

Amazon Marketplace
Merchant@amazon.co.jp
Category, Product and Listing Guidelines
(Books)

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About these guidelines

- Please be sure to comply fully with these Guidelines when registering a new product. Please note that Amazon Japan reserves the right to suspend the listing of any products that are not in compliance with the Guidelines.
- Please contact Technical Support if a catalogue for a product you wish to register exists but is not in compliance with the Guidelines.

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1 Products

1.1 Before registering products

- Before registering your product, be sure to check whether or not the product already exists on the Amazon.co.jp website.
- Using the “product registration” function for purposes other than preparing a product details page is prohibited.
- Using product information that could misdirect users to other products when preparing a product details page with the “product registration” function is prohibited.
- Only books that have a product code (e.g., ISBN, JAN, UPC, EAN, etc) can be registered.
- When registering a product with an ISBN, enter the 13-digit beginning with 9784.
- When preparing a product details page, provide information pertaining only to general product characteristics, not specific product conditions. Please remember the possibility that the product details page will be used by other businesses selling the same product.
- Do not include executable files in HTML, DHTML, JavaScript or other formats when preparing a product details page using “product registration.”
- Amazon Japan reserves the right to delist any products that do not comply with these Guidelines without the consent of the registering party.

1.2 Important points concerning registration

- Use full-width characters for kanji, hiragana, and katakana, and half-width characters for alphabetic letters and numerals.
- Do not use dashes, colons, semicolons, or slashes to separate items except when they appear in the title. Use half-width spaces to separate items. Use half-width characters when basing such punctuation on notation in the colophon.
- Do not use half-width katakana or full-width spaces. Use half-width spaces.
- Do not use “★” “～,” or other such symbols unless they are included in the title.
- Use only half-width parentheses “().”
- Do not use Type 1 High ASCII characters, other special characters, or machine-dependent characters.

Examples: ①, I, ノツ, キロ, セン, パー, グラ, デシ, アー, トン, ツ, レル, リー, ダー, モン, ドル, ツイ, ナノ, nA, μ A, mA, 株式会社, pA, KB, kA, №, MB, 〒, ㊦, ㊧, ㊨, ㊩, ㊪, (株), (有), (社), 明治, 大正, 昭和, ≡, ∫, ∅, ∑, √, ⊥, ∠, ⊂, ∴, ∩, ∪, etc.

1.3 Important points concerning entry items

➤ ISBN and ISBN/JAN/EAN

When registering a product with an ISBN, enter the 13-digit beginning with 9784.
If the product has a 10-digit ISBN that begins with 4, enter the 13-digit ISBN using a conversion tool found on the Internet.

*Amazon Japan makes no guarantees concerning conversion tools found on the web.
If registering a magazine product, enter the 13-digit JAN code.

➤ Distinctive titles

- Points to remember regarding registration of distinctive titles

Product names (titles) entered as distinctive titles are the most conspicuous item on pages that customers actually see (including displays of search results within the site). Customers' desire to purchase is largely dependent upon whether or not a product is consistent with its name and presented clearly.

When entering a distinctive title, please be sure to follow the following registration rules.

Order of arrangement of distinctive titles

Enter a distinctive title in the following order:

① Free gift/extra + half-width space + ② XX edition + half-width space + ③ title + half-width space + ④ volume/number + half-width space + ⑤ subtitle + half-width space + ⑥ year/revision information + half-width space + ⑦ series + half-width space + ⑧ label

*For each of the above registration rules, please check the corresponding number provided below.

① Registration of information concerning free gifts, extras, and accompanying items

Definition

Free gifts, extras, and accompanying items are items accompanying a product that raise the product's value. Examples include answer booklets for study workbooks and DVDs.

- Do not use the suffix kana character “き” for “付き”(comes with).
- Entering “特典付” (with free gift), “おまけ付” (extra), or “付属品付” (accompanying item) clearly describe the item.
- Place the free gift at the beginning of the distinctive title.

Examples: CD 付(with CD), DVD 付(with DVD), OVA 付(with OVA), 生写真付(with unprocessed photograph), マウスパッド付(with mouse pad), クリアファイル付(with clear file folder)

*Exceptions

If circumstances make following this rule is difficult, make notation consistent with the colophon.

② XX edition (collector's edition, reprint, first edition, special edition, limited edition, new edition, etc.) Definition

“XX edition” is information used to distinguish a product from its standard edition. It is used when the product's content is the same as the standard edition but it comes with different packaging or a free gift. *See “⑥ year/revision information” for details concerning revised editions.

- Provide details about the XX edition in the product explanation, not in the title.
- Enter XX edition information following free gifts/extra/accompanying item information, with a half-width space for separation.

Example: DVD 付(①) (with DVD (①)) 限定版(②) (limited edition (②)) Kissxsis(③)

(Kissxsis (③)) (9(④)) ((9(④)) (講談社キャラクターズ A(⑧)) (Kodansha Characters A (⑧))

③ Main title

Definition

The main title is the most prominent portion of the product name (title).

- Enter only the official title of the registered product.
- If free gift/extra and XX edition information are not provided, the main title will be the first item of the distinctive title.
- If XX edition information is provided, enter the main title behind it with a half-width space for separation.
- Standardize the notation and order within the same label or series.
- If registering a magazine, enter the year and month in half-width alphabetic letters and numerals in the form YYYY/MM. Also, enter [雑誌] ([magazine]) following the year and month.

Example 1: Magazine name + half-width space + year + half-width space + month + halfwidth space + [雑誌] ([magazine]) 小学三年生 2007 年 04 月号 [雑誌] (Shogaku Sannensei 2007 04 [magazine])

Example 2: When alphabetic letters are included in the title

Alphabetic letters + half-width space + half-width parenthesis + katakana + half-width parenthesis + year + half-width space + month + half-width space + [雑誌] ([magazine]) Interface (インターフェース) 2007 年 05 月号 [雑誌] (2007 05 [magazine])

④ Volume/number

Definition

The volume/number indicate the order under the same main title.

- Place only numerals and kanji within parenthesis (half-width).
- Place a half-width space behind the title and then enter the volume/number within parenthesis (half-width).
- If the product is “上巻” (first volume), “中巻” (middle volume), or “下巻”(final volume),” enter “(上)” (first), etc., omitting the “巻” (volume).
Appropriate examples: (6), (上) (first), (下) , (final) Inappropriate examples: (第 7 巻) (volume 7), (三号) (No. 3), (下巻) (final volume)
- Do not use machine-dependent characters (circled numbers or Roman numerals).

Inappropriate examples: ⑤、Ⅴ

*Exceptions

If special volume/number information is included in the title, match it with the notation in the colophon.

Example:風水天戯(③) 卷之一(④)、名探偵(③)コナン (Volume1(④)) (少年サンデー(⑧)コミックス)

((Fusui-tengi (③)) (Makinoichi (④)) (Meitantei (③) Conan (Volume 1 (④)) (Shonen Sunday (⑧) Comics))

If circumstances make following rules for number expression difficult, make a notation that is consistent with the notation in the colophon. In such cases, standardize the notation for all products of the same label or series.

If the volume/number appears in the subtitle or series title rather than the main title, enter it into the relevant title by following the above rule.

Do not enter the volume/number in the label.

⑤ Subtitle

Definition

A subtitle is an explanatory or supplemental statement that adds to the main title.

Example: ローマ人の物語(③) (1(④)) ローマは一日にして成らず(⑤)(上) (新潮文庫(⑧)) (The Roman Story (③) (1(④)) Rome was not Built in a Day (⑤) (first) (Shinchosha Co., Ltd. (⑧))

- Place a half-width space behind the title and then enter the subtitle. If there is a volume/number, place a half-width space behind it and then enter the subtitle.
- If the subtitle will come before the main title, match it with the notation in the colophon. • Standardize the notation and order for all products of the same label or same series.

Please see the Appendix if you have questions about which item should appear as the subtitle.

See the Appendix on page 9 of these Guidelines.

Notation rules

Please observe the important points concerning registration.

⑥ Year/revision information

Definition

“Year” refers to the noted year when a product is published over the course of multiple years.

“Revision information” refers to the version when revisions are made (e.g., revised edition, 5th revision, etc.).

- Enter the year or revision information after the main title rather than before it.
- Place a half-width space behind the subtitle and then enter the year/revision information.

Example: 中小企業診断士第(③)1次試験過去問題集 (6(④)) 経済学・経(⑤)済政策 2012年

(⑥)度(Small and medium enterprise management consultants (③) book of problems appearing in past first-stage tests (6(④)) economics and economic policy (⑤) 2012 (⑥))

Notation rules

Notation of year

- Use Western calendar years.
- Match the “year” to the year of the edition.

Appropriate examples: 2012, 2012年, 2012年度(2012, fiscal 2012) Inappropriate

examples: 平成24年、2012年度版 (Heisei 24, fiscal 2012 edition)

Notation of revision information

- Indicate that the product is a revised edition.
- Use “改” (revised), “新” (new), “half-width English numeral.”

Appropriate examples: 改訂版, 新訂版, 5訂版 (Revised edition, new and revised edition, 5th revision) Inappropriate examples: 新訂4版、五訂版 (New and revised 4th edition, fifth revision)

Notation exceptions

If circumstances make following rules for noting year or revision information difficult, make a notation that is consistent with the colophon. In such cases, standardize the notation and order for all products of the same label or same series.

⑦ Series title

Definition

The “series title” is a title attached to a product group or series having a certain degree of commonality in terms of structural elements (e.g., setting, characters, theme, etc.).

Please see the appendix if you have questions about which item should appear as the series title.

See the Appendix on page 9 of these Guidelines.

- Registering the series in the special entry item will place it in an appropriate location.
- Enter the series name into the Series Name space when entering information using Seller Central.

Notation rules

Do not add parentheses to the series title. Parentheses will be automatically added to the front and end of the series title when it appears on the website.

⑧ Label

Definition

“Label” is a unit for compiling and handling products of similar fields, such as “XX 文庫” (XX Bunko) or “XX 新書.” (XX Shinsho)

Examples: 講談社文庫(Kodansha Bunko), 講談社学術文庫(Kodansha Gakujutsu Bunko), 講談社 X 文庫ホワイトハート(Kodansha X Bunko White Heart), 講談社+α 文庫(Kodansha + α Bunko), etc.:

Please see the appendix if you have questions about which item should appear as the label.

See the Appendix on page 9 of these Guidelines.

- Registering the label in the special entry item will place it in an appropriate location.
- Enter the series name into the Series Name space when entering information using Seller Central.
- Do not add parentheses to the label name. Parentheses will be automatically added to the front and end of the label when it appears on the website.

Notation rules

Enter the label name only. Do not include the management code (e.g., “な 40-5,” “xxx 8028,” etc.).

➤ **Product format**

Select a product format of the recommended value found in the templates for both Japanese and foreign books.

➤ **Author, illustrator**

Place a half-width space between the last name and first name when entering names.

➤ **Series name**

Confirm by reading ⑦ and ⑧ under entry of distinctive titles.

➤ **Edition**

Use half-width numerals. Using kanji is also acceptable. For magazines, indicate whether the magazine is published monthly, quarterly, etc. Examples: 初版(First edition),, 第 2 版(2nd edition) , 月刊(monthly).

➤ **Language**

Select the main languages appearing in the product.

Please note that you must select the pertinent language(s). Packaging measurements

Enter measurements in centimeters.

➤ **Verification**

After entering each required item, be certain to verify that it is correct.

1.4 Important points concerning image registration

Using the “product registration” function for purposes other than preparing a product details page is prohibited.

Use images that present the general characteristics of the product.

Be sure the following conditions are met when registering a product's image:

- The image shows size and color that are consistent with the product explanation.
- The image depicts the product clearly.
- The image is a photograph. Illustrations are not acceptable.
- The image shows the product as seen from its front.
- The product is in focus and sufficiently illuminated.
- Close-ups that add highlights, shadows, etc., are not acceptable.
- The product makes up 80% of the image.
- The product is shown in its entirety.
- Only the product to be sold is shown. (Separately sold accessories do not appear.)
- Only the number of products to be sold as a single set is shown. (Showing set products of different colors together is not permitted.)

- The background is simple and clear and does not distract from the product. (The background is white.)
- The image does not have a border, decorations, or writing.
- The file format is JPEG (*.jpg), GIF (*.gif), TIFF (*.tif), or PNG (*.png).
- Each side of the image has at least 500 pixels.
- The image is in RGB color mode.

*Please check with Seller Central's help page for details concerning data requirements for images.

1.5 Products that cannot be registered

- Products having differing formats or volume structures cannot be registered under the same ISBN, JAN, UPC, or EAN.
Examples: A pocket edition and paperback edition cannot be registered under the same ISBN, JAN, UPC, or EAN.

A pocket edition and of a comic book and collector's edition of a comic book cannot be registered under the same ISBN, JAN, UPC, or EAN.

- Registering set products is not permitted.
Inappropriate example: Preparing a set product catalog using the ISBN of the first volume.
- Changing the title of an already registered product is not permitted.
- Products cannot be registered prior to their release dates.

1.6 Prohibited products

Products that are prohibited by the Amazon Marketplace Sales Agreement and Merchant@amazon.co.jp Program cannot be registered.

- Products (antique books) that do not have an ISBN, UPC, or JAN code cannot be registered.
- Products (including magazines) that contain hard-core material depicting graphic sexual acts, amateur porn, and soiled undergarments are prohibited.
- In the case of properly censored erotic artwork and magazines of the type: Nudity, graphic titles, and descriptions must be sufficiently concealed with censor strips on all items containing such content.

hard-core material, including magazines, that depict graphic sexual acts, amateur porn and soiled undergarments.

- Properly censored erotic artwork and magazines of the type. Nudity, graphic titles, and descriptions must be sufficiently concealed with censor strips on all items containing such content.
- Adult-oriented media products that violate the following cannot be registered.
Products registered for sale on the Amazon.co.jp website ("this Website") must be compliant with Japanese laws, including the "Act on Punishment of Activities Relating to Child Prostitution and Child Pornography, and the Protection of Children" (Child Pornography Law).

Appendix

- Items comprising the titles described above are defined as eight items that fall into the general classifications of “main product” and “associated information.”
(The circled number appearing before each item indicates arrangement order.)
Main product: ⑧ label ⑦ series title ③ main title ⑤ subtitle
Associated information: ① free gift, extra, accompanying item ② XX edition (collector’s edition, reprint, first edition, special edition, limited edition, new edition, etc.) ④ volume/number ⑥ year/revision information

The following table shows the relationships among items of the main product:
Items to the left are always more comprehensive than those to the right; the reverse is never true.

“Main product”				
Lable A	Series title B	Main title D	Subtitle H	
			Subtitle I	
		Main title E	Subtitle J	
				Subtitle K
	Series title C	Main title F	Subtitle L	
			Subtitle M	
	Main title G	Subtitle N		
			Subtitle O	

<u>Kadokawa Ruby Bunko</u>	<u>Takumi-kun Series</u>	<u>Natsu no Zanzō (scene)</u> (1)	
		<u>Natsu no Zanzō (scene)</u> (2)	<u>Kakusareta Niwa</u>
		<u>Natsu no Zanzō (scene)</u> (3)	<u>Bara no Shita de</u>
		<u>Natsu no Zanzō (scene)</u> (4)	<u>Koi no Kakeru</u>
		Kaze to Hikari to Tsuki to Inu	-
<u>Shincho Bunko</u>		<u>Romajin no Monogatari (1)</u>	<u>Roma ha Ichinichi ni shite Narazu (first half)</u>

		<u>Romajin no Monogatari (2)</u>	Roma ha Ichinichi ni shite Narazu (second half)
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<u>Jump Comics</u>	<u>Jojo no Kimyo-na Boken Part7</u>	<u>STEEL BALL RUN vol.20</u>	
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Note that, when setting structural elements of each product, the two cases presented in the following examples are very similar and can cause confusion.

Please set each item based on product characteristics and development.

- Set a standardized relationship for the series title, main titles, and subtitles within the same series title or same main title.
If you make a change, make the change throughout the same series title or same main title.

Example 1: Hannibal Senki (③) (Romajin no Monogatari Series (⑦))

In this case, “Romajin no Monogatari” is the series title and “Hannibal Senki” is the main title. This is suitable when you want to emphasize “Hannibal Senki” over “Romajin no Monogatari.”

Romajin no Monogatari Series (③) (3) Hannibal S e n k i (⑤)

In this case, “Romajin no Monogatari” is the main title and “Hannibal Senki” is the subtitle.

This is suitable when you want to emphasize “Romajin no Monogatari” over “Hannibal Senki.” Please note that there are no levels below the subtitle.

Example 2: Hanayome to Zororijo (⑤) (Kaiketsu Zorori Series (⑦) Poplar-sha no Shin Chiisana Dowa (⑧))

In this case, “Kaiketsu Zorori” is the series title and “Hanayome to Zororijo” is the main title. This is the same as the first example above.

Kaiketsu Zorori (③) (50 (④)) Hanayome to Zororijo (⑤) (Poplar-sha no Shin Chiisana Dowa (⑧))

In this case, “Kaiketsu Zorori” is the main title and “Hanayome to Zororijo” is the subtitle. This is the same as the second example above.

Because the display will change depending on how the series title, main title and subtitle are attached, please give this matter considerable thought before making your settings. If it is possible that your product will become a series in the future, it is best to consider and decide the relationship among the series title, main titles, and subtitles in advance.