

Kyoto City International Foundation Web Site Advertising Guidelines

Article 1: Aim of This Document

This document will describe the rules and regulations for placement of advertising on the web site of the Kyoto City International Foundation (KCIF).

Article 2: General Conditions

Advertisements and links placed on the KCIF web site must be compatible with the goals of the management of KCIF.

1. They must be compatible with the purpose for which KCIF was established.
2. They must be compatible with the current plans of the management of KCIF
3. In addition to the above any advertising placed on the KCIF site must be deemed suitable by the Manager of Business Operations at KCIF.

Advertisements and links placed on the KCIF web site must maintain the standards of the organization, and as such the following are prohibited:

1. Advertising which violates any laws or ordinances, or may be incompatible with existing laws or ordinances.
2. Advertising which may violate public order or public morals, or may be incompatible with public order or public morals.
3. Advertising of a political or religious nature, of opinions by individuals or the self-promotion of individuals.
4. Any ad content that may be misunderstood to mean that the product or service advertised is endorsed by KCIF
5. Advertising containing exaggerations, unfair or improper statements, or any other inappropriate remarks.
6. In addition to the above any advertising placed on the KCIF site must be deemed suitable by the Manager of Business Operations at KCIF.

Article 3: Standards and Ad Placement

The standard ad banner size (one frame) is the following:

1. 230 pixels wide by 85 pixels high
2. Size of file up to 12KB

3. GIF format (not animated)

Ad placement is on the top page of the web site on the upper right side and on the message board page on the upper right side.

Article 4: Advertising Charges

Advertising charges are as follows:

	Japanese	English	Chinese, Korean, Spanish
1 frame	15,000 yen/month	10,000 yen/month	each 5000 yen/month

All languages except Japanese (4 languages): 20,000 yen/month

All languages (5 languages): 30,000 yen/month

Any month where the ad is not shown for the full month will be discounted on a pro-rated basis.

Article 5: Length of Time of Ad Placement

Ads are placed on a monthly basis for up to one year.

If due to unforeseen circumstances the KCIF website is down, a portion of the placement charge will be refunded based on the number of hours that the web site is down.

Article 6: Applying for Ad Placement

The applicant for ad placement on the KCIF web site (“applicant”) should deliver the web site ad application (“application”) along with any accompanying materials to the KCIF business office.

A single applicant may have only one web site ad placement at any given time, but the ad may be placed in multiple language sites at the same time.

Article 7: Solicitation for Ad Placement

KCIF may solicit advertising via the web site or direct mail.

If there is currently available ad space, ads may be solicited at any time.

Article 8: Examination and Revision of the Ad Contents

When an ad application is submitted as per Article 6, KCIF will process the application as soon as possible and notify the applicant as to the suitability of the ad for publication.

Based upon examination by the Manager of Business Operations, KCIF may request a revision to the contents of the advertisement.

Article 9: Payment of Advertisement Charges

Once the applicant has received the invoice, payment is due by the date specified on the invoice.

Payment may be made at KCIF or by bank transfer as specified by KCIF.

Article 10: Creation and Submission of Original Ad Copy

The applicant is responsible for creating the ad copy based upon the specifications given by KCIF. The copy must be submitted by the specified day via e-mail attachment or on CD media.

Article 11: Responsibilities of the Applicant

The applicant takes full responsibility for the contents of the advertisement

If the contents to which the ad is linked is changed, the applicant must inform KCIF of the change.

Article 12: Refund of the Advertisement Charges

Advertisement charges are not refundable except due to unforeseen circumstances when KCIF is unable to show the advertisement as per the agreement.

Article 13: Discontinuance of Ad Placement

Either before or during the ad placement period, the ad may be discontinued by the

Manager of the Business Office for any of the following reasons:

1. Non-payment of ad charges within the specified period
2. Failure to submit the ad copy in the time period specified.
3. Either the advertiser or the ad content is deemed unsuitable.
4. The linked content specified by the advertiser does not exist.

Article 14: Additional Information

KCIF reserves the right to establish guidelines or regulations for advertising other than those contained in this document.

The information contained in this document is current as of December 11, 2013