

Lead Generation Service

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ITmedia Inc. Sales Division

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We leverage our 800,000 members database to ensure that we can provide the targeted leads you need, with the right amount of leads you need.

TechTarget Japan



TechTarget Japan explains IT products, such as IT infrastructure, backbone systems, data analysis platforms, security measures, that solve problems related to management of the entire enterprise with various contents including detailed technical commentaries

Keyman's Net



Keyman's Net explains business applications, information systems, and security products that solve the problems facing by company sites with easy-to-understand content to IT department and other departments.

ITmedia Marketing



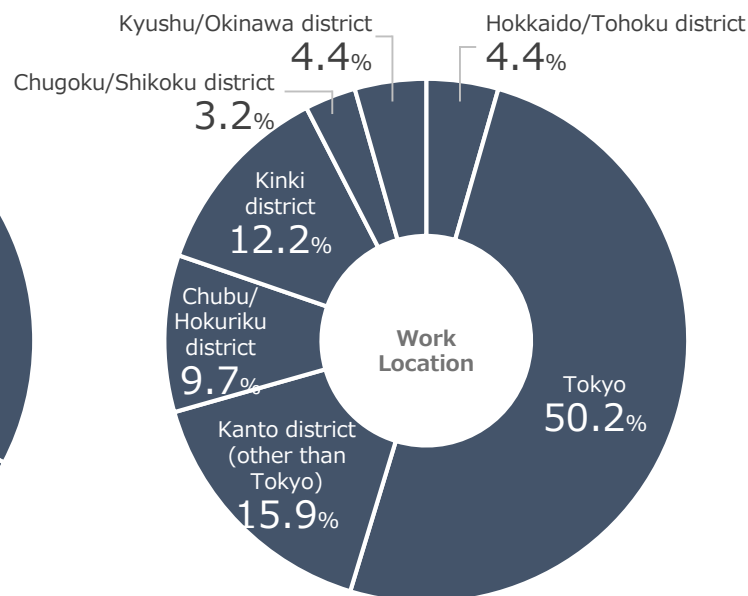
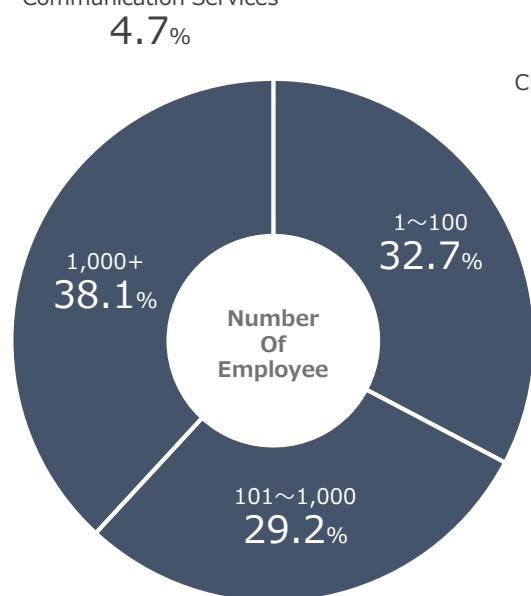
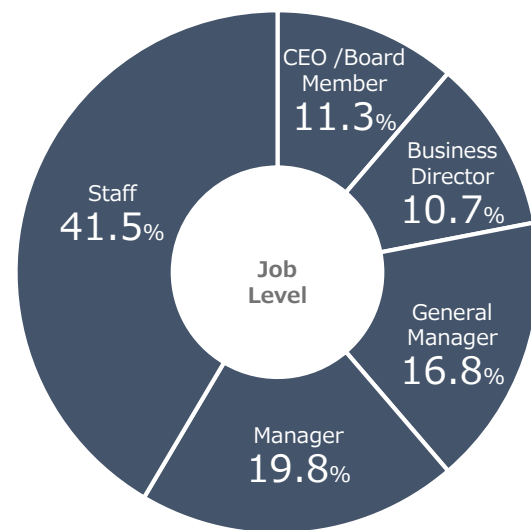
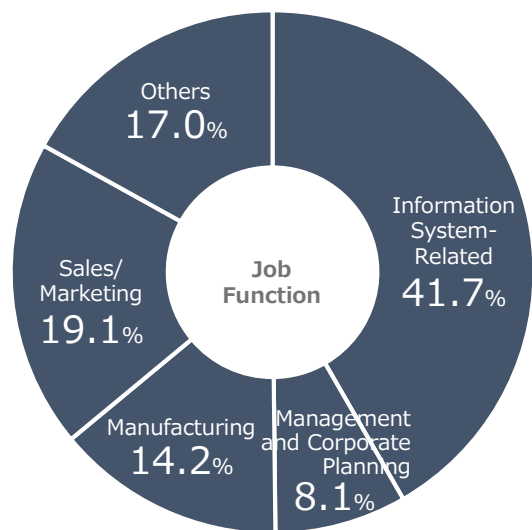
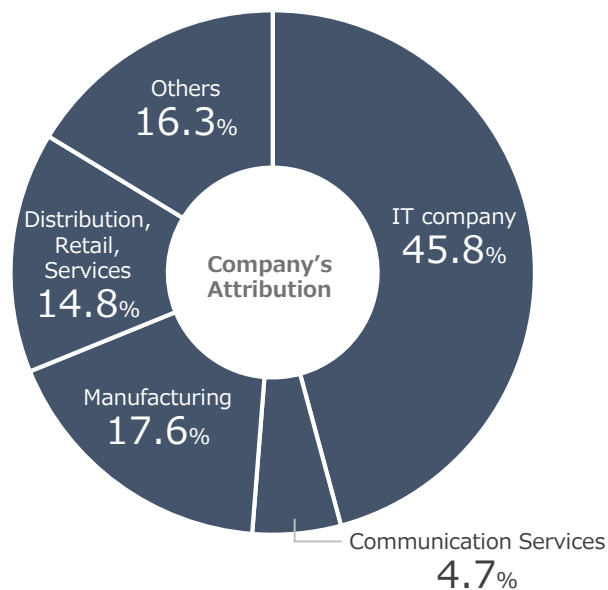
This is a medium that provides the latest information on marketing based on technology, and is widely available for people involved in corporate marketing activities, from information directly linked to business to articles that capture trends in a long-term perspective.

TechFactory



This is a free and membership information site for engineers and product / service introduction personnel engaged in manufacturing. We have specialized media for each hot topic and introduce industry trends, detailed information on products and services, and case studies.

Reader's Profile



Features of our lead generation service

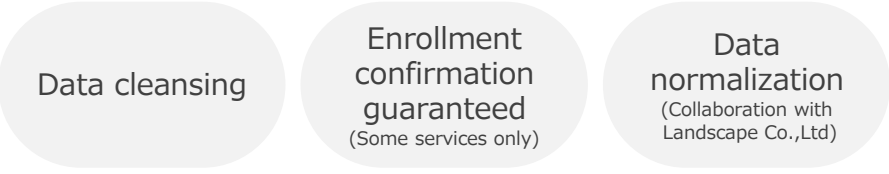
Guaranteed number of targeted leads

We provide the number of attribute leads your company requires with a guaranteed number. Even for the first time use, you can earn target leads safely and efficiently.



High quality leads to the next step

We focus on data cleansing and data normalization using external services to provide leads in an accurate, up-to-date, easy-to-use data format.



It can be carried out whenever necessary

You can start acquiring leads in as little as 2 weeks after your applying. If you're recollecting leads using content already posted, you can start within 2 business days.



Target members who gather in specialized media

Leads from members who gather in specialized media that provide introduction support information for IT products, products for manufacturing, and marketing related products. You can get leads that are actively collecting information for product introduction.



Lead Generation / Scheme



※ Downloading may be once a week or every other week depending on the service

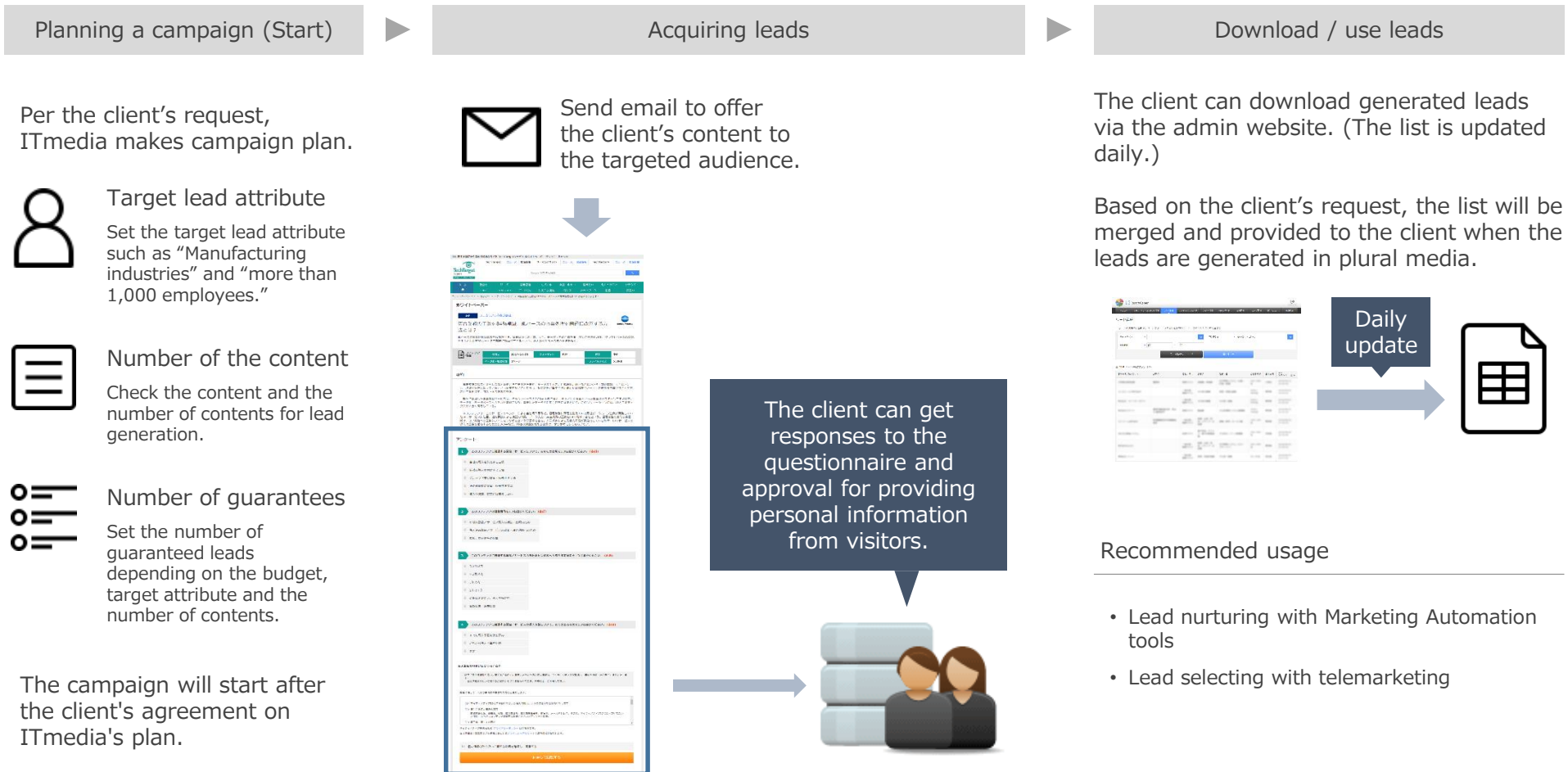
More targeted leads with accuracy

Lead Generation. Segment



Get the target leads in high volume and for sure.

The client can set the flexible conditions such as target attributes and company and generate target leads with guaranteed number for sure.



Lead Generation Segment Rate Structure

You can set a campaign flexibly according to the number of leads and the budget

The price of LeadGen Segment consists of three components: basic charge, lead unit price, and option fee. We will ask you the number of leads you need, budget, additional options that you require etc. , and propose the suitable campaign for you.



The lead price is determined depends on the “matching rate”: that the percentage of specified attribute in the entire member and the product genre.

The number of leads that can be guaranteed is decided from the number of contents provided and the matching rate.

The price list changes by matching rate



The target is 40% of all members

See the list of lead unit price "40% to under 50%"

Matching rate	Category A	Category B	Category C
80% or more	JPY 4,000	JPY 5,000	JPY 6,000
60% ~ under 80%	JPY 6,000	JPY 7,000	JPY 8,000
50% ~ under 60%	JPY 7,000	JPY 8,000	JPY 10,000
40% ~ under 50%	JPY 8,000	JPY 10,000	JPY 12,000
30% ~ under 40%	JPY 13,000	JPY 17,000	JPY 20,000
20% ~ under 30%	JPY 17,000	JPY 20,000	JPY 23,000
10% ~ under 20%	JPY 20,000	JPY 23,000	JPY 26,000
Under 10%	Please contact	Please contact	Please contact

Select a category by your product

A

AI | RPA | Wireless LAN | Communication tool | Network/communication service | Server | Storage | Mobile/PC |

B

Cloud | Virtualization | Data center | Operation management | Backup | Development | Endpoint security | Security operation | Authentication | IoT | Information sharing tool | Backbone systems | Marketing

C

HCI | Network security | Improvement of business process | Customer management and sales support | Data analysis | Education IT | Healthcare IT



Lead Generation Segment - Price List

Basic charge

JPY 100,000/campaign

※We will accept orders from more than JPY 300, 000 by 1 campaign including lead unit price.

Lead unit price

Matching rate	Category A	Category B	Category C
80% or more	JPY 4,000	JPY 5,000	JPY 6,000
60% ~ under 80%	JPY 6,000	JPY 7,000	JPY 8,000
50% ~ under 60%	JPY 7,000	JPY 8,000	JPY 10,000
40% ~ under 50%	JPY 8,000	JPY 10,000	JPY 12,000
30% ~ under 40%	JPY 13,000	JPY 17,000	JPY 20,000
20% ~under 30%	JPY 17,000	JPY 20,000	JPY 23,000
10% ~ under 20%	JPY 20,000	JPY 23,000	JPY 26,000
Under 10%	Please contact	Please contact	Please contact

Guaranteed contents

Number of leads	Attribute of leads	Verified employment	Confirmed considering purchase
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Campaign periods

Approx. 2 months

- Estimated campaign period to achieve the guaranteed number is approximately 2 months. It may change depending on the progress.

Remarks

- The lead unit price will be changed when you specify the medium in the campaign. For details, please contact us.
- If the matching rate is less than 10%, please confirm us in advance whether campaign is doable.
- Depending on the acquisition status of leads, we may consult about providing additional content during the campaign period.

Lead Generation Segment - Attribute Specification Item List

You can be specified the leads attribute from the categories "Industry" "Job category" "Position" "Company size" and "Location".
The lead unit price is decided by the matching rate of the members that you specify their attributes.

- * Attributes are judged based on items selected by the member at the registration.
- * Depending on the items you select, there is a possibility that we can not accept it.
- * Please contact us if you need to specify conditions other than the contents described.

Industry	Job category	Company size (Number of employees)	Annual sales scale
Information service (SI)	Information system related	Under 50	Under JPY 50M
Information service (Except for SI)	Manufacturing related	50 - 99	JPY 50M - JPY 100M
Manufacturing (IT related)	Management・Business planning	100 - 499	JPY 100 M – JPY 1B
Wholesale / Retail (IT related)	General affairs・Personnel affairs・Education	500 - 1,000	JPY 1B – JPY 5B
Communication service	Finance・Accounting	1,001 - 5,000	JPY 5B – JPY 10B
Manufacturing (Except for IT related)	Sales・Service	5,001 or more	JPY 10B – JPY 50B
Distribution / Services	Other general position		JPY 50B – JPY 100B
Finance・Insurance	Other profession		JPY 100B – JPY 1T
Education・Learning support			
Medical・Welfare			
Government / Government Offices / Organizations			
Others			
Company name	Position	Office location	Deduplication
Designation / exclusion	Executive	Hokkaido/Tohoku region	Exclusion of leads acquired in the last 6 months
	Director	Tokyo	
	Manager	Kanto region Except for Tokyo)	
	Assistant Manager/leader	Chubu/Hokuriku region	
	Employee/office staff	Kansai region	
		Chugoku/Shikoku region	
		Kyushu/Okinawa region	
			Free email addresses exclusion
			Major free email addresses can be excluded

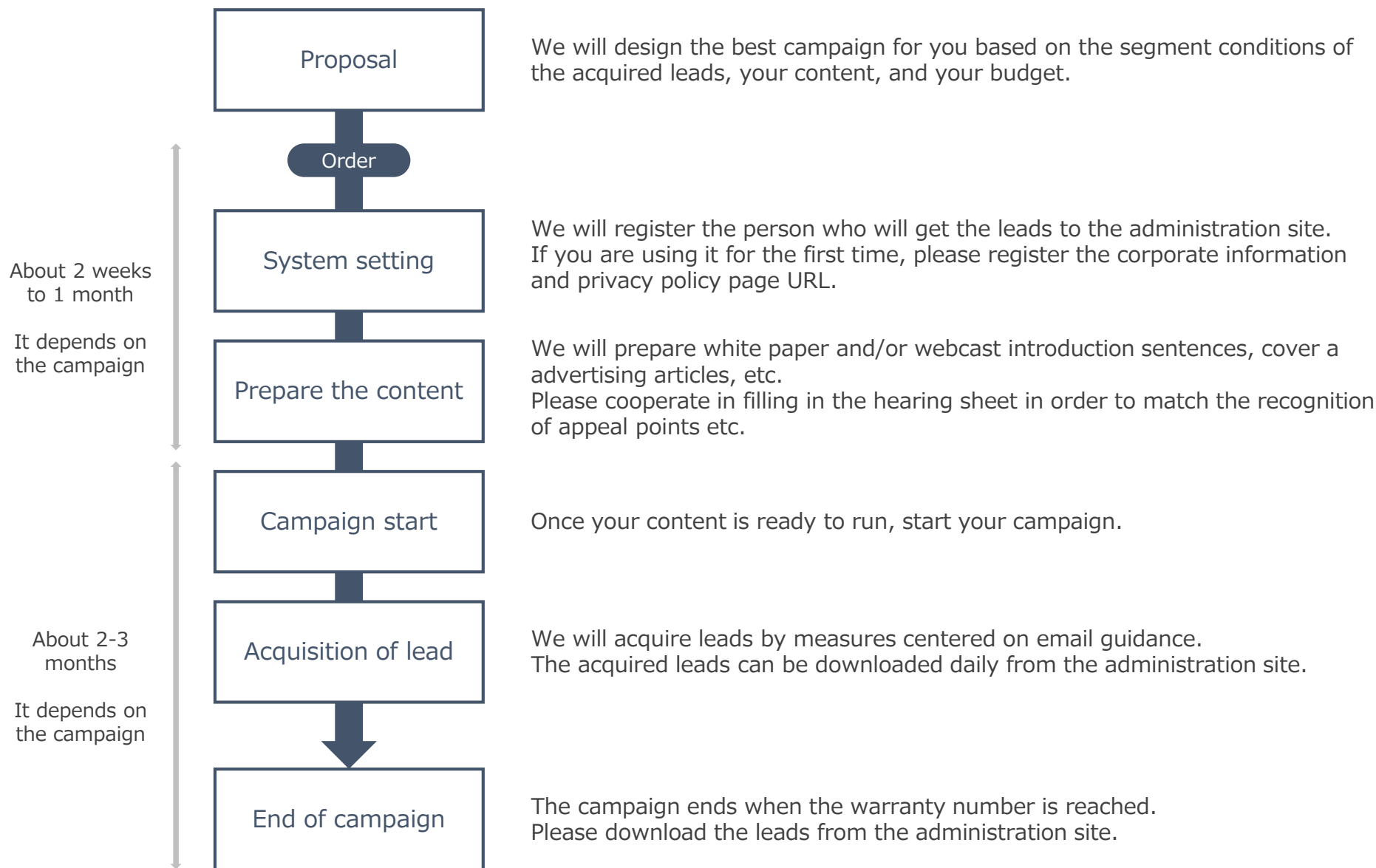
Category and Product Genre

A	AI	AI / machine learning / deep learning	B	Cloud	Cloud Computing	B	Endpoint security	Mobile Security	B	Marketing	E-commerce
A	RPA	RPA			IaaS / PaaS / BaaS			Information leakage measures			Marketing / Sales
A	Wireless LAN	Wireless LAN / WAN / Wi-Fi	B	Virtualization	Server virtualization			Encryption			Website construction / CMS
A	Communication tool	Unified communication			Desktop Virtualization / VDI / DaaS			Endpoint security			Web access analysis
		VoIP gateway			Application virtualization			Spyware protection		C	HCI
		IP phone / IP-PBX			Virtual environmental management			Spam protection		C	Network Security
		TV / Video conferencing			PC virtualization			Anti-phishing			Firewall
		Web conferencing			Storage Virtualization / SDS			Targeted attack			UTM
		e-mail			SDN / networking virtualization / SD-WAN		B	Security operation			IDS / IPS
		Instant Messaging / Chat	B	Data center	Power Supply / Air Conditioning / Rack			MDM / EMM			DoS attacks countermeasures
		Corporate social network			Hosting services			Log Management			Quarantine network
					Data center			Trail Management			Cloud security
					HPC / grid computing			Vulnerability countermeasures			Zero-trust
A	Network / communications service	Remote Access	B	Operation management	Client terminal management		B	Authentication		C	Improvement of business process
		Network management			Integrated Operations Management			Access control			BPM / BAM
		Bandwidth management			IT asset management			One-time password			IT Management / IT Strategy Solutions
		Router			Performance Management			Electronic signature / watermark / PKI		C	Customer management and sales support
		Switch			Identity management			Biometric identification			CTI / Help desk
		Bandwidth controller			OS			Authentication device			CRM
		Load Balancer / ADC / Load Balancing			Directory service						SFA
		WAN / Web acceleration	B	Backup	Backup device		B	IoT		C	Data Analysis
		VPN			Backup software			M2M / IoT / RFID (IC-tag)			DBMS
		Wide area Ethernet			Disaster recovery						Database access
A	Server	IA server / PC server			Virtualized Backup		B	Information sharing tool			BI / BA / OLAP
		UNIX servers	B	Development	Project management tool			Groupware		C	Education IT
		Office computer / mainframe			Development support services			Knowledge management			School affairs processing software / service
A	Storage	Disk Storage			Analysis / design tool			Workflow			ICT learning support software / services
		SSD / Semiconductor storage / Flash Storage			Development tools			EIP			Learning / education support software / services
		SAN			Test / Debugging / Tuning Tool			Enterprise search			Class support hardware
		NAS			Screen design / form design tool			Content / Document management			School infrastructure construction support product
		Optical disk device			Rich client			Office software		C	Healthcare IT
		Tape device			Web server / application server		B	Backbone systems			Electronic medical records
		Cloud Storage			Web Service			ERP			Receipt computer
A	Mobile/PC	Smartphones / tablets			Library / Component			Inventory control			Ordering system
		PDA / mobile terminal / cell phones			EAI / ETL			SCM			Medical imaging filing system
		Desktop PC			Mobile development			Sales management			Medical cloud service
		Laptop			DevOps			EDI / Distribution BMS			Regional medical collaboration system
		Thin client						HR Tech / Human resources / Salary			Medical treatment reservation system
		POS terminal						Financial accounting			Hospital management system
											Care / welfare-related systems

* Product category and category linking will be reviewed periodically.

- **Are leads for which incorrect information such as client company leads or non business leads has been registered for billing?**
 - We exclude advertiser and co-advertising companies leads.
 - We also exclude leads who match to the following industries, job functions, and titles;
<Industry> Freelance Profession, Housewife, Househusband, Student, Unemployed <Job Function> Housewife, Househusband, Student, Unemployed
<Title> Contracted/commissioned/dispatched, Part timer, Unemployed, Others
 - We are excluding the apparently wrong leads from guaranteed leads count, however, we deliver some added leads for just in case that it is impossible to distinguish improper leads.
- **How do you count the number of generated leads in case of publishing multiple assets, multiple media?**
 - We provide the number of unique leads in the campaign wide.
- **Can I specify non-listed attributes or conditions? Can I change attributes or conditions after starting campaign?**
 - It depends on case by case. Please ask your sales rep. (Partially, we cannot deliver leads in real time.)
 - It is impossible to change any conditions after started campaign. Please be aware of this limitation in advance.
- **How long does it take to start campaign?**
 - Usually campaign will start in about two weeks after all assets and hearing sheets are submitted. (In case of production required like advertorial articles, it needs about 20 business days.)
 - We will propose detail schedule when publishing preparation is started. Please let us know if any request.
 - It may need time than usual to publish assets during long term holiday seasons. (Golden week holiday, Summer holiday, New year holiday, etc.)
- **Can I specify time and date of targeting email or email magazine?**
 - Please leave it to us for lead generation guidance.
- **How many assets can I publish in one campaign?**
 - We will propose required number of assets in order to reach guarantee leads. We may not accept more than the number of required assets. Please aware of that in advance.
- **Can I exchange assets?**
 - We will charge 50,000 Yen in case of exchanging published contents after completion copywriting.
- **Can I publish any kind of assets?**
 - We may or may not accept flyer or brochure kind of assets. Please ask your sales rep for more detail.
- **When my campaign could not reach guaranteed leads in the campaign period, what is happened?**
 - In order to complete in the pre-agreed period, campaign management team is tracking the progress after starting campaign. Just in case that it is impossible to complete campaign in the period, we will consult you in advance and offer you to choose one from "period extension" or "carry over unachieved leads to next campaign".

Flow: From Proposal to Completion of Lead Acquisition



Option : Content Creation for Lead Generation (Advertorial)

- About content creation (Advertorial)
 - It is a advertorial in which the editorial staff is in charge of planning, coverage, and editing
 - Anyone can browse the opening part and get a lead when "Read more"
- Provides
 - Content : 1html
 - Number of characters : approx. 4,000 Japanese characters (among them, approx. 500 characters will be posted on the public page)
 - Illustration or Photo : within 2
 - Coverage : 1
- Note
 - The production period is about 16 business days from coverage.
 - Proofreading of the manuscript is once for each of text and HTML. The production period varies depending on the number of proofreading.
 - Please provide the illustration or Photo from your company.
 - This content continues to be posted in the medium even after the end of the campaign.
 - There is no report of advertorial content's PV and UB.
 - If coverage in the distance or special production costs occur, additional costs will be charged.
- Note about Secondary use
 - The copyright of the content belongs to us and the production staff (writers, photographers, etc.)
 - This content can be reused free of charge with out modification (Limited to web use, required source notation)
 - If you use it in printed matter, you will incur a secondary usage fee.
- Option : PDF delivery / Print delivery
 - It is an option to deliver the produced content in PDF or print. Please inquire for details.

Price (1 content) : JPY 500,000~

Minimum implementation fee combined with lead fee : JPY 1,000,000



インターネットや電子メールの普及もあり、ユーザーがコンピュータを利用する機会が増えています。いっしょにユーザー側は44億回線増を達成するに至るようになった。サーバーは増え、それに伴ってデータ量も膨れ上がってきた。そのため、サーバー側では膨大な量のデータの管理が必要になり、ストレージ増強をサーバーの必須と認識すること、データ量の増減に比例した。

CPUのほかに、増強を必要としてしまうサーバー全体が機能しなくなるコンポーネントのことをSPOF（単一障害点）という。通常の増強システムはCPUとストレージの増強を前提とせず、SPOF対策を怠れば、CPU増強による結果として増強したのがクラッシュだ。

クラッシュは通常はOS（オペレーティングシステム）が原因で発生。クラッシュを防ぐには、OSのバージョンアップやパッチの適用、ハードウェアの増強、バックアップの取得などを行うことが必要とされている。OSのバージョンアップやパッチの適用は、OSのバージョンアップやパッチの適用、ハードウェアの増強、バックアップの取得などを行うことが必要とされている。

Option : White Paper Creation

- About White Paper
 - PDF contents that our partner editing production creates
 - Posted on our white paper download center and generates leads
- Contents Specification
 - Number of pages : 2 pages / 4 pages
 - Number of characters : About 2,000 Japanese characters / 4,000 Japanese characters
 - Figures : up to 2 / up to 4
 - Planning : No (Coverage will be based on the hearing sheet you write)
 - Coverage : Yes
 - Design / File format : designated format (Refer to the right figure) , PDF (Web resolution)
- Contents
 - A Seminar report coverage will be up to 2 sessions.
 - Product and/or service description and case studies are consist of 4 chapters below.

Product / Service Description	Case Studies
1. Comment on market condition	1. Introduction of a company of a case study
2. Challenges	2. Challenges the company had
3. Solutions	3. Solution and the reason why it chose the solution
4. Introduction of products	4. Effects of the solution
- Remarks
 - We commission the editorial production for white paper coverage and progress.
 - It usually takes 20 business days from coverage to publication.
 - We kindly ask you to prepare figures and pictures for white paper.
 - Content will be posted on the site even after the lead collection is completed.
- About Secondary Use
 - White paper can be used for free regardless of web and/or print; however, please refrain from posting it to other media.





Price (1 content) : JPY 200,000

Minimum implementation fee combined with lead fee : JPY 600,000



Option: Video Content Production

- About video content
 - It is a video content that records and produces presentations and seminar lectures
 - Get Leads by posting to the White Paper Download Center
- Content specification
 - The following is an example of a production pattern. Details are available separately.

Type	Description	screen image	Time	Production fee (tax not included / net)
Simple PPT video	Capture PPT data from the lecture PC and edit it in time with the instructor's voice. Animation of materials can be reproduced.		Within 60 minutes	JPY 120,000
SVPPT	Synthesize and edit presenters against the background of PowerPoint materials. Animation of material can be reproduced.		Within 10 minutes	JPY 280,000
Interview video (1 camera)	The interviewer does not appear and the question is displayed in ticker. It is also possible to insert your own video & materials.		Within 20 minutes	JPY 200,000
Demo capture video ver1	Capture video from a demo PC. Insert a simple telop or BGM into the captured video, and use markers to express what you want to emphasize. It is also possible to insert your own video & materials.		Within 10 minutes	JPY 200,000

- Remarks
 - JPY 50,000 will be charged if you only want video hosting
 - The price changes depending on the creation of the video, so please contact us for details.

Option : eBook

- Provides
 - Re-editing the highly specialized editorial articles published on TechTarget Japan and Keyman's Net.
 - Acquire Leads by posting to the White Paper Download Center.
- Samples
 - You can select and use PDF content produced by the editorial team.

クラウドで使ってみたい「サーバレス」機能、AWSとAzureを比較
<https://wp.techtarget.itmedia.co.jp/contents/23442>

VDIのセキュリティを高める仕組みとは？ ～ウイルス対策、認証強化を紹介
<https://wp.techtarget.itmedia.co.jp/contents/23484>

Office 365 vs. Office 2016、選択を迷わないために知るべき違いとは
<https://wp.techtarget.itmedia.co.jp/contents/22592>

自社にぴったりのビデオ会議システム見極め術&実務で使い倒す最強Tips集
<https://wp.techtarget.itmedia.co.jp/contents/24308>

- Also can select an article according to your needs and create a new eBook.
- Remarks
 - eBook format is specified.
 - Possible to translate the contents produced by TechTarget US and use it as an eBook. (Additional charge required)
 - It is also possible to add your information like a campaign or products list on the end page of the eBook with additional fee.
- Secondary Use
 - The copyright of the eBook belongs to ITmedia.
 - Reprint is prohibited.

Price (1 content) : JPY 100,000

Minimum implementation fee combined with lead fee : JPY 400,000



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- Copyright © ITmedia Inc.

Minimum implementation fee combined with lead fee :
JPY 400,000

[PDF]

「Windows 10移行」に関するアンケート

本アンケートでは、「Windows 10移行」や「クラウドノート端末導入」について調査されている方を対象に意見を伺い、主催者による今後の情報提供の両面を資料といたします。

アンケートにご協力いただいた方には

【特典】 アンケートにご協力いただいた方の中から抽選で1名様に
10名様に「Amazonギフト券（5000円分）」をプレゼントします。ぜひご回答ください。

応募締切	2019年3月24日（金）まで <small>※応募受付終了後、当選・落選のお知らせはメールにて送付させていただきます。</small>
主催	アイティメディア株式会社
賞品	【抽選で1名様に】 抽選で1名様に Amazonギフト券（5000円分） <small>※抽選結果発表、お申し込み状況の確認などはこちらからお問い合わせいただけます。</small>
当選発表	ご応募された方には、当選連絡をメールでお送りいたします。 より正確性を確保させていただいて、最終発表いたします。 Amazonギフト券（5000円分）の抽選結果は当選品の発送をもって代わらせていただきます。
問い合わせ先	TechTargetジャパン・シーマーズネットメンバーシップ事務局 jp_membership@smi.jpmedia.co.jp

アンケート

1 お勤め先で従業員に実施されている主要クラウドサービス（PCやタブレットなど）の種類も、いくつでもお選びください。（複数可）

- ☐ デスクトップPC
- ☐ ノートPC
- ☐ タブレット
- ☐ 2-in-1（ノートPCとタブレットの二合一型）
- ☐ ワークステーション
- ☐ シンククライアント
- ☐ その他

2 お勤め先で従業員に支給されているPCのOSが何にあてはまるものも、いくつでもお選びください。（複数可）

- ☐ Windows 10
- ☐ Windows 8/8.1
- ☐ Windows 7
- ☐ Windows XP/VISTA
- ☐ その他

3 Windows 7の延長サポートが2020年1月14日に切れますが、お勤め先ではWindows 10への移行予定定されていますか？（複数可）

- ☐ すでにWindows 10への移行を終了している
- ☐ 予定

4 新しいOSが導入するときのクラウドサービス

- ☐ 特になし
- ☐ その他

5 Q7で「その他」を選択した方は、課題や悩みの点を具体的に記述してください。

6 お勤め先の今後のクラウドサービスの導入予定時期も、1つお選びください。（複数可）

- ☐ 3カ月以内
- ☐ 6カ月以内
- ☐ 1年以内
- ☐ 2年以上先
- ☐ 導入可否を今後検討する予定
- ☐ 導入予定なし

7 お勤め先のクラウドサービス導入を導入の際、お気になったような課題や悩みはありますか？（複数可）

- ☐ 導入についての決定権のある立場
- ☐ 導入についての製品選定権のある立場
- ☐ 導入についての情報の漏洩/プライバシーを考慮
- ☐ 特に導入には関係ない立場

個人情報の取り扱いに関して

以下「個人情報保護法」に基づき「ご記入」に同意いただいた方の個人情報は、アイティメディアが取得し、資料を作成した上で公表させていただきます。

「個人情報保護法」に基づく「同意」をよくお読みいただき、同意の上、ご利用ください。

確認事項として、以下の事項に同意されたものとみなします。

(1) 個人情報の提供

アイティメディアにご登録いただいた個人情報は、信頼性のために第三者に提供いたします。利用目的の範囲において、第三者に再提供する場合もあります。なお、会員資格が継続されている場合、更新時の必要に応じて再提供されることとなります。

(2) 提供する個人情報の消滅

アイティメディア株式会社の「プライバシーポリシー」はご承知です。

個人情報は、この「プライバシーポリシー」下で適切に取り扱われます。

☐ 個人情報の取り扱いに関する説明を確認し、同意する

[回答して問題を解く](#)

Option: Questionnaire Customization (Change of questionnaire before browsing content)

Understand the issues and requests of content viewers with your own questionnaire

This is an option to customize the questionnaire before browsing content. Use it to select potential customers that match the interest and target of the list you will get.

Picture of the questionnaire customization

The image shows a screenshot of a questionnaire customization interface. The interface is divided into two main sections: a left sidebar and a main content area. The left sidebar contains a list of questions and their options. The main content area shows a detailed view of a selected question, including its text, options, and a 'Response' section. A blue arrow points from the left sidebar to the main content area, indicating the flow of the customization process.

Price

JPY 50,000 / Question (Added/revised)

※ The number of questions is max 5.

Note

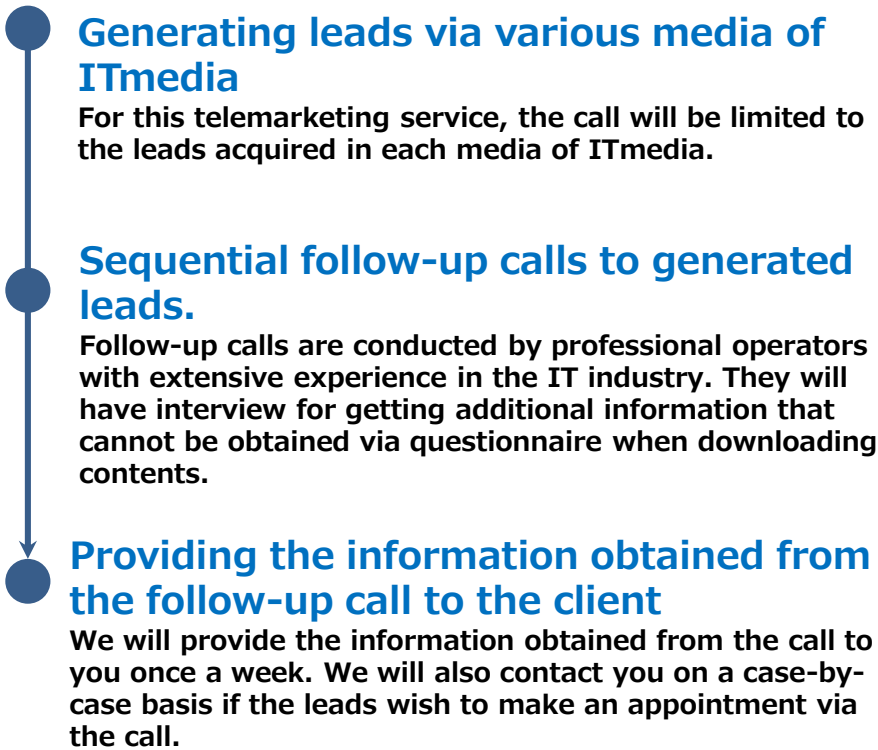
- It takes 5 business days for production.
- As to setting of question necessary for permission acquisition, we accept free of charge.
- You can select the question format of the additional questionnaire from the three options of "one-choice answer", "multiple choice answer" and "free-form answer". You can also specify "required / optional" for each question.
- Depending on the number of questions and the content of the questions, the number of leads may be significantly affected.

Option: Telemarketing

Primary follow-up for generated leads on behalf of the client

This is an optional plan of telemarketing for generated leads. We, ITmedia, will screen the leads with follow-up calls after their acquisition, as well as conduct additional interviews so that you, the client, can pass the leads to the sales department immediately.

Telemarketing Implementation Flow



Price

JPY 1,500 / call

Remarks about call scripts and call targets

- One call script for one campaign.
- If you, the client, want to request multiple call scripts for specific targets, it will cost additional JPY 50,000 per script.
- You can select targets of the call, but changes of the selection criteria after the campaign start are not accepted.
- Even if the selection of targets based on your criteria results in fewer calls than the number of your requests, we will charge you the full amount.
- If you have companies which you want to exclude from call targets, we recommend that you specify and exclude them when generating leads.

Note

- We will accept orders with more than 50 calls.
- We won't provide Telemarketing Service only. (Always package with our lead generation campaign.)
- The client needs to provide information related to Telemarketing to us 7 days before starting to collect leads.
- We will make a call with client's company name.
- Up to 3 calls will be conducted when the interviewee is absent.
- Please understand that there are some questions that we can't ask depending on the customers.

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee · Until 41 days before the seminar: 50% of the advertising fee · Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. · Venue Fee/ ITmedia's Operating Fee · Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research



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