



Yahoo! JAPAN Promotional Ads Ad Insertion Rules

11/16/2016

Yahoo Japan Corporation

Index

Precautions for Ad Insertion 2

Restriction on the Number of Redirections
Disclaimer

Rules for Using Characters and Symbols 3

Prohibitions
Other Precautions
Examples
Examples : spaces
Examples : brackets
Examples: repeating
Examples: proper noun

PC/Smartphone/Tablet-type Devices Ad Specifications 8

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Mobiles Ad Specifications 17

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Sponsored Search Ad Specifications for App Download Ads 21

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Rules for Using Display Ads 25

Rules

Ad Specifications for Display Ads (Images) 26

Ad Insertion Rules

Ad Specifications for QuickLink Options 27

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Ad Specifications for Callout 30

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Ad Specifications for Call Extensions 32

Ad Insertion Rules

Ad Specifications for Template Ads 33

Ad Insertion Rules
Supported Character Types
Supported Space Type
Supported Symbol Types

Precautions for Ad Insertion

Restriction on the Number of Redirections

In case of Mobiles, please limit the number of redirections from ads to the contents page, to no more than once. If you set your ads with a URL that requires twice or more redirections, the contents page may not be displayed.

Disclaimer

Please be aware that unintended line feeds may be inserted in the display, depending on the font type and size you specify for the browser.

Rules for Using Characters and Symbols

Prohibitions

- Ads with characters that make users feel uncomfortable
- Ads with ambiguous meaning, such as enumeration and decorative usage of cryptic characters
- Ads that include emoticons
- Use of platform dependent characters
- Space (including tab space) at the beginning and end of a sentence

Other Precautions

- Up to two symbols of the same type can be used in the title/description (no limit in number of punctuation marks, middle dots, commas, and periods).
Note that only one symbol can be used in Link Text of QuickLinks.
- It is not permitted to use the same type of symbols consecutively. Two symbols separated by a space are also considered as a consecutive use of the symbols.
- Single byte, double byte, and space are all counted as one character.

Rules for Using Characters and Symbols

Examples

Good enable to be displayed

Included in Company name, Service name, Brand, Personal name	@xxxx Anniversary Sale * “@xxxx” is brand name in this example
Currency	¥100 Shop
Alternative explanation of “at”, meaning location	Beauty Salon @Yokohama

Not Good disabled to be displayed

Phrase which makes users uncomfortable	orz, DQN	
Nonsensical row of characters	AAAAAA, ああああ, キキキ, 111111, ￥￥￥￥	
Nonsensical phrase	Title	Test
	Description	Test
Phrase using characters and symbols ornamentally * Note if the phrase makes sense without the character or the symbol, it is considered as ornamental use.	> Yahoo! JAPAN < Good Treat with this Pillow ? @Luxury Dinner for Dating Go now to buy cool glasses @ Yummy Crab ¥ So Funny Jokes w	
Smiley	:), ;), (・ ・), (^_^),	
Platform-specific characters	(株), , m ² , , ,	
Repeat 3 or more times, or back-to-back use of same sort of symbols in an ad * Note that the “!” and “?” are considered as same sort of symbol.	Cozy ! Handy ! Safe ! with Less Cost ! ? Click here !	

Rules for Using Characters and Symbols

Examples : spaces

Good enable to be displayed

Spacing properly on English sentence (interword space)

GO TO THE YAHOO TOWER

Not Good disabled to be displayed

Spacing ornamentally

Start Sponsored Search - SIGN UP HERE!
GO TO THE YAHOO TOWER



Rules for Using Characters and Symbols

Examples : brackets

Good enable to be displayed

A common pair of same sort of bracket

(Official) Yahoo! JAPAN Promotional Ads

Not Good disabled to be displayed

Mixed up with double-byte and single-byte brackets

(Official) Yahoo! JAPAN Promotional Ads

Pair of different type of brackets

(Official > Yahoo! JAPAN Promotional Ads

Unpaired bracket

Official) Yahoo! JAPAN Promotional Ads

Turned brackets

) Official (Yahoo! JAPAN Promotional Ads

Other Precautions

For parentheses

- For parentheses, a paired () is regarded as one symbol.

However, in the case of unpaired bracket also part parentheses symbol (*1) will be available in the following cases.

Example: (Yahoo! JAPAN Promotional Ads) --> Regarded as one symbol

Yahoo! JAPAN Promotional Ads) --> part parentheses symbol (*1) will be available

- It is not permitted to use the same type of symbols consecutively.

However, only half-width parentheses symbol of some parentheses symbol (*1), can be used continuously.

Example: ((--> Cannot be used

(Yahoo! JAPAN Promotional Ads)(Sponsored Search) --> can be used

*1

() (Double byte)

() (Single byte)

Rules for Using Characters and Symbols

Examples: repeating

Good enable to be displayed

Repeating different sort of brackets.

* Double-byte and single-byte bracket are considered as different.

(Special)(Snow Boots) for your winter life!

Not Good disabled to be displayed

Repeated same type of symbol

* Note that the “!” and “?” are considered as same sort of symbol.

* Inserting a space between symbols is considered as repeating.

New Release!! Free Download

50%Off Luxury Brand!?

Accommodation on Yahoo!JAPAN@ ¥5000

Examples: proper noun

Good enable to be displayed

Usable symbol on proper noun

Special Discount @xxxxx *”@xxxxx” is a service name

Not Good disabled to be displayed

Unusable symbol on proper noun

Deluxe Apartment over 100m²

More than 3 times of same type of symbol, including use on proper noun.

Yahoo!!JAPAN Promotional Ads SignUP Now!!!

PC/Smartphone/Tablet-type Devices Ad Specifications

Ad Insertion Rules

Sponsored Search (Advanced URL Ads)

Keywords	Number of characters	Up to 80 characters	
Titles Descriptions	Number of characters	Titles	Up to 30 characters
		How to Count	Count as 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric
		Descriptions	Up to 38 characters + up to 38 characters
	How to Count	Count as 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric	
	Keyword Insertion	The same restrictions on the number of characters for titles/descriptions must be followed, even when the Keyword Insertion function is used. If the number of characters exceeds the limit due to system specifications of Yahoo! JAPAN Promotional Ads, it is judged that the guideline is not violated.	
Display URL	Number of characters	255 byte	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	
	Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp	
	Cautions	URLs beginning with a "." (dot) cannot be used. If the number of characters exceeds the limit due to system specifications of Yahoo! JAPAN Promotional Ads, it is judged that the guideline is not violated.	
Landing Page URL	Number of characters	1,024 byte *Required Domain must match with the "Display URL".	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	
Smartphone Landing Page URL	Number of characters	1,024 byte Domain must match with the "Display URL".	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	

PC/Smartphone/Tablet-type Devices Ad Specifications

Ad Insertion Rules

Sponsored Search (Extended Text Ads)

Keywords	Number of characters	Up to 80 characters	
Titles Descriptions	Number of characters	Title1	Up to 30 characters
		Title2	Up to 30 characters
		Descriptions	Up to 80 characters
	How to Count	Countas 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric	
	Keyword Insertion	The same restrictions on the number of characters for titles/descriptions must be followed, even when the Keyword Insertion function is used. If the number of characters exceeds the limit due to system specifications of Yahoo! JAPAN Promotional Ads, it is judged that the guideline is not violated.	
Display URL (Domain)	automatically generated	Not required *Display URL (Domain) is automatically generated based on Landing Page URL.	
Display URL (Directory)	Number of characters	Directory1	Up to 15 characters
		Directory2	Up to 15 characters
	How to Count	Countas 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric	
	Unusable symbol	/ : , ; . (Single byte)	
Landing Page URL	Number of characters	1,024 byte *Required	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters,Japanese characters (RFC3986,RFC3987)	
Smartphone Landing Page URL	Number of characters	1,024 byte Domain must match with the "Display URL".	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters,Japanese characters (RFC3986,RFC3987)	

PC/Smartphone/Tablet-type Devices Ad Specifications

Ad Insertion Rules

Sponsored Search

Tracking URL	Number of characters	1,024 byte	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters,Japanese characters (RFC3986,RFC3987)	
Custom Parameters	name	Number of characters	16 byte
		How to Count	1 byte *Full-width is not supported.
		Supported characters	half-width alphanumeric characters
	value	Number of characters	200 byte
		How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character
		Supported characters	Single byte alphanumeric characters,Japanese characters (RFC3986,RFC3987)

PC/Smartphone/Tablet-type Devices Ad Specifications

Ad Insertion Rules

Yahoo! JAPAN Display Ad Network (YDN)

Titles Descriptions	Number of characters	Titles	Up to 15 characters	
		Descriptions	Create descriptions conforming to either one of the rules (1) or (2) written below, according to the submission screen.	
			(1)	Up to 33 characters
			(2)	Up to 19 characters + up to 19 characters
Destination URLs	Number of characters	Up to 1024 characters		
	Supported characters	Single byte alphanumeric characters (RFC3986)		
	Cautions	You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.		
Display URLs	Number of characters	Up to 29 characters		
	Supported characters	Single byte alphanumeric characters (RFC3986)		
	Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp		
	Cautions	<p>URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.</p> <p><Especially for ads lead to app store> The app title on ad destination must be entered in half-width alphanumeric characters, within the following conditions. *Domain suffix is not required. *These symbols are not available; " " (single space) "/" (slash) "." (dot)</p>		

PC/Smartphone/Tablet-type Devices Ad Specifications

Supported Character Types

Hiragana	Double byte
Katakana	Double byte
Alphanumeric	Double byte/Single byte

Supported Space Type

Space	Single byte
-------	-------------

PC/Smartphone/Tablet-type Devices Ad Specifications

Supported Symbol Types

Sponsored Search - 1	
Types	Symbols
Parentheses	() (Double byte) () (Single byte)
Quotation mark	` ` (Double byte)
Punctuation mark	。、 (Double byte)
Middle dot	· (Double byte)
Comma	, (Double byte) , (Single byte)
Dot	. (Double byte) . (Single byte)
Percent	% (Double byte)
Ampersand	& (Double byte)
Colon/semicolon	: ; (Double byte) : ; (Single byte)

PC/Smartphone/Tablet-type Devices Ad Specifications

Supported Symbol Types

Sponsored Search - 2	
Types	Symbols
Three dot leader	... (Double byte)
Hyphen	- (Single byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Other	¥ @ (Double byte)
Greek /Cyrillic characters	μ (Double byte) (Double byte) (Double byte) (Double byte)

PC/Smartphone/Tablet-type Devices Ad Specifications

Supported Symbol Types

Yahoo! JAPAN Display Ad Network (YDN) - 1

Types	Symbols
Parentheses	() [] 「 」 『 』 { } < > (Double byte) () (Single byte)
Quotation mark	‘ ’ (Double byte) “ ” (Double byte)
Punctuation mark	。 、 (Double byte)
Middle dot	・ (Double byte)
Comma	， (Double byte) , (Single byte)
Dot	。 (Double byte) . (Single byte)
Underbar	__ (Double byte)
Wave dash	～ (Double byte)
Percent	% (Double byte)
Ampersand	& (Double byte)

PC/Smartphone/Tablet-type Devices Ad Specifications

Supported Symbol Types

Yahoo! JAPAN Display Ad Network (YDN) - 2

Types	Symbols
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Three dot leader	... (Double byte)
Hyphen	- (Double byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ \ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Arrows	(Double byte)
Other	¥ \$ * # @ " / ¯ (Double byte)
Greek /Cyrillic characters	(Double byte) μ (Double byte) (Double byte) (Double byte)

Mobiles Ad Specifications

Ad Insertion Rules

Titles Descriptions	Number of characters	Create titles/descriptions conforming to either one of the rules (1) or (2) written below, according to the submission screen.		
		(1)	Titles	Up to 14 characters
			Descriptions	Up to 19 characters
		(2)	Titles	Up to 12 characters
			Descriptions	Up to 12 characters
Destination URLs	Number of characters	Up to 300 characters		
	Supported characters	Single byte alphanumeric characters (RFC3986)		
	Cautions	You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.		
Display URLs	Number of characters	Up to 50 characters		
	Supported characters	Single byte alphanumeric characters (RFC3986)		
	Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp		
	Cautions	URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.		

Mobiles Ad Specifications

Supported Character Types

Hiragana	Double byte
Katakana	Double byte (displayed in Single byte)
Alphanumeric	Single byte

Supported Space Type

Space	Single byte
-------	-------------

Mobiles Ad Specifications

Supported Symbol Types - 1

Types	Symbols
Parentheses	() [] ' ' " " { } () (Double byte) () (Single byte)
Quotation mark	' ' (Double byte)
Punctuation mark	。、 (Double byte)
Middle dot	· (Double byte) (displayed in Single byte)
Comma	， (Double byte) , (Single byte)
Dot	。 (Double byte) . (Single byte)
Underbar	__ (Double byte)
Percent	% (Double byte)

Mobiles Ad Specifications

Supported Symbol Types - 2

Types	Symbols
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Hyphen	- (Single byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Inequality sign	(Double byte)
Slash	/ (Double byte)
Question/exclamation mark	? ! (Double byte)
Other	¥ * # @ " / ¯ (Double byte)
Greek /Cyrillic characters	(Double byte) μ (Double byte) (Double byte) (Double byte)

Sponsored Search Ad Specifications for App Download Ads

Ad Insertion Rules

Keywords	Number of characters	Up to 80 characters	
App ID / Package name	Cautions	It is required to enter the App ID for iOS, and Package name for Android.	
Titles Descriptions	Number of characters	Titles	Up to 25 characters
		How to Count	Count as 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric
		Descriptions	Up to 35 characters + up to 35 characters
		How to Count	Count as 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric
	Keyword Insertion	The same restrictions on the number of characters for titles/ descriptions must be followed, even when the Keyword Insertion function is used. If the number of characters exceeds the limit due to system specifications of Yahoo! JAPAN Promotional Ads, it is judged that the guideline is not violated.	
Landing Page URL	Number of characters	1,024 byte	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	
	Cautions	*Required Only URLs that transit to either App Store or Google Play is allowed.	
Tracking URL	Number of characters	1,024 byte	
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	
	Cautions	If you select the iOS, this item is available.	

Sponsored Search Ad Specifications for App Download Ads

Ad Insertion Rules

Custom Parameters	name	Number of characters	16 byte
		How to Count	1 byte*Full-width is not supported.
		Supported characters	half-width alphanumeric characters
	value	Number of characters	200 byte
		How to Count	Count as 1 byte for half-width, count as 3 byte for full-width character.
		Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)
	Cautions	If you select the iOS, this item is available.	

Sponsored Search Ad Specifications for App Download Ads

Supported Character Types

Hiragana	Double byte
Katakana	Double byte
Alphanumeric	Double byte/Single byte

Supported Space Type

Space	Single byte
-------	-------------

Sponsored Search Ad Specifications for App Download Ads

Supported Symbol Types

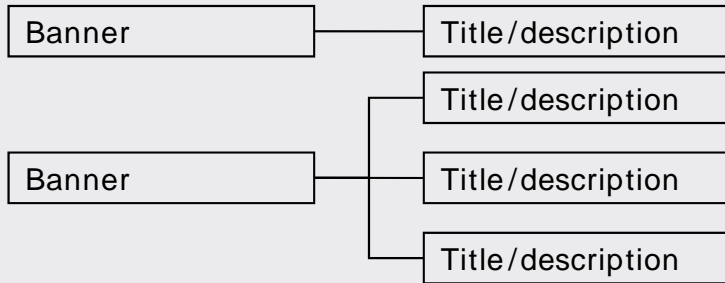
Types	Symbols
Parentheses	() (Double byte) () (Single byte)
Quotation mark	‘ ’ (Double byte)
Punctuation mark	。 、 (Double byte)
Middle dot	· (Double byte)
Comma	, (Double byte) , (Single byte)
Dot	. (Double byte) . (Single byte)
Percent	% (Double byte)
Ampersand	& (Double byte)
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Three dot leader	… (Double byte)
Hyphen	- (Single byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Other	¥ @ (Double byte)
Greek /Cyrillic characters	μ (Double byte) (Double byte) (Double byte) (Double byte)

Rules for Using Display Ads

Rules

- Ad display method: If you apply for the display ads, you must also register text ads (title/description).
- You can register only one image banner for one text ad (title/description).
You can use multiple text ads (titles/descriptions) for the same image banner.

Examples of possible settings



Ad Specifications for Display Ads (Images)

Ad Insertion Rules

Pixel size (height x width)	PC	Create either one of the sizes from (1) to (4). (1) 300pixel x 250pixel (2) 468pixel x 60pixel (3) 728pixel x 90pixel (4) 160pixel x 600pixel
	Tablet-type Devices	Create either one of the sizes from (1) to (4). (1) 300pixel x 250pixel (2) 468pixel x 60pixel (3) 728pixel x 90pixel (4) 160pixel x 600pixel
	Smartphone	Create either one of the sizes from (1) to (3). (1) 300pixel x 250pixel (2) 320pixel x 100pixel (3) 320pixel x 50pixel
File size		Up to 150KB (153,600 bytes)
File format		GIF 89a, JPEG, PNG
Animation	PC, Tablet-type Devices	Not allowed
	Smartphone	Allowed the following format Pixel size (height x width): 320pixel x 50pixel File format : GIF 89a Animation : Within 15 seconds * Playback of the endless loop is not allowed.
ALT text		Not allowed

Ad Specifications for QuickLink Options

Ad Insertion Rules

Link Text	Number of characters	Up to 25 characters		
	How to Count	Count as 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric		
	Number of supported symbols	Up to 1 symbol		
	Cautions	You cannot register the same information for several link texts.		
Landing Page URL	Number of characters	1,024 byte		
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character		
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)		
	Cautions	*Required You cannot register the same URL for several link texts.		
Smartphone Landing Page URL	Number of characters	1,024 byte		
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character		
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)		
	Cautions	If the URL will differ between PC and smartphone access, enter the specific URL for smartphones in "Smartphone Landing Page URL". You cannot register the same URL for several link texts.		
Tracking URL	Number of characters	1,024 byte		
	How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character		
	Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)		
Custom Parameters	name	Number of characters	16 byte	
		How to Count	1 byte *Full-width is not supported.	
		Supported characters	half-width alphanumeric characters	
	value	Number of characters	200 byte	
		How to Count	Count as 1 byte for half-width character, and as 3 byte for full-width character	
		Supported characters	Single byte alphanumeric characters, Japanese characters (RFC3986, RFC3987)	

Ad Specifications for QuickLink Options

Supported Character Types

Hiragana	Double byte
Katakana	Double byte
Alphanumeric	Double byte/Single byte

Supported Space Type

Space	Single byte
-------	-------------

Ad Specifications for QuickLink Options

Supported Symbol Types

Types	Symbols
Parentheses	() (Double byte) () (Single byte)
Quotation mark	‘ ’ (Double byte)
Punctuation mark	。 、 (Double byte)
Middle dot	· (Double byte)
Comma	, (Double byte) , (Single byte)
Dot	. (Double byte) . (Single byte)
Percent	% (Double byte)
Ampersand	& (Double byte)
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Three dot leader	… (Double byte)
Hyphen	- (Single byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Other	¥ @ (Double byte)
Greek /Cyrillic characters	μ (Double byte) (Double byte) (Double byte) (Double byte)

Ad Specifications for Callout

Ad Insertion Rules

Text	Number of characters	Up to 25 characters
	How to Count	Countas 2 both for full-width char and half-width Katakana char, count as 1 for half-width alphanumeric
	Number of supported symbols	Up to 1 symbol
	Cautions	You cannot register the same information for several link texts.

Supported Character Types

Hiragana	Double byte
Katakana	Double byte
Alphanumeric	Double byte/Single byte

Supported Space Type

Space	Single byte
-------	-------------

Ad Specifications for Callout

Supported Symbol Types

Types	Symbols
Parentheses	() (Double byte) () (Single byte)
Quotation mark	‘ ’ (Double byte)
Punctuation mark	。 、 (Double byte)
Middle dot	· (Double byte)
Comma	, (Double byte) , (Single byte)
Dot	. (Double byte) . (Single byte)
Percent	% (Double byte)
Ampersand	& (Double byte)
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Three dot leader	… (Double byte)
Hyphen	- (Single byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Other	¥ @ (Double byte)
Greek /Cyrillic characters	μ (Double byte) (Double byte) (Double byte) (Double byte)

Ad Specifications for Call Extensions

Ad Insertion Rules

Telephone numbers	Register a number which starts with any of the following area codes.		
	(1)	Reverse charge telephone number (Toll-free)	0120
			0800
	(2)	Nationally-standardized telephone number ("Navidial")	0570
	(3)	IP telephone number	050
	(4)	Area code for landline phone, etc.	National area codes
Cautions	Advertisers using the Call Extensions should respond to calls regardless business hours. If advertisers are incapable of answering incoming calls, an automatic telephone message identifying the primary contractor should be set to answer.		

Ad Specifications for Template Ads

Ad Insertion Rules

Responsive - 1

Required/ Optional	Displaying Ad	Description			
Required	Dynamic	Images	Create image of the size either (1) or (2).		
			(1)	Pixel size (height x width)	300pixel x 300pixel
				File size	Up to 150KB (153,600bytes)
			(2)	Pixel size (height x width)	1200pixel x 628pixel
				File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG	
			Animation	Not allowed	
			ALT text	Not allowed	
Required	Dynamic	Display URLs	Number of characters	Up to 29 characters	
			Supported characters	Single byte alphanumeric characters (RFC3986)	
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp	
			Cautions	URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.	
Required	Static	Destination URLs	Number of characters	Up to 1024 characters	
			Supported characters	Single byte alphanumeric characters (RFC3986)	
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp	
			Cautions	URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.	
Required	Static	Titles	Number of characters	Up to 20 characters	

Ad Specifications for Template Ads

Ad Insertion Rules

Responsive - 2

Required/ Optional	Displaying Ad	Description		
Required	Dynamic	Descriptions	Number of characters	Up to 90 characters
Required	Static	Advertiser Indication	Number of characters	Up to 20 characters
Required	Dynamic	Button	pull-down menu option	Select an option from the pull-down on Create Ad page.
Optional	Dynamic	Logo	Pixel size (height x width)	180pixel x 180pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
			Cautions	Transparent background image is not available. Frame border of image is not available

Other Precautions

· Available Ad Types and image sizes may vary by Ad Distribution.

Ad Specifications for Template Ads

Ad Insertion Rules

Square Banner (Top) - 1

Required/ Optional	Displaying Ad	Description		
Required	Dynamic	Images	Pixel size (height x width)	300pixel x 300pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
Required	Dynamic	Display URLs	Number of characters	Up to 29 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a “.” (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Destination URLs	Number of characters	Up to 1024 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a “.” (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Titles	Number of characters	Up to 15 characters
Required	Static	Advertiser Indication	Number of characters	Up to 20 characters
Required	Static	Button	pull-down menu option	Select an option from the pull-down on Create Ad page.

Ad Specifications for Template Ads

Ad Insertion Rules

Square Banner (Top) - 2

Required/ Optional	Displaying Ad	Description		
Required	Static	Color Theme	Selectable	Select a color option on Create Ad page.
Optional	Dynamic	Logo	Pixel size (height x width)	180pixel x 180pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
			Cautions	Transparent background image is not available. Frame border of image is not available

Ad Specifications for Template Ads

Ad Insertion Rules

Wide Banner (Top) - 1

Required/ Optional	Displaying Ad	Description		
Required	Static	Images	Pixel size (height x width)	1200pixel x 628pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a, JPEG, PNG
			Animation	Not allowed
			ALT text	Not allowed
Required	Dynamic	Display URLs	Number of characters	Up to 29 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Destination URLs	Number of characters	Up to 1024 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a "." (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Titles	Number of characters	Up to 20 characters
Required	Static	Descriptions	Number of characters	Up to 38 characters
Required	Static	Advertiser Indication	Number of characters	Up to 20 characters
Required	Static	Color Theme	Selectable	Select a color option on Create Ad page.

Ad Specifications for Template Ads

Ad Insertion Rules

Wide Banner (Top) - 2

Required/ Optional	Displaying Ad	Description		
Optional	Static	Logo	Pixel size (height x width)	180pixel x 180pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
			Cautions	Transparent background image is not available. Frame border of image is not available

Ad Specifications for Template Ads

Ad Insertion Rules

Wide Banner (Middle) - 1

Required/ Optional	Displaying Ad	Description		
Required	Static	Images	Pixel size (height x width)	1200pixel × 628pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
Required	Dynamic	Display URLs	Number of characters	Up to 29 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a “.” (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Destination URLs	Number of characters	Up to 1024 characters
			Supported characters	Single byte alphanumeric characters (RFC3986)
			Domain extensions	Must contain a domain extension, e.g., www.yahoo.co.jp
			Cautions	URLs beginning with a “.” (dot) cannot be used. You cannot register URLs deviating to RFC3986, such as URLs including Japanese characters.
Required	Static	Titles	Number of characters	Up to 20 characters
Required	Static	Descriptions	Number of characters	Up to 25 characters
Required	Static	Advertiser Indication	Number of characters	Up to 20 characters
Required	Static	Button	pull-down menu option	Select an option from the pull-down on Create Ad page.
Required	Static	Color Theme	Selectable	Select a color option on Create Ad page.

Ad Specifications for Template Ads

Ad Insertion Rules

Wide Banner (Middle) - 2

Required/ Optional	Displaying Ad	Description		
Optional	Static	Logo	Pixel size (height x width)	180pixel x 180pixel
			File size	Up to 150KB (153,600bytes)
			File format	GIF 89a、 JPEG、 PNG
			Animation	Not allowed
			ALT text	Not allowed
			Cautions	Transparent background image is not available. Frame border of image is not available

Ad Specifications for Template Ads

Supported Character Types

Hiragana	Double byte
Katakana	Double byte
Alphanumeric	Double byte/Single byte

Supported Space Type

Space	Single byte
-------	-------------

Ad Specifications for Template Ads

Supported Symbol Types

Template Ads - 1	
Types	Symbols
Parentheses	() [] ' ' " " { } < > (Double byte) () (Single byte)
Quotation mark	` ` (Double byte) " " (Double byte)
Punctuation mark	。 、 (Double byte)
Middle dot	· (Double byte)
Comma	, (Double byte) , (Single byte)
Dot	. (Double byte) . (Single byte)
Underbar	__ (Double byte)
Wave dash	~ (Double byte)
Percent	% (Double byte)
Ampersand	& (Double byte)

Ad Specifications for Template Ads

Supported Symbol Types

Template Ads - 2	
Types	Symbols
Colon/semicolon	: ; (Double byte) : ; (Single byte)
Three dot leader	... (Double byte)
Hyphen	- (Double byte)
Operator	+ - ± × ÷ = (Double byte) - + (Single byte)
Slash	/ \ (Double byte)
Question/exclamation mark	? ! (Double byte) ? ! (Single byte)
Arrows	(Double byte)
Other	¥ \$ * # @ " / ¯ (Double byte)
Greek /Cyrillic characters	(Double byte) μ (Double byte) (Double byte) (Double byte)