

# **“Globe-Trotter” Rules on Send-in Ad Script Layout**

May. 15, 2015 revised

Feb. 01, 2016 revised

Jan. 20, 2017 revised

Mar. 06, 2017 revised

Oct. 07, 2022 revised

Jan. 19, 2023 revised

Aug. 31, 2023 revised

Nov. 09, 2023 revised

**Arukikata. Co., Ltd.  
Tourism Marketing Division**

# ■ On Globe-Trotter Ad Data Send-in

## ■ Basic Rules

### 1. We only accept your final data

- We do not make corrections on your sent-in data. Please resend your modified final data. should any revisions/corrections become necessary after data send-in.

### 2. What you should prepare for data send

- by e-mail

  - Mac format, 600MB or below

  - PDF exported from Illustrator or other applications

  - used a secure file transfer service

- Output sample

  - 1) Attach **your full-sized final data (with register marks)**, clearly indicated as your “Output Sample.”

  - 2) Attach your **color output sample** for a full-color page ad.

  - 3) When sending in your final data by e-mail, always accompany the data with your **final “screen image” data or PDF.**

  - 4) Your **output sample cannot be used as your “color sample.”** A “color sample” should be in the form of an actual printed material such as color proof.

## ■ Notes on Data Production

### 1. Size

- Each ad must be produced in **full size** by referring to the **“Ad Size” (after p5).**

- Notes on “bleed ads”

  - 1) Images should be laid out **3mm beyond the register marks both horizontally and vertically.**

  - 2) Avoid script and images from being cut off by laying them out **8mm within the register marks, both horizontally and vertically.**

  - 3) **For an advertisement manuscript of Bleed type, please set register marks by all means.**

- Notes on “boxed ads”

  - 1) Clearly indicate the area of your ad by a surrounding hairline, or coloring the ad background. (We will add a 0.1mm hairline wherever we find necessary.)

### 2. Color designations

- **Special or RGB colors are unaccepted.**

  - Full-color ad: CMYK (processed color)

  - Two-color ad: CM or MK \*Confirm with your sales person-in-charge

# ■ On Globe-Trotter Ad Data Send-in

---

## 3. Applications (versions)

Illustrator: CC    Photoshop: CC    InDesign: CC

**\* Note us in advance when using other versions.**

## 4. Fonts

■ **All fonts** of Illustrator data **must be outlined.**

(Prepare send-in data carefully, since outlined fonts cannot be changed/modified.)

## 5. Register marks

■ Register mark colors for Illustrator data must be designated as follows:

Full-color ad: CMYK 100% for each block (or registration)

Two-color ad: CM or MK \*Confirm with your sales person-in-charge

## 6. Images

■ **Resolution: 300dpi –350dpi (350dpi recommended)**

1) **Trim unused parts, and properly position each image in regular size.**

2) **Adjust the resolution correctly, according to the used actual size.**

3) **Clearly indicate on the output sample as so, when dropping the resolution intentionally.**

■ Color designation

Full-color ad: CMYK (processed color)

Two-color ad: CM or MK \*Confirm with your sales person-in-charge

## 7. Over print

■ **Clearly indicate on the output sample as so, when turning the script white**

**against a black background, or overprinting colored script or half-toning colors other than K100%.**

## 8. Saved format

■ **Do not save data on lower versions.**

■ **Pad all laid out screen images.**

(Padded screen images cannot be changed/modified. You may be requested to resend your original data, if such changes/modifications occur.)

■ **PDF sent-in data must be saved in “PDF/X-1a”format.**

# ■ Notes on Data Send-in

---

•The following ad formats are unaccepted:

- Coupons that require some parts of the main publication pages to be cut off (excl. Hawaii and Hong Kong Guides)
- Comparative advertising
- Clearly indicate the source of objective data proving the specific superior character, when using such expressions as “No. 1,” “Maximum,” and “Top” in your ad.
- Travel agencies and activity arranging companies must indicate the respective travel agent license number or other respective numbers of authorized approval within the ad.

•QR Code

- 1) Black and white two tone, 600-1200ppi or submit data traced in Illustrator.
- 2) Grayscale and CMYK data are not acceptable.
- 3) The size of the image must be at least 12mm square, and one side of the cell size must be at least 0.35mm. 0.35mm or more on a side.



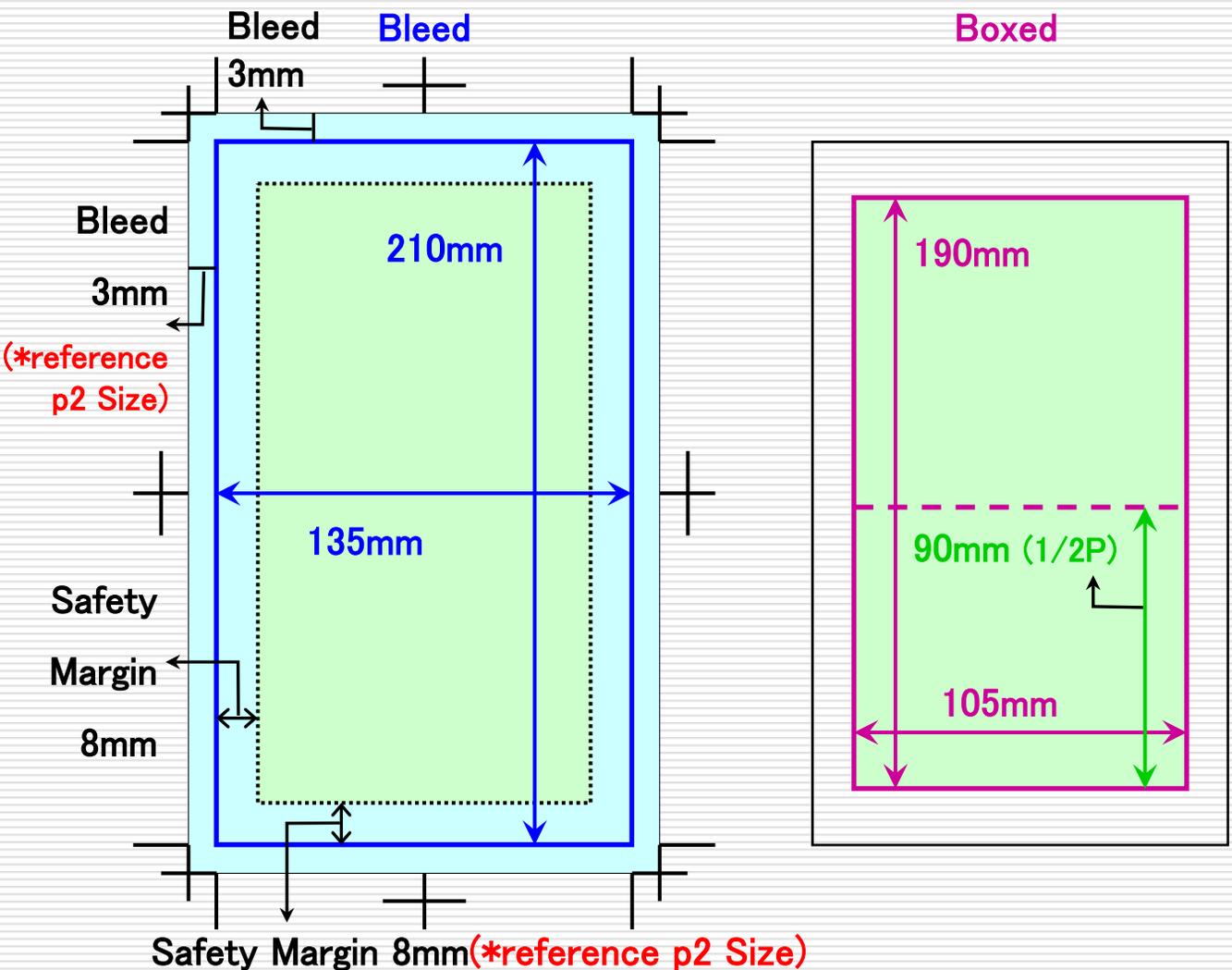
\*Kindly contact your company’s sales persons in charge for further information on other ad standards and rules.

**For an advertisement manuscript of Bleed type,  
please set register marks by all means.**

## ■ Ad Size

### 1. Guidebook Series

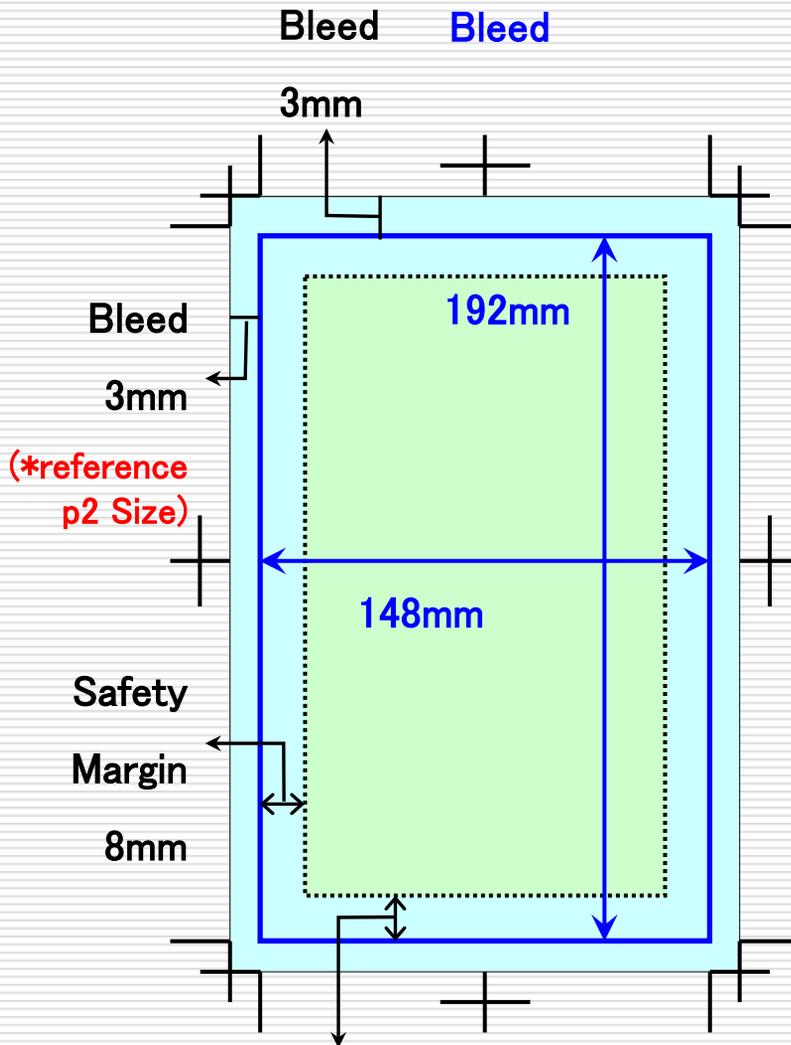
Space	Inside front cover, Inside back cover, 1P	1/2P (horizontal)
Bleed type (mm)	210 × 135	—
Boxed type (mm)	190 × 105	90 × 105



## ■ Ad Size

### 2-1. 「aruco」Series

Space	Inside front cover, Inside back cover
Bleed type (mm)	192 × 148

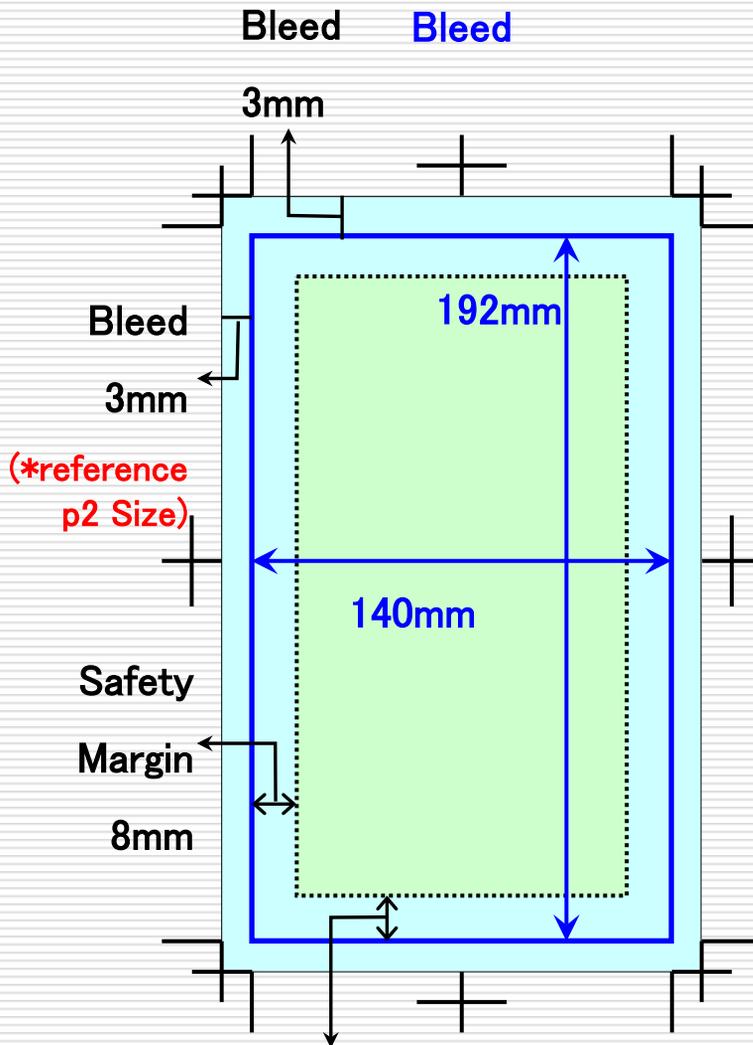


Safety Margin 8mm(\*reference p2 Size)

## ■ Ad Size

### 2-2. 「aruco」Series <separate volume>

Space	Back cover, Inside back cover
Bleed type (mm)	192 × 140

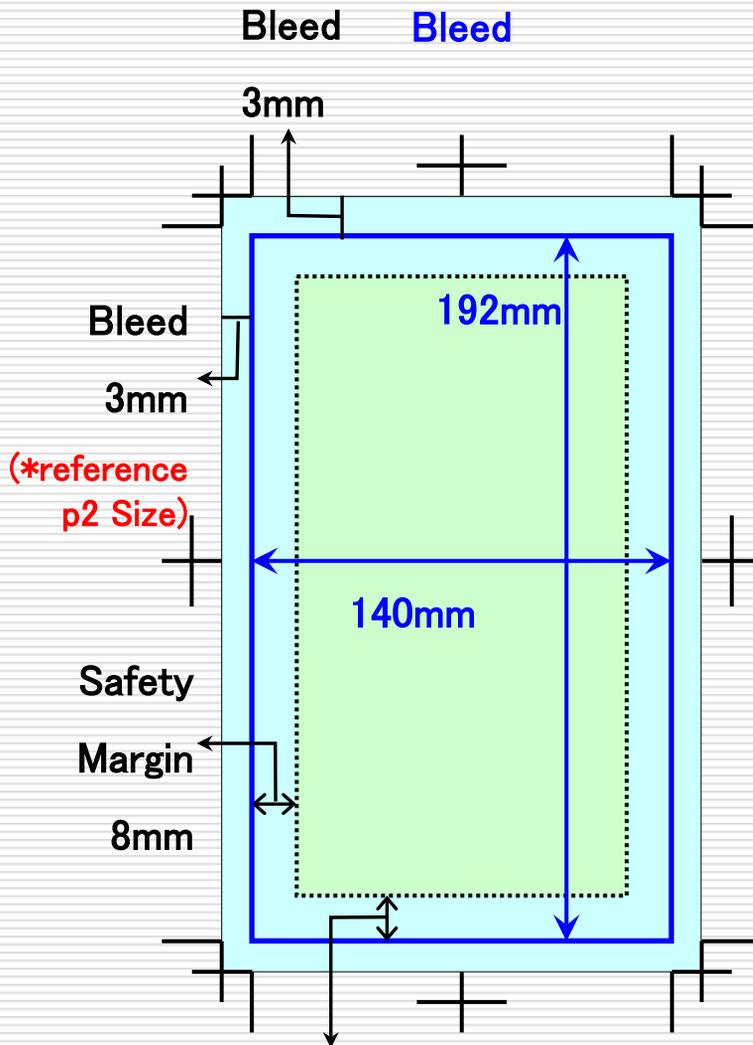


Safety Margin 8mm(\*reference p2 Size)

## ■ Ad Size

### 3. 「Plat」Series

Space	Inside front cover
Bleed type (mm)	192 × 140



Safety Margin 8mm(\*reference p2 Size)