

## Sample Layout

① **Image 1**  
(260 x 180)  
At least 260 pixels wide (or 180 pixels high), about 400 KB  
\*See final page for information on images

② **Name of Client Organization**  
14pt font, 28 characters (with an image) or 42 characters (no image) per line, no limit on number of lines, aligned to left

Foreign Press Center Japan

**Press Release Listing Service Begins**

③ **Release Title**  
18pt font (bold), 21 characters (with an image) or 33 characters (no image) per line, no limit on number of lines, aligned to left

④ **Date Listed**  
July 20, 2017

⑤ **PDF Icon**  
A PDF version of the release can be included

PDF of Release



### Press Release Listing Begins on FPCJ Site for Foreign Media, Images and Video Possible Together with Release Distribution Service

⑥ **Release Subtitle**  
14pt font, 44 characters per line, no limit on number of lines, centered

#### -Press Release Listing Service Begins

Foreign Press Center Japan (Uchisaiwaicho, Chiyoda, Tokyo; President Kiyotaka Akasaka; FPCJ below) will be starting a new Press Release Listing Service.

The FPCJ will list press releases from local and national government bodies, universities, businesses, and other organizations that want to release information targeting a foreign audience, on its website (<http://fpcj.jp/en>).

Since its establishment in 1976, the FPCJ has supported reporting activities by members of the foreign media in Japan, and is the only public-interest corporation in Japan specializing in this type of activity.

The main users of the FPCJ website are journalists from foreign media organizations looking for information on Japan and support for their reporting activities. The website's unique audience will make it an effective platform for reaching foreign media with this service, for organizations interested in releasing information about Japan overseas.

This service will list the client's press release in a new section of the website (Noteworthy Press Releases from Japan) as part of the category providing information for foreign media (<http://fpcj.jp/en/prlisting>).

#### -Improved Messaging in Combination with the Existing Press Release Distribution Service

The FPCJ already provides a Press Release Distribution Service for sending press releases to foreign media organizations and embassies in Japan via email and fax.

By using the new Press Release Listing Service in combination with the existing Distribution Service, it will now be possible to make images and videos available to the foreign media, which were unavailable as part of the distribution service.

There will also be a significant discount available when using both the Distribution Service and Listing Service.

#### [Service Fees]

	Distribution*	Listing	Set (Distribution* + Listing)	
Standard	18,000 JPY	20,000 JPY	30,000 JPY	<Set Discount: - 8,000 JPY>
Rapid	21,000 JPY	25,000 JPY	35,000 JPY	<Set Discount: - 11,000 JPY>
Express	26,250 JPY	30,000 JPY	40,000 JPY	<Set Discount: - 16,250 JPY>
Same-day	35,000 JPY	(Unavailable)	(Unavailable)	

⑦ **Release Body Text**  
11pt font, 55 characters per line, no limit on number of lines, left aligned

(\*The listed fees for distribution are for one A4 page.)

-For Release Listing, the fee will not change based on the length of the release.

-There is a significant discount for using both the Distribution Service and Listing Service.

■For details on the Press Release Listing Service, refer to its guide here:

[http://fpcj.jp/common\\_en/pdf/distribute/release/prlisting\\_info.pdf](http://fpcj.jp/common_en/pdf/distribute/release/prlisting_info.pdf)

■ For details on the Press Release Distribution Service, refer here:1

<http://fpcj.jp/en/distribute/release/>



#### ⑧ Embedded Video

Videos from a site with embed code, such as YouTube, may be included.

Choose where to embed the video.

#### [Contact Information]

Foreign Press Center Japan, Strategic Communications Division

Tel : 03-3501-5251

e-mail : [sc\[at\]fpcjpn.or.jp](mailto:sc@fpcjpn.or.jp)

#### ⑨ Contact Information

Contact information must be included.

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Service Application Form: [Application Form](#)

#### ⑩+ Images Posted at End of Release

•Up to 12 images

•Images will be centered, in rows of 3

#### ⑩ Image 1

\*The image included at the top of the page will also be shown here

#### Image 2

Second image and on

#### Image 3

#### Image 4

#### Image 5

Images up to 12

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**Notes on Images for Listing**

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**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)**

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

②Maximum 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

③File format: JPG, PNG, or GIF

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

⑤Image 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.

⑥Image 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.

*\*Vertical images will be placed in the center of a horizontal frame, with white space on either side, as shown below.*

