

# BUILT Media Guide

<https://built.itmedia.co.jp/>

October 2022  
Edition

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# Note :

Please use this translation only for your convenience. The Japanese version is the official page, and even in the event that there is a discrepancy or inconsistency between the Japanese version and the English version (this translation), the Japanese version will govern.

The information is subject to change, so please contact us for further information.

Note: please also carefully read our advertising criteria and cancellation policy at the URL below.

[Advertising Criteria](#)

[Cancellation Policy](#)

# What is BUILT?

## Using technology to solve problems in the building and construction industry

BUILT is a new media that has been launched under the theme of "solving industry issues" by adopting the latest technologies such as BIM, CIM, and IoT into the ACE (Architecture, Construction, Engineering) domain. BUILT is a new media that has been launched under the theme of "solving industry issues" by incorporating the latest technologies such as BIM, CIM, and IoT into the ACE (Architecture, Construction, Engineering) domain.

BUILT provides a wide range of information on a daily basis, including the latest case studies, information on new products and services, and even legal trends, covering the entire process from design and construction to maintenance management.

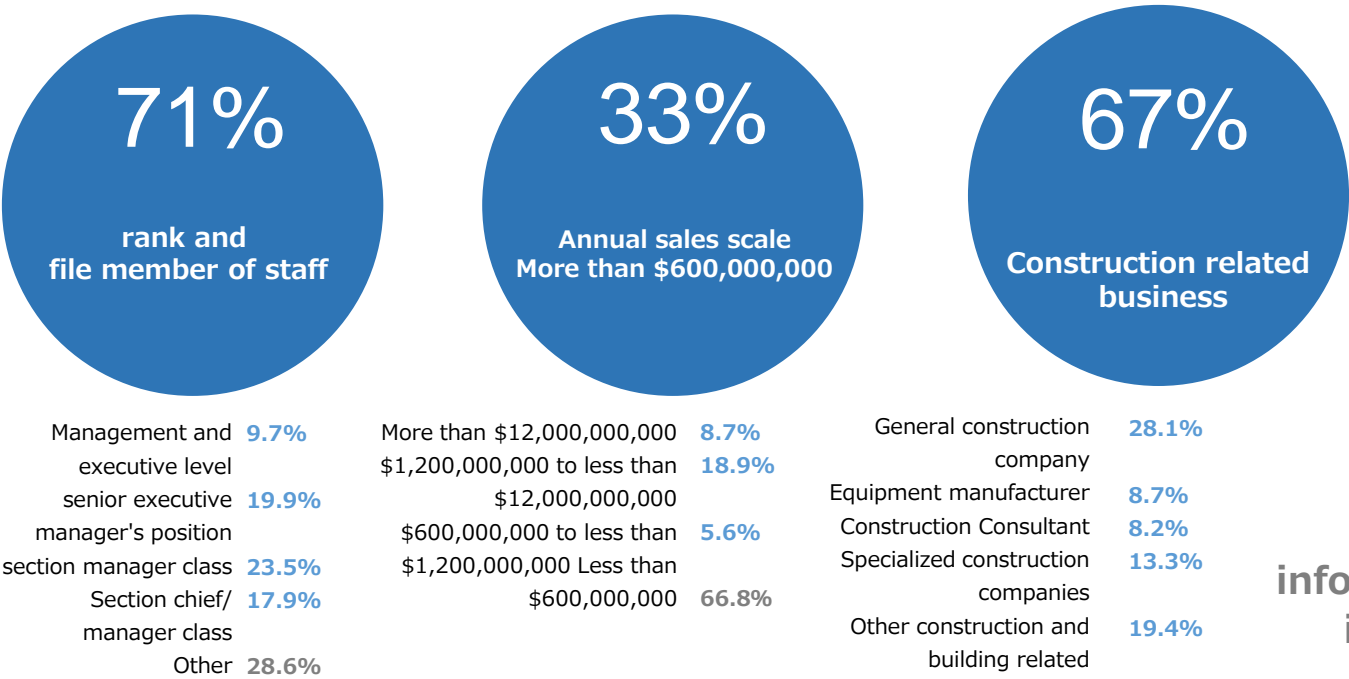
In particular, BUILT is differentiated from other media in that it specializes in the use of the latest technology, including ICT, in building and construction, and is a media that looks not only at the foot of the industry, but also at "future possibilities". We will support practitioners in the building and construction industry who are seeking to use the latest technology to solve problems faced by the industry, such as human resource shortages and the passing on of skills, and to create a completely different type of urban development from what has been possible until now.



# Reader Target

Actively gather information to solve problems

The main readers are executives in the building and construction related industries.



Read by people who are active in gathering information on the latest industry news and IT trends in order to address industry issues such as human resource shortages and the passing on of skills.

\*Excerpt from the BUILT Readers' Survey conducted in February 2021.

# Media Overview

## Web media that innovates the building and construction industry with IT/IoT

It will be operated as a web media that provides solutions to problems and a source of information for engineers involved in the design of buildings and the management of various facilities.

The latest and most professional technical information related to the construction industry. Sent from 4 categories of "Architecture" and 3 categories of "Civil Engineering".

construction

BIM/CAD

Smartening and  
renovation

Construction and  
site management

BAS/FM

public  
works

CIM/GIS

Maintenance  
inspections and  
inspections

smart  
construction

I Media Name

BUILT

I URL

<https://built.itmedia.co.jp/>

I Page Views

243,143 Page Views/month 127,177 Unique Browsers/month  
\*Actual values for August 2022

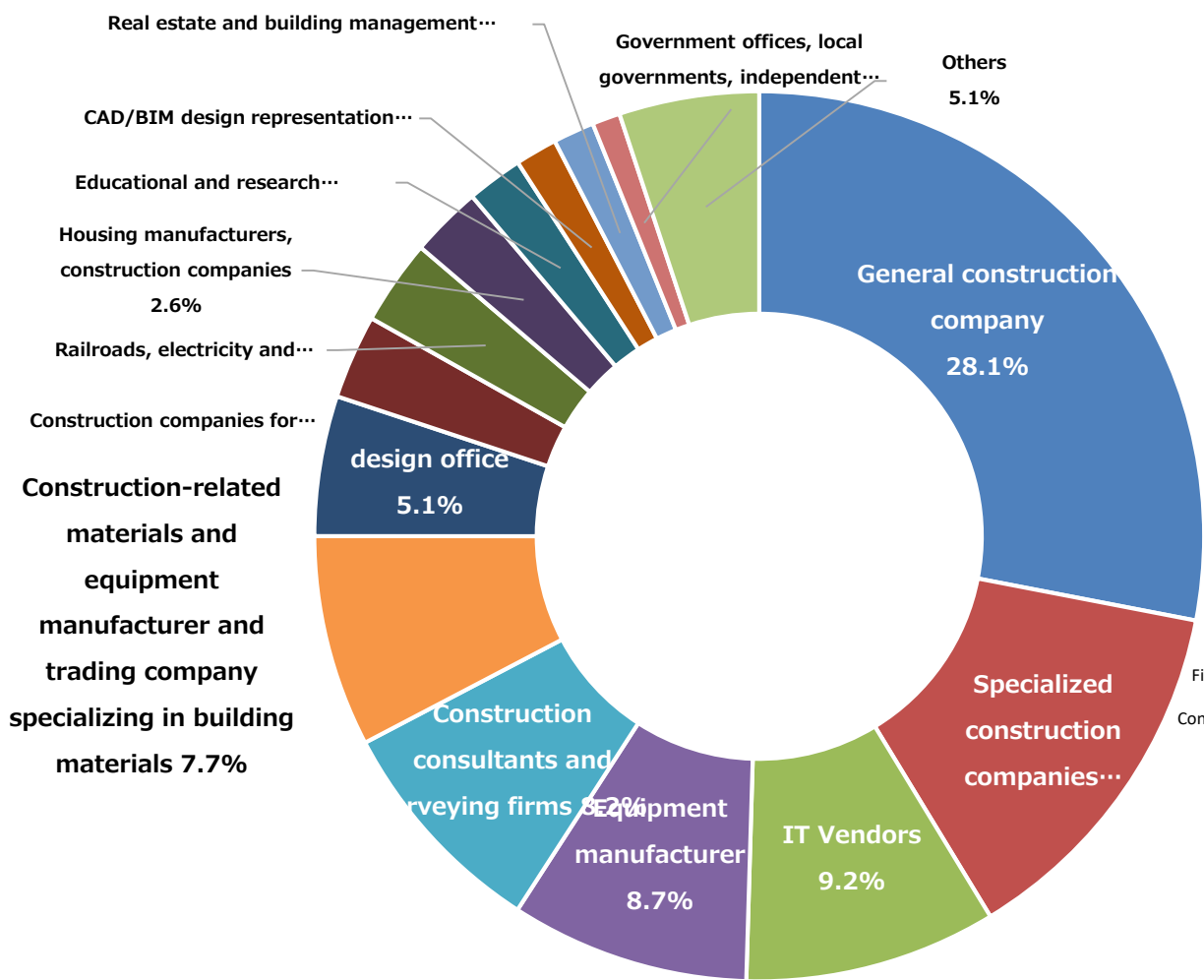
I Number of  
newsletters  
distributed

Approx. 22,000 letters



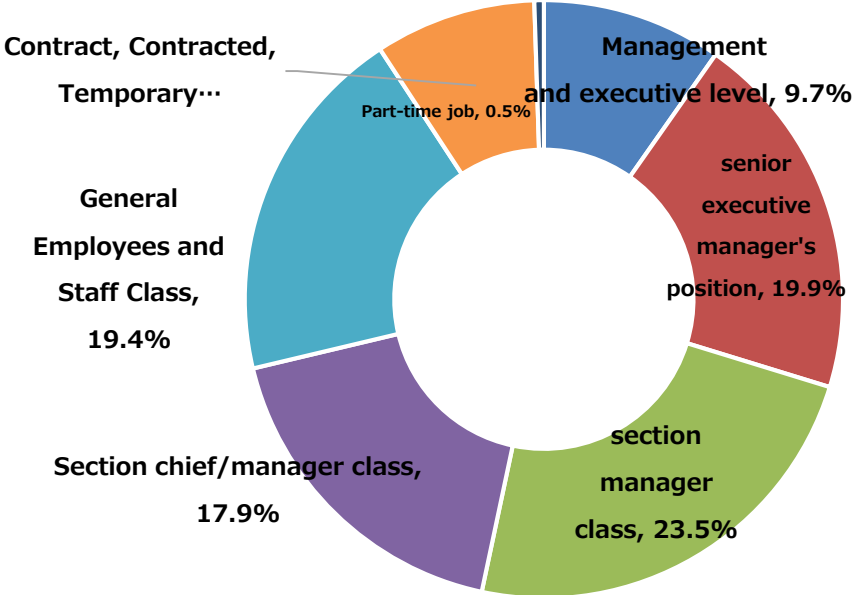
# Reader Profile

» About 80% of readers are in construction and building related industries

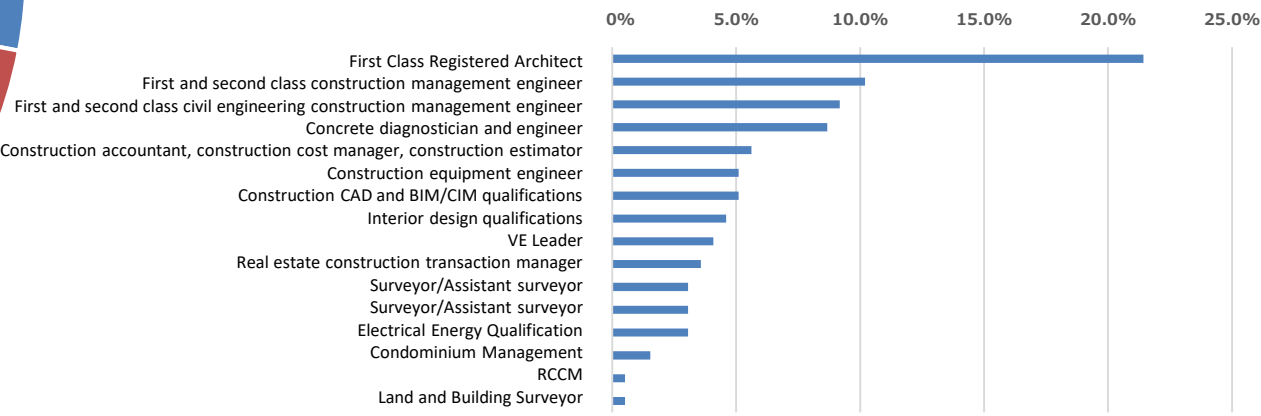


※2021年2月実施「BUILT 読者調査」より抜粋（有効回答数n=196）

» About 70% of readers are rank-and-file employees



» Qualifications



# Editorial articles in line with reader needs (architecture)



[Ministry of Land, Infrastructure, Transport and Tourism announces "coronavirus" response methods at construction sites.](#)

[Will "Telework" Take Root in the Construction Industry with the New Corona? Human Research Institute's independent survey](#)

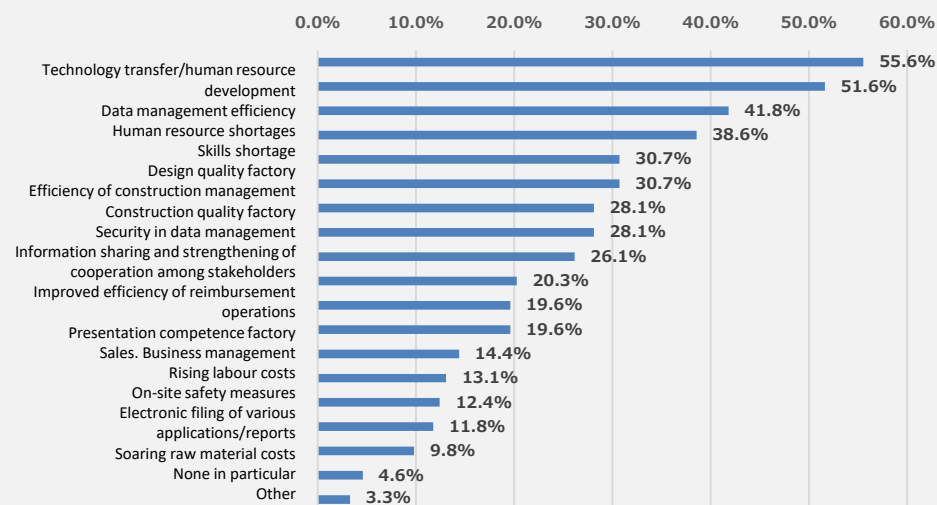
[Construction companies and government agencies have announced measures against the new coronavirus, recommending telework and the installation of disinfectant solutions.](#)

[Dassault XFlow is used for contamination verification in the design of the "Lei Shen Shan Clinic" in Wuhan, which was built in 14 days following the expansion of the "New Corona".](#)

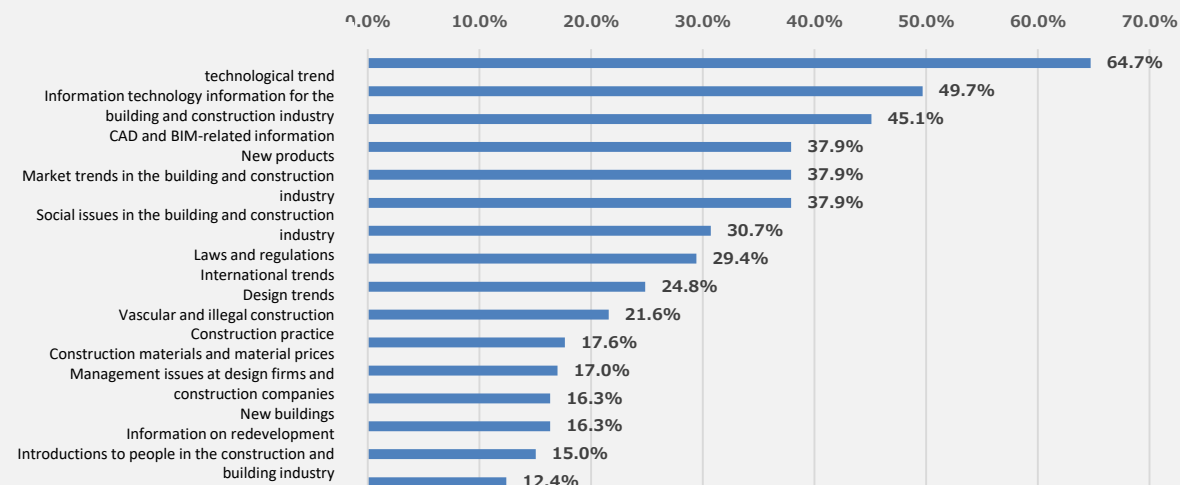
[New Series\] Japan's BIM Pioneer Sounds the Alarm: "Why Japan's BIM is Bad?"](#)

[Toda Corporation named to CDP Climate Change A-List for second consecutive year](#)

## ■ Issues perceived in the business (architecture)



## ■ Information desired for BUILT (architecture)



# Editorial articles in line with reader needs (Civil Engineering)

[MLIT solicits applications for 5G-based communication systems for construction and advanced technology for quality control.](#)

[CIM, Iwate Regional Construction Company's Efforts in Disaster Response, Including 3.11 Restoration Work](#)

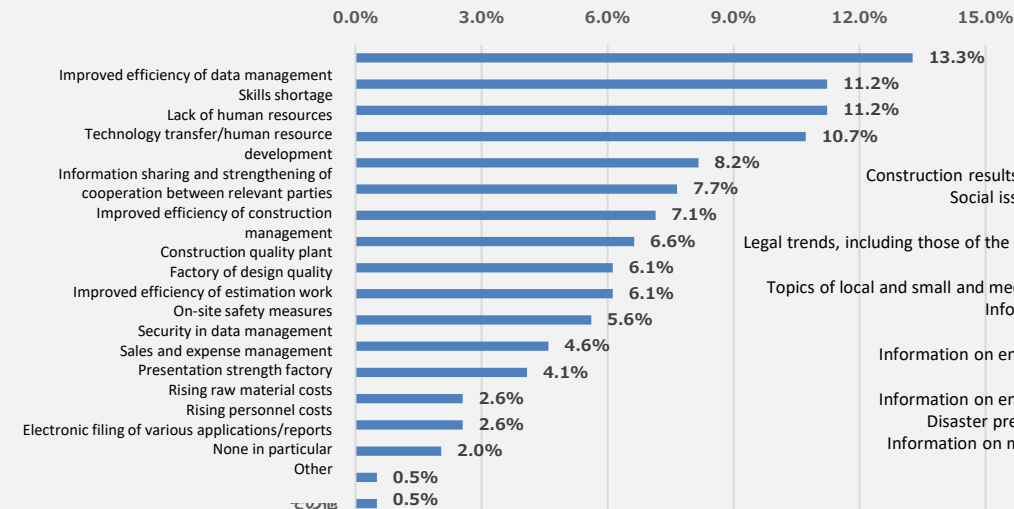
[New system for "visualizing" on-site data with BIM/CIM, facilitating information sharing among related parties](#)

[High-performance drone capable of photogrammetry and aerial photography for under \\$2,400 is available for resale.](#)

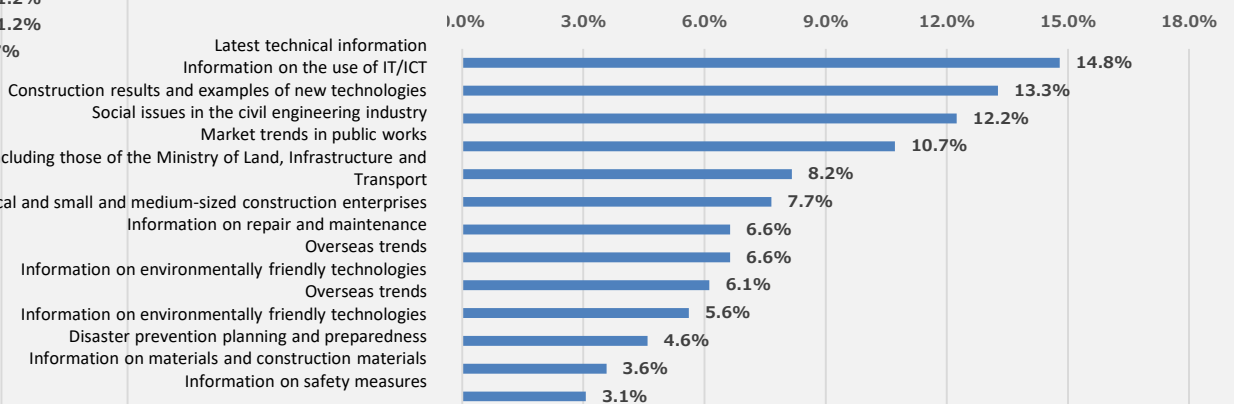
[The Essence of AI is in the Optimization Method! How to translate "tacit knowledge," the biggest obstacle in infrastructure maintenance, into language?](#)



## ■ Challenges perceived in the work (civil engineering)



## Information desired for BUILT (civil engineering)



# Ad Menu



# Billboard banners (still/video)

Great Impact! Billboard banners," which are displayed prominently at the top of the site, can now also be posted on BUILT.  
It is possible to appeal with still images or to play video.

## ▼ Product specification (1): Only videos are displayed in big size



## ▼ Product Specification (2): Video is displayed left or right aligned (position can be selected).



### still image

page of a magazine	number of boxes	Publication Period	Charge	Minimum Implementation Fee
TOP/article page	1	1 week ~	Still image @ CPM\$72	5,000imp ~ Guaranteed

- Size : 970 (right and left) x 250 (top and bottom)
- Capacity : Less than 150 KB
- File format : gif, jpg, png (\*Loops and ALTs are not acceptable)
- Animation : 10 seconds or less
- Number of simultaneous listings : 3
- Number of replacements : One time during the period
- Deadline for submission : 3 business days before

### video

page of a magazine	number of boxes	Charge	Product Specifications
TOP/article page	1	Video: view@ CPM\$120 Minimum implementation amount \$12,000	<p>▼ Specifications (1) Left and right: 970px / Top and bottom: 400px *Deployed within the sizes listed above.</p> <p>▼ Specifications (2) Left and right: 970px / Top and bottom: 250px Video: 444 x 250 px Still image: 526 x 250 px</p>

## ▼ Submission Rules

Submission Materials	file form (something takes)	capacity	Size	remarks	deadline for submitting manuscripts
video file	mp4	2GB within	Specification 1: 970 x 400 px max. 16:9 material recommended Specification 2: 444 x 250 px	Within 30 seconds	10 business days before
thumbnail (i.e. miniature image) (STILL)	gif, jpg, png	150KB within	Video and still images of the same size horizontally and vertically	-	
static image file *Only in the case of specification ②.	gif, jpg, png	150KB within	526 x 250 px	What is a thumbnail? Other materials recommended	

### ▼ Notes

The number of views and rates vary depending on the availability of other advertisements. Please contact our sales staff for more information.  
For distribution, we will arrange for the use of Loco Research's system. If you would like to use a third-party distribution service arranged by your company using a different system, please contact us.  
This is provided under the IMP warranty.  
Please note that WelcomeScreen may be posted at the same time. Please understand.  
Fees and specifications are subject to change without notice.  
Reporting items: views, clicks, views (rate), 1/4 views (rate), 2/4 views (rate), 3/4 views (rate), completed video views (rate)  
Audio is turned off by default.

List



	trade (brand) name	page of a magazine	Publication Period	Start Date	IMP	num ber of boxe s	Charge	unit price	File format	Size (W x H)	capacity
①	super-banner	all	1 month	any	IMP Guarant ee	-	-	CPM \$36	gif, jpg, png	728 x 90	Less than 150KB
②	W Super Banner	all	1 month	any	IMP Guarant ee	-	-	CPM \$48		728 x 180	Less than 150KB
③	rectangle	all	1 month	any	IMP Guarant ee	-	-	CPM \$48	gif, jpg, png	300×300/ 300×250/ 300 x 600	Less than 150KB

# Mail Magazine



## Email advertising that delivers information directly to readers

BUILT Special	2019/09/25
<p>三菱電機のBIMメーカーオブジェクト（空調）の提供を進めています  <a href="http://rd.itmedia.jp/2mjw">http://rd.itmedia.jp/2mjw</a></p> <p>2019年8月に三菱電機の空調機器のBIMメーカーオブジェクトサイトを開設しました。          ＊三菱電機のBIMメーカーオブジェクトサイトはこちら＊  <a href="http://rd.itmedia.jp/2mjz">http://rd.itmedia.jp/2mjz</a></p> <p>サイト内には設備設計BIMソフトウェアの「Rebro」と「CADWe' II Tfas」向けのメーカーオブジェクトがダウンロードできるサイトのご紹介や、各種BIMソフトに3D形状を取り込める3DCADシンボルのダウンロードサイトをご紹介します。</p> <p>■「Rebro」「CADWe' II Tfas」向け          BIMメーカーオブジェクトのダウンロードはこちら  <a href="http://rd.itmedia.jp/2mjy">http://rd.itmedia.jp/2mjy</a></p> <p>建設業界で導入が加速するBIMに対応するBIMメーカーオブジェクトとして、従来のエアコンなどの空調機器に加えて換気扇データを2019年8月より順次公開しております。</p> <p>また、建築・設備設計者向け各種ソフトウェアの開発・販売を行う株式会社イズミシステム設計に当社換気扇データを提供し、同社の空調・換気機器選定ソフトウェアの対応機器拡充に対応します。</p> <p>これにより、当社空調・換気機器のBIMでの活用と機器選定の利便性を向上し、建築フローにおける生産性向上に貢献します。</p> <p>＊更に詳しい情報はこちら＊  <a href="http://rd.itmedia.jp/2mjx">http://rd.itmedia.jp/2mjx</a></p> <p>&lt;三菱電機のBtoB事業の旬でHOTな情報をお届けしています&gt;          ■三菱電機 Biz Timeline  <a href="http://rd.itmedia.jp/2mjj">http://rd.itmedia.jp/2mjj</a></p>	

e-mail magazine	space (room, area, outer space)	number of boxes	Manuscript Specifications		Number of deliveries	Delivery Date	Charge
BUILT E-Newsletter	Special Edition Email	1	Title: characters (60 half-width characters)	× x 1 line	Approx. 18,000 letters	Every Monday, Wednesday, Friday Morning	\$1,200
			Body text : characters (76 half-width characters)	× 100 lines or less			
	Special Edition Email (HTML format)	1	See separate section "Specifications for Special Edition Mail (HTML format) Manuscripts".		Approx. 18,000 letters	Every Monday, Wednesday, Friday Morning	\$2,400
	BUILT Mail Magazine Header	2	Header: characters (76 half-width characters)	×x 5 lines	Approx. 21,000 letters	Every Monday, Wednesday, Friday Morning	\$360

### [Notes]

URLs for Special and Targeted emails will be changed to click-counting URLs at the time of delivery. Please be aware of this.

### Supplemental information for creating mail magazine advertisements

URLs are limited to 3 URLs per 5-line ad, and up to 20 URLs per issue/special edition mail.

There will be one text ad.

Please submit your advertisement as a complete manuscript by e-mail. No proofreading or corrections will be made.

Please be sure to include a space before and after the URL of the link. Links may not work in some user environments.

Please be sure to use monospace fonts when preparing your manuscript.

Please refrain from using machine dependent characters.

# Targeting Mail (MONOist / EE Times Japan / EDN Japan / Smart Japan / BUILT)

Engineering Media has about 210,000 members in the manufacturing industry. Targeting Email can extract only the target you want to convey from among the members and deliver your message effectively. Please use this service for "Leading to white papers," "Product announcements," "Leading to campaign sites," "Attracting seminar attendees," and more.

Price : From \$2,400 / 1 time (tax not included)  
Available days for delivery : Weekdays  
Maximum number of deliveries: approx. 203,000

Number of engineering media members who obtained targeted e-mail permissions

## Manuscript Rules

(\*Please refer to the Manuscript Standards for information on how to submit manuscripts, prohibited characters, etc.)  
Subject: 30 characters or less  
Body: 38 characters or less (76 characters or less) x 100 lines or less  
Submission deadline: 3 business days before 6:00 p.m.  
Click count: Yes, up to 20 URL links (\*)

Please note that the link URL will be changed to the URL for click counting at the time of distribution.

<Segment field>.

## ■ Industries

Agriculture, forestry, fisheries and mining  
Construction  
Trading companies  
Manufacturing  
Computer-related equipment manufacturing  
Computer software manufacturing  
Electronic components, devices, and circuits  
Electrical equipment  
Automobile and transportation equipment  
Industrial and office equipment  
Food, chemical, and pharmaceutical manufacturing  
Materials and energy-related manufacturing  
Other Manufacturing  
Information Services  
Packaged software industry  
SI (System Integrator)  
Contract development and information processing  
Embedded software  
IT consulting  
Other information processing and information services

Telecommunications service providers  
Telecommunications carriers  
ISP, IDC, SaaS cloud providers  
Other telecommunication service providers

Wholesale and retail trade  
Electricity, gas, heat supply, and water supply  
Transportation and postal services  
Finance and insurance  
Real estate and goods rental  
Lodging and food services  
Lifestyle-related services and entertainment  
Professional and technical services  
Newspapers, publishing, broadcasting, media and advertising  
Education and learning support  
Medical care and welfare  
Other service industry  
Government/Organization  
Other Industry  
Free Trade  
Housewife/Househusband  
Student  
Unemployed

## ■ Occupation

Management and Corporate Planning  
Environmental measures and environmental promotion  
Construction and civil engineering related jobs  
Information Systems  
Internal Information Systems (CIO Manager)  
In-house information systems (planning and procurement)  
In-house information systems (development, operation and management)  
In-house information systems (other)  
IT Consultant  
IT Architect  
Project Manager  
System Analysis and Design  
Programming & Testing  
Maintenance and operation management  
Other Information System related jobs  
Monozukuri (R&D/Design/Production and Manufacturing Technology) related jobs  
Product planning  
Research  
Development  
Logic and circuit design (analog)  
Logic and circuit design (digital)  
Mechanical design (mechanism, chassis, etc.)  
Other Design  
Analysis and simulation  
Embedded software development (PM/Architect)  
Embedded software development (design/programming)  
Embedded software development (testing/quality control)  
Manufacturing/Production Engineering  
Production Management/Process Control  
Quality Control  
Other manufacturing-related jobs

General Affairs, Human Resources and Education  
Finance/Accounting/Accounting  
Purchasing  
Public Relations, Advertising and Marketing  
Design and Creative Work  
Sales, sales, and service personnel  
Other Professional Positions  
Other General Employment  
Housewife/Househusband  
Student  
Unemployed/Unemployed

## ■ Position

Executive management and board level  
General Manager/Factory Manager Class  
General Manager  
Section manager class  
Section manager / chief  
General employee/staff class  
Contract, temporary, contracted, and dispatched employees

## ■ Location

Prefecture

## Number of employees

1 to 9 persons  
10 to 49  
50-99 persons  
100-299 persons  
300-499 persons  
500-999 persons  
1000-1999 persons  
2000-4999 persons  
5000 to 9999 persons  
More than 1,000 people  
Non-Corporate Organization  
Not applicable

## Annual sales scale

Less than \$600,000  
\$600,000 to less than \$1,200,000  
\$1,200,000 to less than \$1,200,000  
\$1,200,000 to less than \$5,000,000  
\$1,200,000 to less than \$120,000,000  
\$1,200,000 to less than \$6,000,000  
\$6,000,000 to less than \$120,000,000  
\$600,000,000 to less than \$1,200,000,000  
\$600,000,000 to less than \$1,200,000,000  
More than \$12,000,000,000

## List Price (excluding tax)

### Action History Designation

CPM \$600

(Text mail, data usage fee + delivery work fee included)

### Member registration data

CPM \$960

(Text mail, data usage fee + delivery work fee included)

### Company name

CPM \$1,200

(Text mail, data usage fee + delivery work fee included)

## ■ Matters related to introduction

Digital Semiconductors  
Digital Semiconductors  
Analog Semiconductors  
Measuring/Inspection Equipment  
EDA Tools  
Electronic Components/Materials  
Power Supplies  
Computers & Peripherals / Communication Equipment  
Electronic Equipment Related Services  
wireless technology  
LED display  
Programmable Devices  
Sensors  
Embedded Development  
Embedded Development Tools  
Embedded Boards  
Embedded Software  
robot  
Software testing/debugging  
In-vehicle Software  
Embedded Security  
Embedded OS  
FA/Control Systems  
Compliance with International Standards  
Mechanical Design  
CAD  
computer-aided engineering  
CAM / Machine Tool  
3D printer  
3D scanner  
Cutting / Molding  
Product planning/design

Manufacturing Management  
PDM/PLM  
production control  
ERP for Manufacturing  
SCM for Manufacturing  
Inventory Control  
production scheduler  
BOM  
Drawing management / Document management  
Manufacturing Cloud  
Other IT Solutions  
Consulting Services  
Power saving/storage/generation  
Energy-saving equipment (including LED lighting)  
Power generation systems (e.g., solar)  
energy storage system  
Energy Management Systems/Services  
Electric vehicle related (including parts/materials)  
Power supply service  
Carrier  
career enhancement  
reskilling  
language study  
Engineering Education  
Other

# Advertorial Article

## advertorial article

This is a generic term for a menu where editors plan and produce original advertising articles in the style of editorial articles that convey information about products, solutions, and services in an easy-to-understand manner to readers. It can be implemented in formats to suit a variety of purposes, such as improving corporate and brand images, expanding commercial product recognition, and event reporting.

We provide a continuous communication contact with your readers by keeping your company's content published in the media.

## Extensive menu of advertorial articles



- Behavioral history targeting advertorial
- Page views guaranteed advertorial
- Publication period guaranteed advertorial
- Lead generation advertorial articles
- Re-direction and additional induction plan

冠ナ編で設計の最前線はどう変わったか

### 限研吾が魅了された「北海道東川町」、建築設計事務所がサテライトオフィスを開設する理由

新型コロナウイルスの拡大から1年半が過ぎ、急速に普及したリモートワークや非対面での働き方が日常の風景に溶け込んできている。現場を第一とする建築の現場でも、Web会議ツールをはじめ、クラウドでのデータ共有や工事現場と遠隔地をつなぐネットワークなど、着しく進化するテクノロジーを取り入れることで業務効率化とともに柔軟な働き方が可能になりつつある。ワークスタイルが多様化することでもたらされるのは、固定された職場からの解放だろう。建築家・隈研吾氏は、ニューノーマル時代の要請に適合する“新たなオフィスの在り方”を提唱しており、その具現化の一側として、国内有数の家産地として知られる北海道上川郡東川町に、自身が主宰する設計事務所の新拠点を開設する構想を抱いている。

© 2021年08月02日 10時00分 公開 [PR/BUILT]

印刷する 見る Share 0

北海道の中央部に位置し、町域の東側に大雪山連峰が連なり、流れ込む雪解け水で、道内でも珍しく上下水道を布設していない、水源豊かな東川町——。昔から、自然に恵まれた壮麗な景観が写真家たちの絶好の被写体となり、1980年代には町自身も「写真の町」を宣言するなど、今では写真文化の国際的な中心地として、世界中の写真愛好家が訪れる。

町の人口も1990年代半ばまでは右肩下がりがだったが、移住者を積極的に受け入れはじめたことで増加に転じ、現在では町民約8000人のうち半数以上を他地域から移り住んできた住人が占める。さらにコロナ禍で、業種の垣根を超えて多くの企業がリモートワークへシフトしたことも追い風となり、“脱都会”からの移住先やセカンドハウスの候補地として人気が高まっている。

東川町の北側に位置するキトウシ山からの眺め水田の眺め 提供：東川町

関連リンク

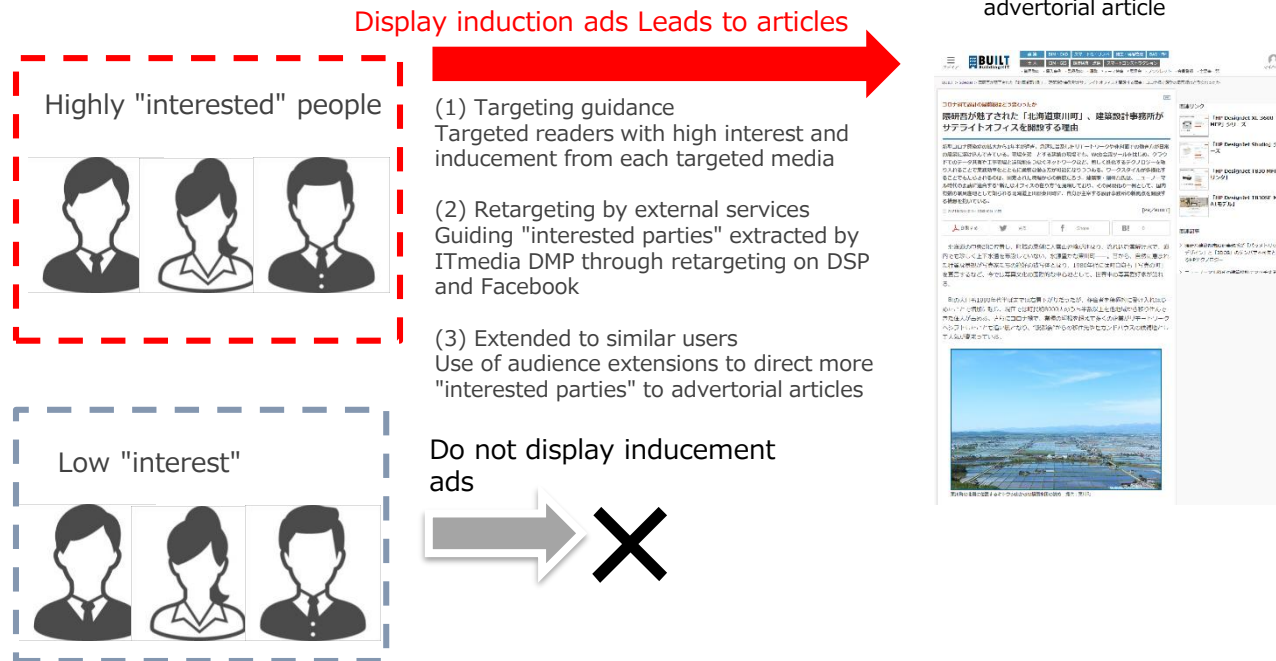
- 「HP DesignJet XL 3600 MFP」シリーズ
- 「HP DesignJet Studio」シリーズ
- 「HP DesignJet T830 MFP プリンタ」
- 「HP DesignJet T830SE MFP A1モデル」

関連記事

- 隈研吾建築都市設計事務所が「パラメトリックデザイン」と「3DCG」のゲンバで不可欠と語るHPデテクノロジー
- ニューノーマル時代の建築設計にマッチする、

# Behavioral History Targeting Advertorial

Identification of "interests" based on readers' behavioral data (article browsing history)  
Only those who are "highly interested" will be directed to the advertorial article.



## ☑ Increase awareness, especially among "interested" people

Since inducement advertisements are displayed only to those who are highly interested and concerned, it is expected to be effective in increasing awareness, especially among those who are interested and concerned.

## ☑ Reach out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.

Implementation Fee

\$13,200

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	3,000Page Views *Fees based on Page Views are on the next page.
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	BUILT

Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers.

This service is an extended audience distribution and external media plan.

Target media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified). ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week.

# Behavioral History Targeting Advertorial

## Guaranteed Page Views & Price

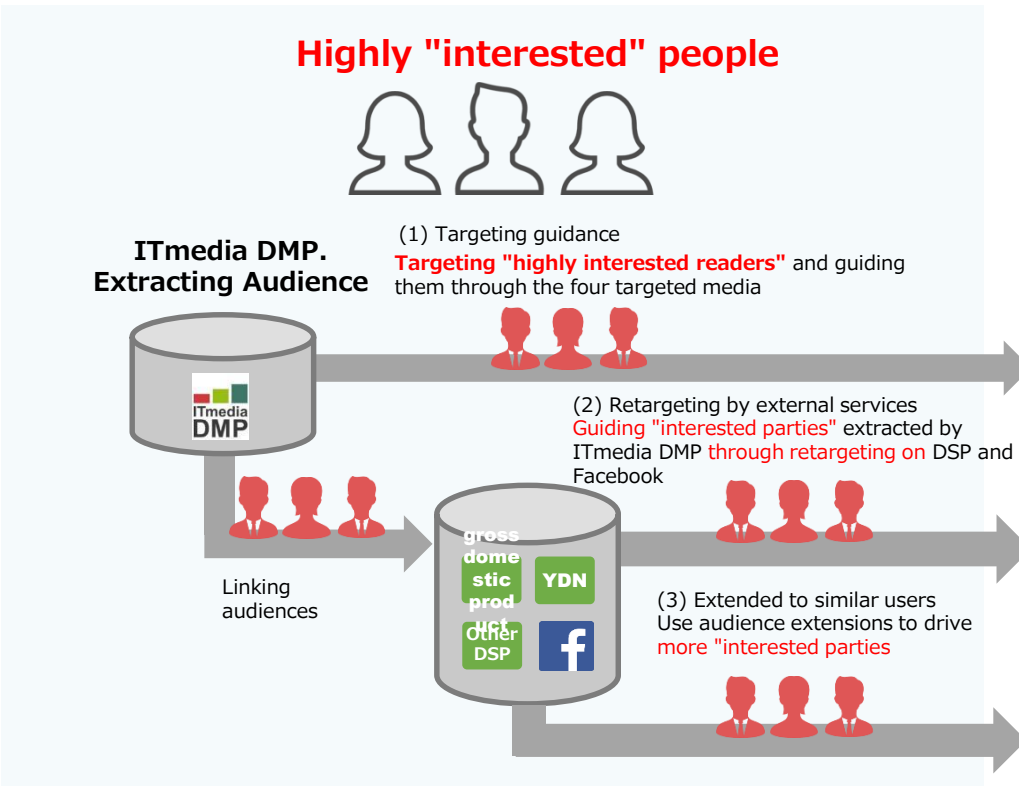
Guaranteed Page Views	3,000 Page Views	4,000 Page Views	5,000 Page Views	10,000 Page Views
Price	\$13,200	\$15,600	\$20,400	\$27,600

## Delivery Mechanism

### Specify segment

Using the reader's article browsing history, the Extracts "highly interested readers."

Example: Keywords related to architecture  
Readers of articles containing



### advertorial article



\*When using DSP or SSP, we use our own whitelist to ensure the safety of the surface.

# Re-direction plan (behavioral history targeting)

Provide additional reader guidance for advertorial articles that have already expired.  
Enables full use of produced content

Display induction ads Leads to articles



- (1) Targeting guidance  
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services  
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users  
Use of audience extensions to direct more "interested parties" to advertorial articles



Do not display inducement ads



advertorial article



Implementation Fee

5,000Page Views~ :  
CPM \$2,400

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	Any from 5,000Page Views or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Additional guidance to existing content Viewing report (Page Views, Unique Browsers, companies viewed, etc.)
Media in which the subject ad article is published	BUILT

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers.

This service is an extended audience distribution and external media plan.

Target internal media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified). ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week.

## ☑ Increase awareness, especially among "interested" people

Since inducement advertisements are displayed only to those who are highly interested and concerned, it is expected to be effective in increasing awareness, especially among those who are interested and concerned.

## ☑ Reach out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests" who have never visited ITmedia on external media. This will broaden the reach of your readers.

# BUILT (advertorial article) [Guaranteed Publication Period]

We produce and publish article-based advertisements (PR contents) in accordance with your company's requirements. We can create content such as interviews with top management, case studies, exhibition reports, product introductions, etc., in accordance with your promotional objectives. This is ideal for industry-oriented promotions.

**Standard Plan (4,000 characters) \$12,000**

**Lite Plan (2,000 characters) \$9,600**

Content: Production of one advertorial article (1html) (including content publication costs)

Implementation period: 1 month

Induction Frame

BUILT SIDELINK (1 month)

BUILT Top Link (1 month)

BUILT Link below the article (for one month)

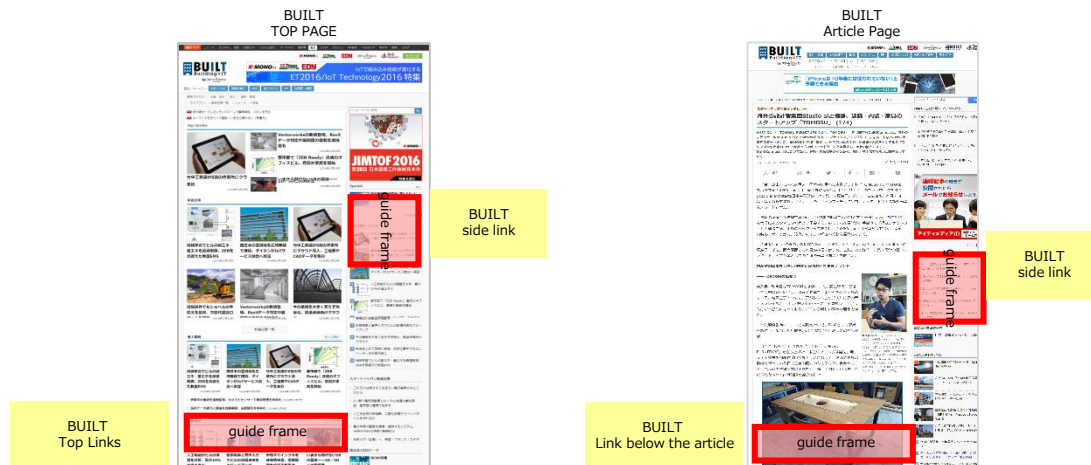
BUILT Smartphone Link (1 month)

In case of re-submission of the first draft: \$3,600

In case of revisions after the final proofreading: \$1,200  
will be charged separately.

**This plan guarantees the publication period.**

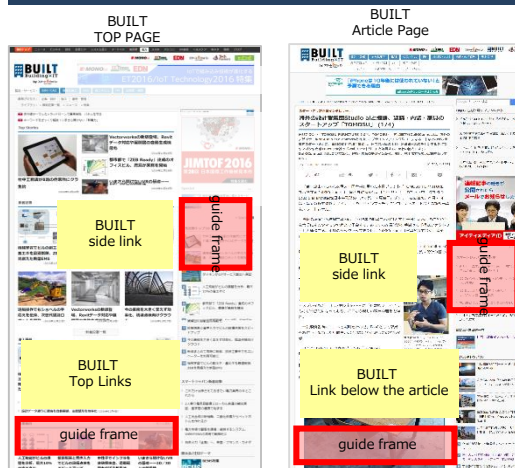
Position of inducement frame



# BUILT (advertorial article) [Guaranteed Page Views]

This plan guarantees "Page Views" (number of views)

Example of inductive frame *\*Not guaranteed\**



Offer Price

1,000Page Views  
Guarantee  
\$12,000

2,000Page Views  
Guarantee  
\$13,200

## [Notes.

The number of characters is 4,000 (approx.)

We do not guarantee Page Views depending on the content of the **posting**. Prior review of the content is required.

The scope of Page Views is all article pages posted on PCs and smartphones.

The space and content of the inducement ads will be left to us.

Induction ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week (estimated one month induction). (Estimated 1 month of inducements)

We can guarantee more than 2000Page Views. Please contact us for details.

In the case of a re-submission of the first proof: \$3,600, in the case of revisions after the final proof: \$1,200.

for revisions after the final proof: \$1,200

Prices are exclusive of tax/gross.

# BUILT re-direction plan (Page Views guaranteed)

Provide additional reader guidance for advertorial articles that have already expired.

Enables full use of produced content

BUILT TOP/article page, etc.

Dedicated inducement frame for advertorial articles

advertorial article

Implementation Fee

1,000 Page Views

2,000 Page Views

3,000 Page Views

CPM \$4,800

(Tax not included, Gross)

## Advertisement Specifications

Guarantee form

Page Views Guarantee

Publication Period

Minimum 1 week to expected 2 months  
(Ends as soon as the guaranteed Page Views is achieved)

menu

Additional guidance to existing content  
Viewing report (Page Views, Unique Browsers, companies viewed, etc.)

Media in which the subject advertising article is published

BUILT

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week.



# BUILT x TechFactory (advertorial article & lead generation)

A package that meets the needs of lead acquisition specifically for the building and construction industry

BUILT TOP page

BUILT Article Page

**guide frame**

guide frame

Your company's content  
image

- ✓ Industry-specific packages "Building and Construction

Basic fee, advertorial article production cost: \$9,600

(1) No segment

Lead unit price: @\$144

## (2) Construction and Building Industry

Segment Unit price per lead: @\$360

■ Remarks

The minimum implementation fee is \$13,200.

Lead attributes and number of leads can also be changed. Please contact a sales representative for details.

This menu is a lead acquisition plan at TechFactory.

advertising articles published on TechFactory do not include post-production reports such as Page Views, Unique Browsers, etc.

The maximum lead acquisition period is 2 months.

In the case of a re-submission of the first proof: \$3,600, in the case of revisions after the final proof: \$1,200.

for revisions after the final proof: ₱100,000

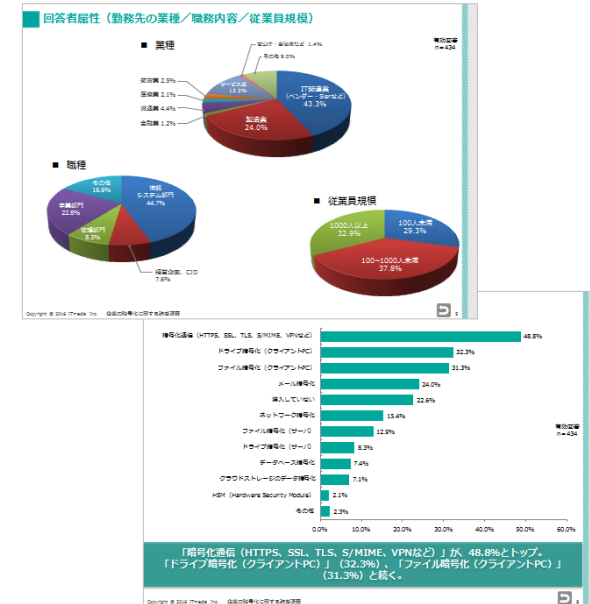
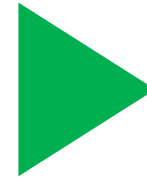
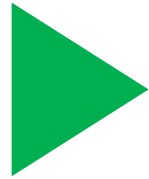
Prices are exclusive of tax/gross.

## Directing readers with strong interests and concerns

# "Market Research"

Research conducted by media outlets that know the industry and its readers well.

It highlights the challenges and demands of the industry and its readers.



■ Model price: \$18,000 ~

Note】 【Notice】 .

We will conduct the survey using a web-based survey system (SurveyMonkey, etc.) and the delivered report will be statistical data. The report will be statistical data and will not contain any personal information.

Delivered report is a simple tabulation and graphing of the collected responses (PPT/PDF)

Questions and questionnaires will be designed based on the applicant's draft questions, and will be reviewed by ITmedia staff.

The name of the survey subject (the applying client) will be listed on the survey form.

Due to the specifications of the survey system, we cannot guarantee that we will be able to design all the questions you request.

The standard number of expected responses is 200 and the number of questions is 15. The number of responses is a standard number and is not guaranteed.

Prices vary depending on the number and content of questions and target number of responses

Cross tabulation (\$600), free response classification (\$2,400), and debriefing session (\$2,400) are available as paid options.

# Contact Us

## ITmedia Inc.

### Sales Division

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Web : <https://promotion.itmedia.co.jp>

All prices in this document are gross and do not include tax.  
Please note that the page design is subject to change.



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