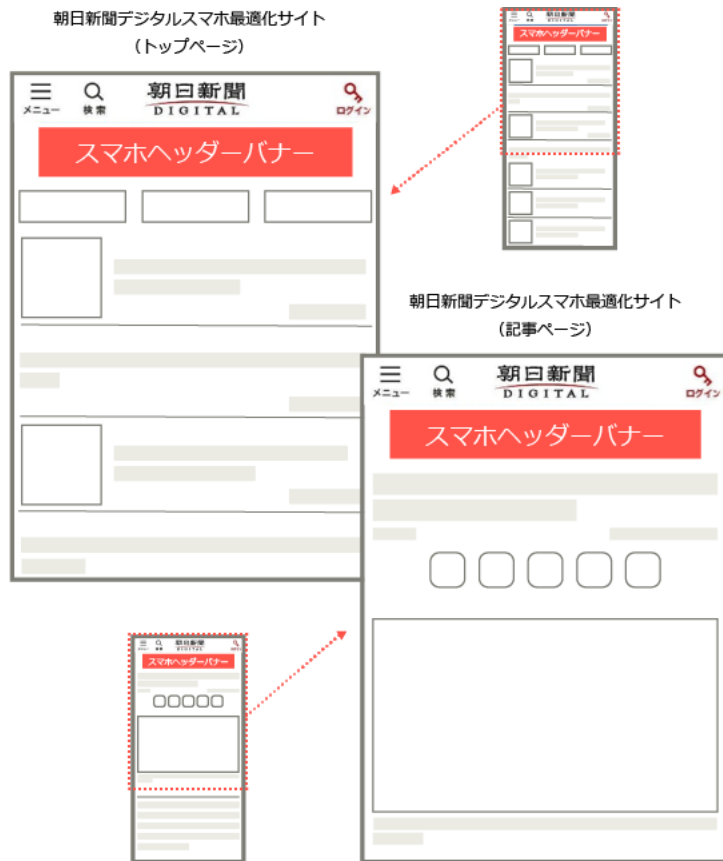
<http://www.asahi.com/advertising/englishmediakit/regulation.html>

▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[Smartphone-optimized website]

Mobile Leaderboard



Device	Ad space	Estimated/Guaranteed
SP	All page	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	320 × 50	File size (MAX)	100KB
Imps.		Rate (tax etc)	0.5 JPY/imp

■ Please see below for more information

▼ Material Specifications

<http://www.asahi.com/advertising/englishmediakit/regulation.html>

▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[Smartphone-optimized website]

Mobile MPU



Device	Ad space	Estimated/Guaranteed
SP	All page	Guaranteed
Period	Posting date	Exposure type
One week	Monday	Rotation
File format	Loop	
gif or JPEG	Unlimited	
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. four working days prior

Ad size	300 × 250	File size (MAX)	150KB
Imps.		Rate (tax etc)	0.5 JPY/imp

■ Please see below for more information

▼ Material Specifications

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▼ Advertising guidelines / Material delivery method

<http://www.asahi.com/advertising/englishmediakit/genko.html>

[Smartphone-optimized website]

Mobile text

(トップページ)

朝日新聞デジタルスマホ最適化サイト

(記事ページ)



Device	Ad space	Estimated/Guaranteed
SP	All page	Estimated
Period	Posting date	Exposure type
One week	Monday	Regular exposure
File format	Loop	
text		
No. of displaying multiple materials		Material deadline
Up to 4 different materials		4:00 p.m. three working days prior

Ad size	35 characters	File size (MAX)	
Imps.		Rate (tax etc)	1.8mil JPY

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▼ Advertising guidelines / Material delivery method

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