

## 2. Press Release Listing Service Guide

Foreign Press Center Japan (FPCJ) offers a Press Release Distribution Service (by email and fax) with distribution to foreign press organizations and foreign embassies in Japan. Upon request, the FPCJ will distribute press releases (text only) from local and national government bodies, universities, businesses, and other organizations that want to distribute information targeting a foreign audience.

By also using this service to **list press releases on the FPCJ website**, it is possible to distribute press releases with images and video, or those with more text.

The main users of the FPCJ website are journalists from foreign media organizations looking for information on Japan and support for their reporting activities, making it an effective platform for reaching foreign media. This service can also be used to announce news presentations and press conferences or other events for foreign journalists in Japan.

The Press Release Distribution and Listing Services can be used separately or as a set.

**Please apply for the service by completing [this application form](#).**

### (1) Listing Page: Noteworthy Press Releases from Japan

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[Top](#) > [News Resources](#) > [Noteworthy Press Releases from Japan](#)

Press releases will be posted to the Noteworthy Press Releases from Japan section, in the News Resources category.

©Click here to see the page releases are listed on ⇒ [listing page](#)

### (2) Service Overview

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-The requested press release will be listed on the [Noteworthy Press Releases from Japan](#) page.

-Both Japanese and English versions are available, and either or both may be selected.

(\*There will be charges for both the Japanese and English versions, separately.)

- [Japanese version](#)

- [English version](#)

-Images and embedded video may be included.

-There are no limitations on the length of the text. Up to 12 images may be included.

-A PDF version of the release body text may also be included.

-In principle, press releases will be listed for at least one year. Please ask about extended or shortening the period of listing.

©Click here to see a sample layout ⇒ [Sample layout](#)

### (3) Fees (excluding consumption tax) (as of July 1, 2017)

	Distribution only (For 1 A4 page)	Listing only (No page limit)	Set (Distribution+Listing)	Set Discount
<b>Standard</b> 3 business days in advance	18,000 JPY	20,000 JPY	30,000 JPY	8,000 JPY
<b>Rapid</b> 2 business days in advance	21,000 JPY	25,000 JPY	35,000 JPY	11,000 JPY
<b>Express</b> 1 business days in advance	26,250 JPY	30,000 JPY	40,000 JPY	16,250 JPY
<b>Same-day</b> by 12:00 on the same day	35,000 JPY			

Standard: Documents submitted by 15:00, 3 business days in advance

Rapid: Documents submitted by 15:00, 2 business days in advance

Express: Documents submitted by 15:00, 1 business days in advance

Same-day: Documents submitted by 12:00 on the same day

#### [Fee Calculations]

-Japanese and English are counted separately. (If both Japanese and English versions are listed, this will count as two press releases)

-If the required documents are submitted by 15:00 three business days before the desired listing date, the Standard fee will apply. For cases in which they are submitted later, please refer to the fee table above.

-For Supporting Members, a 20% discount will be applied to the Standard fee only. (This discount will not be applied to Rapid or Express fees)

-Corporate administrative operating expenses (20% of the total) are included in the fee.

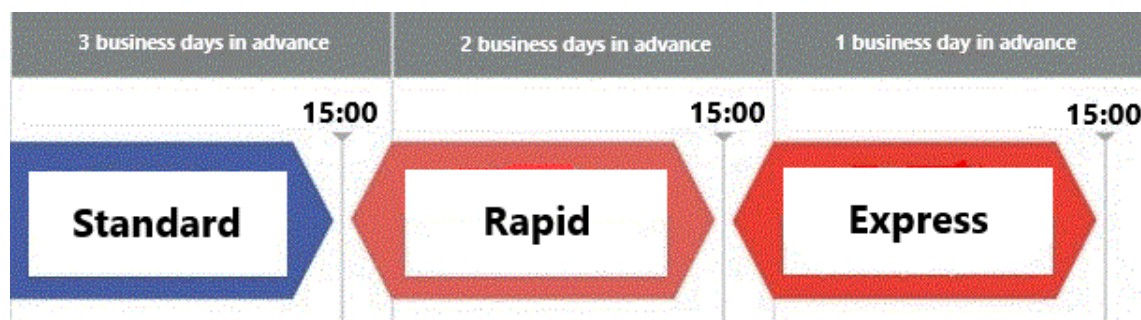
\*The amounts listed in the fee table for Distribution are for a single A4 page. For each additional page, there will be added fees as listed below. Even when used together with the listing service, these added fees for each page after the first will apply to the Distribution fee. (The Listing fee does not change with additional pages)

- Standard (Documents submitted by 15:00, 3 business days in advance): 1,000 JPY per additional page

- Rapid (Documents submitted by 15:00, 2 business days in advance): 2,000 JPY per additional page

- Express (Documents submitted by 15:00, 1 business day in advance): 3,000 JPY per additional page

#### [Difference in Timing for Standard, Rapid, and Express]



\*Same-day Listing Service is not available.

### **[Cancellation Charges]**

Please note that after applying for the service, a cancellation fee will be charged when cancelling your application on request.

- Cancellation on the preferred listing date (After 17:00 the day before): The entire fee for the service selected
- Cancellation after confirmation email for listing has been sent: Half the fee for the service selected

### **(4) Benefits of the Press Release Listing Service**

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The main users of the FPCJ website are journalists from foreign media organizations looking for information on Japan and support for their reporting activities, making it an effective platform for reaching foreign media.

#### **■ When Combined with Press Release Distribution Service (Email)**

- Visual elements including images and video may also be released
  - The email release distribution service only supports text, but by linking the listing page in the email it is possible to provide images and video as well
- Long releases may be made easier to read
  - By linking the listing page in the email, the text in the email can be summarized and be made easier to read
- PDF files, such as application forms, may be released
  - PDF files may be included in the listing page. By linking the listing page in the email, PDF files may also be distributed

#### **■ Other Benefits**

- Press releases may be listed on a website used by foreign media
- Long-term listings are possible for releases which would benefit from receiving attention over time, such as those about establishing multilingual websites or producing multilingual pamphlets.

### **(5) Process**

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#### **1. Fill out and send Press Release Listing Service application form**

Fill out all the necessary sections of the form and send it with a draft of the data to be distributed

\*The application will be considered finalized as soon as both the application form and listing draft are received.

\*When using together with the press release service, there is no need to send the text separately.

#### **[About the Release Draft and Images]**

Please provide images along with the text of the release. (Even if it is just a logo, please provide at least one

image that will be used as the main image).

### **Notes on Images for Listing**

① Please email the images here (sc[at]fpcjpn.or.jp). If they will total 5 MB or more in size, please split them up into several emails

② Maximum number of images: 12. One will be placed beside the title at the beginning, as well as being placed at the end with the rest of the images in centered rows of three

③ File format: JPG, PNG, or GIF

④ Image size: At least 260 pixels wide (or 180 pixels high), with a file size of approximately 400 KB per image

⑤ Image layout:

For details on the layout, please refer to the [sample layout \(PDF\)](#).

Also, refer to the [Noteworthy Press Releases from Japan](#) section where the release will be listed.

\*Refer to the sample layout and include the image numbers in it in the file names of the images sent to indicate where they should be placed.

⑥ Image frame aspect ratio: 13:9

\*This is only the aspect ratio of the image frame. The aspect ratio of the images sent will not be modified. Depending on the aspect ratio of the original image, there may be a white border along the edges of the frame. Vertical images will be placed in the center of a horizontal frame, with white space on either side.



## **2. Confirmation of application**

The FPCJ will contact the client to confirm the details of the application form and distribution data, and inform them whether or not the service can be used.



## **3. Sending a confirmation email (preview image)**

The FPCJ will prepare the website listing using the draft and images sent, and send the client a confirmation email with a preview image. Adjustments and changes will be made if requested after the client checks the example file.



## **4. Finalization of listing content**

Once the listing content has been finalized, information including the language, fee, and billing address, will be confirmed with the client.

\*When being used together with the distribution service, work on both will be carried out in parallel.



## 5. Listing

The release will be listed at the designated date and time.



## 6. Report of completion of listing

The FPCJ will inform the client of completion of listing and mail the bill to the designated address.

### **Contact Information**

Foreign Press Center Japan (Strategic Communications Division)

Tel: 03-3501-5251 (Mondays to Fridays, 9:30–17:30)

Email : sc[at]fpcjpn.or.jp

To apply, please use [this form](#).