

		Display Ads (Auction)						
Category		PC Brand Panel (Image,Video)	Dynamic Ads for Display (PC Brand Panel)	Dynamic Ads for Display (Excludes PC Brand Panel)	Ad type: -Banner (Image,Video) -Dynamic Ads for Display -Responsive (Image, Video)	Smartphone Brand Panel Ad type : -Banner (Image,Video)	Smartphone Top Panel Ad type : -Banner (Image) -Responsive (Image) Posting image※3	Smartphoen Prime Cover Ad type : -Banner (Image, Video) Posting image※4
Ad placement restrictions	Fortune-telling	×	×		△※2	×	△※5、※6	△※5
	Consumer unsecured money lender (excluding bank group/listed company), lender of “shoko” loans (high interest rate loans provided mainly to small and medium-size enterprises (SMEs)	×	×		△※2	×	△※5	△※5
	Online Dating Services and Marriage Agency	×	×	- ※1	△※2	×	△※5、※6	△※5
	LASIK, cosmetic surgery, aesthetic surgery, cosmetic dermatology	×	×		△※2	×	△※5、※6	△※5
	Opinion advertisements by an organization, expression that strongly delivers subjective opinions	×	×	- ※1	△※2	×	△※5、※6	△※5
	Pachinko, slot machines	×	×		△※2	×	△※5	△※5
	Gambling	×	×		△※2	×	△※5、※6	△※5
	Hair growth and wig services	×	×		△※2	×	△※5、※6	△※5
	Pregnancy, Infertility information	×	×		△※2	×	△※5、※6	△※5
	Legal and tax affairs						△※6	
	Private detective services	×	×		△※2	×	△※5、※6	△※5
	Clinical trials	×	×		△※2	×	△※5、※6	△※5
	Commercial products related to capability development	×	×		△※2	×	△※5、※6	△※5
	Sexual Contents	×	×		△※2	×	△※5、※6	△※5
	Religious organizations	×	×		△※2	×	△※5、※6	△※5
	Health foods, Beauty foods							
	Romance, Marriage	×	×		△※2	×	△※5、※6	△※5
	Health Appliances, Health Products	×	×		△※2	×	△※5、※6	△※5
	Beauty salons, Esthetic salons	×	×		△※2	×	△※5、※6	△※5
	Uninsured treatment by medical institutions	×	×		△※2	×	△※5、※6	△※5
Sales restrictions	Alcoholic Beverages		×	×				
	Product / service with restrictions on advertisements such as Pharmaceutical and Medical Device Act, and specific advertising standards		×	×				
	e-commerce site (If the product sold on the site is not stated in the sales restriction it is applicable.)		×					
	Used cars		×					
	Used Mobile phones		×					
	Under wear, Swimming wear		×					
	Adult contents		×					
	Contents that are grotesque		×					
	Item list without Item image URL		×					
	The site with performance-based advertising contract or affiliate program		×					

※Please refer to page 3 for each note.

*Categories other than the preceding that we consider inappropriate may be declined.

			Display Ads (Guaranteed) *Display Ads (Guaranteed) is available for specific advertisers.							
Category	PC Brand Panel (Image,Video)	PC Brand Panel / Ad type : -Brand panel Quintuple (Image, Video)	Ad placement restrictions and Sales restrictions are applied	PC Prime Display/ Ad type : -Top Impact Prime Display Double (Image, Video)	PC Prime Display/ Ad type : Banner (Image, Video) 4:1 (Image, Video)	Smartphone Brand Panel/ Ad type : -Banner (Image,Video)	Smartphone Top Panel/ Ad type : -Banner (Image) -Responsive (Image) Posting image ※3	Smartphone Prime Cover/ Ad type : -Banner (Image, Video) Posting image ※4	Smartphone OpeningPanels/ Ad type : -Banner (Image) Posting image ※10	
			PC Brand Panel / Ad type : -Brand Panel Panorama (Image, Video) -Top Impact Square (Image, Video) -Top Impact Quintuple (Image, Video) -Top Impact Panorama (Image, Video) -Top Impact Panorama Side Vision (Video) -Top Impact Panorama Side Switch (Video)							
Ad placement restrictions	Fortune-telling	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Consumer unsecured money lender (excluding bank group/listed company), lender of “shoko” loans (high interest rate loans provided mainly to small and medium-size enterprises (SMEs)	×	×	×	△※2、※8	△※2、※8	×	△※5、※8	△※5	△※6
	Online Dating Services and Marriage Agency	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	LASIK, cosmetic surgery, aesthetic surgery, cosmetic dermatology	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Opinion advertisements by an organization, expression that strongly delivers subjective opinions	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Pachinko, slot machines	×	×	×	△※2、※8	△※2、※8	×	△※5、※8	△※5	△※6
	Gambling	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Hair growth and wig services	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Pregnancy, Infertility information	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Legal and tax affairs			×				△※6	△※9	△※6
	Private detective services	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Clinical trials	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Commercial products related to capability development	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Sexual Contents	×	×	×	△※8	※8	×	△※5、※6、※8	△※5、※9	△※6
	Religious organizations	×	×	×	△※2、※8	△※2、※8	×	△※5、※6、※8	△※5、※9	△※6
	Health foods, Beauty foods			△※7						
	Romance, Marriage	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Health Appliances, Health Products	×	×	△※7	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
	Beauty salons, Esthetic salons	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6
Uninsured treatment by medical institutions	×	×	×	△※8	△※8	×	△※5、※6、※8	△※5、※9	△※6	

※Please refer to page 3 for each note.

*Categories other than the preceding that we consider inappropriate may be declined.

※1 : When delivering Dynamic Ads for Display in the following two categories, set a disclaimer at the beginning of the product name (Item_Name). The ad can't be delivered when disclaimer is not set.

-Online Dating Services and Marriage Agency

* Disclaimers are one of the following.

【R18】

<R18>

《R18》

[R18]

- Opinion advertisements by an organization, expression that strongly delivers subjective opinions

* Disclaimers are one of the following.

【意見広告】 [\[主体者名\]](#)

<意見広告> [\[主体者名\]](#)

《意見広告》 [\[主体者名\]](#) translation: 【意見広告:Opinion advertisements】 [\[主体者名:Advertiser name\]](#)

※2: Impressions may decrease on categories with "△" because of ad placement restrictions.

※3: Smartphone Top Panel

Posting image: (Yahoo! News App) (Excludes Yahoo! News App)



※4: Smartphone Prime Cover

Posting image



※5 : Won't be delivered to Yahoo! JAPAN News pages.□

※6 : Won't be delivered to Yahoo! JAPAN Gya! page.

※7 : Health foods, Beauty foods are limited for some products and branding promotions.
Health Appliances, Health Products are limited for branding promotions.

※8 : Won't be delivered to Yahoo! JAPAN Sports Navi top page.

※9 : Won't be delivered to Yahoo! JAPAN Movie page.

※10: Smartphone OpeningPanels

Posting image

