

ITmedia Business Online

Media Guide 2022 Edition

Updated June 29, 2022

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](#)

Media that encourages business people to take action



ITmedia Business Online presents corporate and industry trends that businesspeople should catch up on, as well as tips for solving their business challenges. It encourages action that leads to strategic planning and changes in work styles.

medium
specification

main
class of
readers

contents

Approx. 33.96 million Page Views/9.34 million Unique Browsers per month
(Jan. 2022 results)
Approximately 130,000 newsletter subscriptions
(as of February 2022)

Management, Corporate Planning, Human Resources, General Affairs, Finance, Sales
Business planning, product planning and development, marketing, etc.

Company and Industry News
Job Corner
Industry Corner
Issue Corner

- "Occupations" such as management, general affairs, human resources, finance, accounting, sales, marketers, etc.
- "Industry" such as financial, retail, etc.

A section by occupation/industry type will also be operated to explore the possibilities of digital utilization in each area.

Reader Target

**Action leaders responsible for solving business issues
such as business digitalization, work style reform, and human resource development**



Worked for a **user company**

Approx. **77**

Business-related positions (LOB)

Approx. **71**

New Projects
participation

Approx. **70**

Product Introduction
Involvement

Approx. **70**

**section manager
and above**
rank and file member
of staff

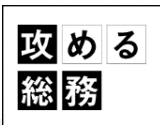




Approx. **70**



Challenges at your place of work
Digitalization of Business
Data analysis and utilization
New business startups
Information security measures
Human Resource Development/Human
Resource Management

matter of concern
DX Case Study
Data Utilization
Robotics and Artificial Intelligence
Industry Trends, Business Case
Studies Security

Media Overview

Promoting business improvement and digital utilization of "target readers" by job type and industry

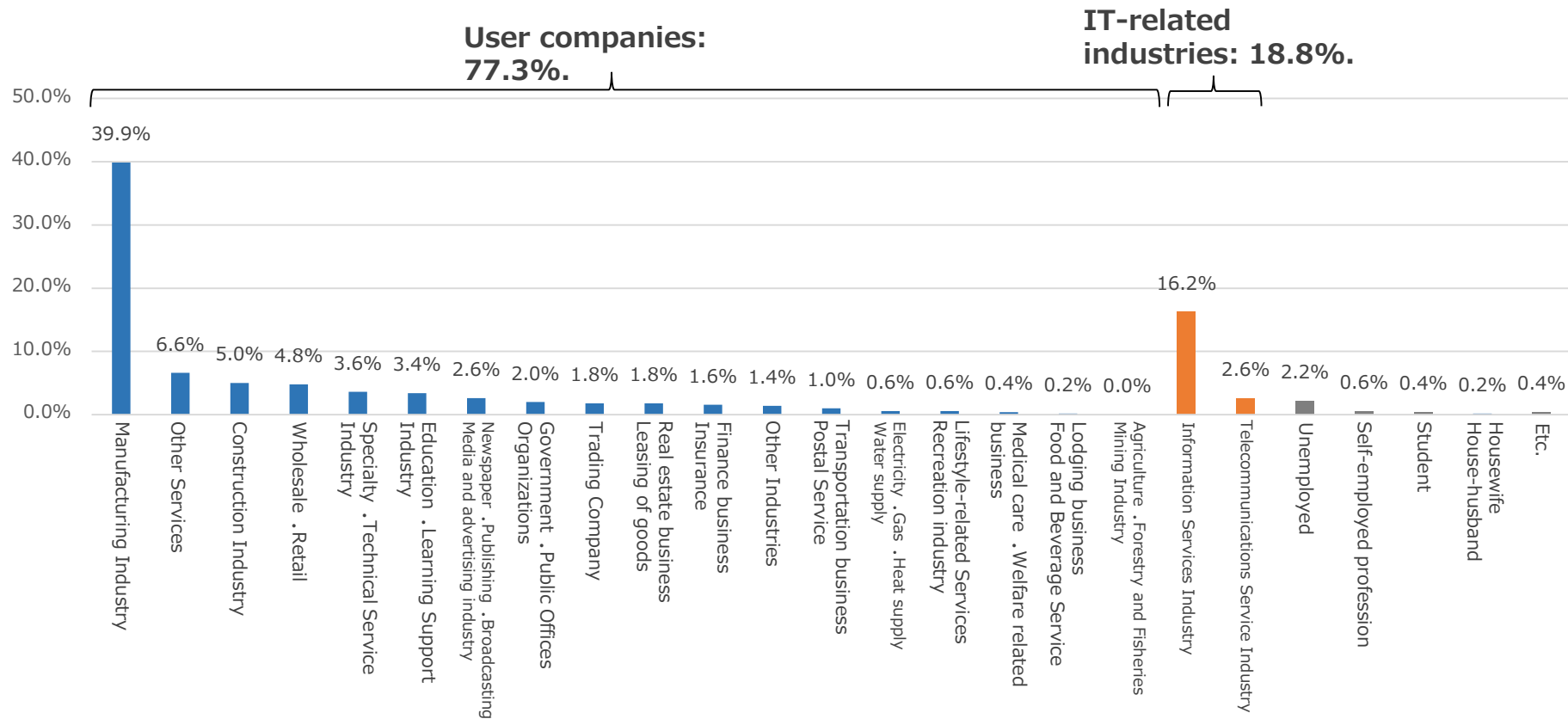
Type of occupation		
General Affairs	460,000 Unique Browsers (*)	
Human Resources	320,000 Unique Browsers (*)	
Marketer	410,000 Unique Browsers (*)	
Finance & Accounting	250,000 Unique Browsers (*)	
Management	1.16 million Unique Browsers (*)	

Type of industry		
Financing	150,000 Unique Browsers (*)	
Retail	450,000 Unique Browsers (*)	

(*) Assumed values based on the total Unique Browsers of ITmedia Business Online and the "ITmedia Business Online Reader Profile Survey 2022".

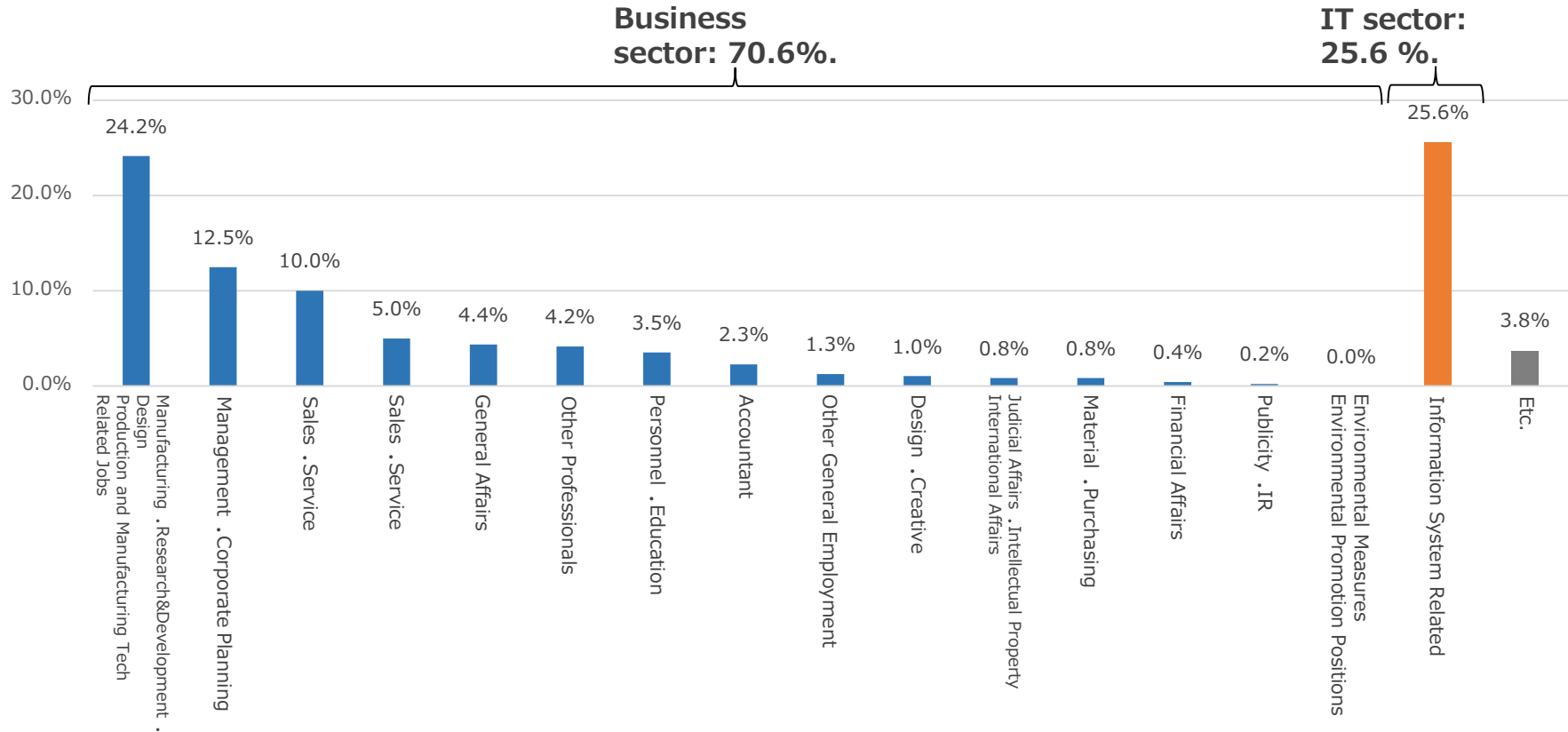
ITmedia Business Online Reader Data & Topics

Audience Data: Industry



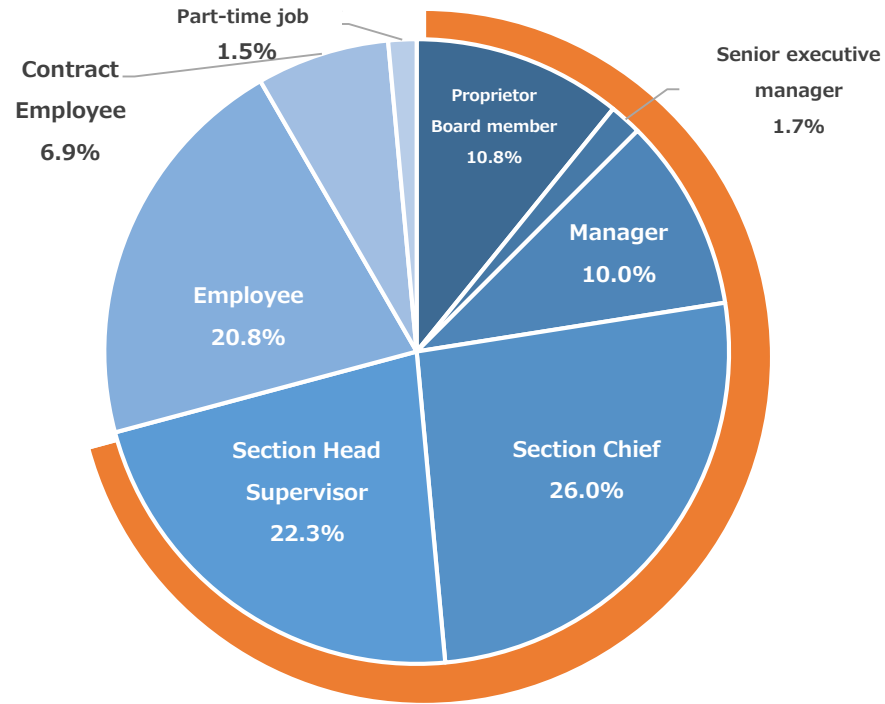
From "ITmedia Business Online Reader Profile Survey March 2022" N=499

Audience Data: Occupations



*From "ITmedia Business Online Reader Profile Survey, March 2022" n=480 *Only employed persons

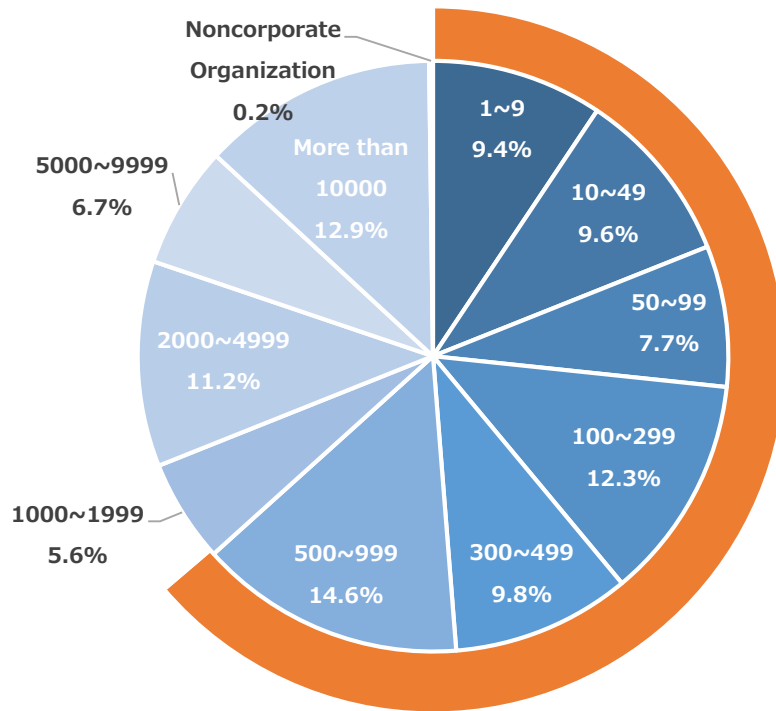
Audience Data: Position



section manager and above
rank and file member of staff
Approx. **70**

*From "ITmedia Business Online Reader Profile Survey, March 2022" n=480 *Only employed persons

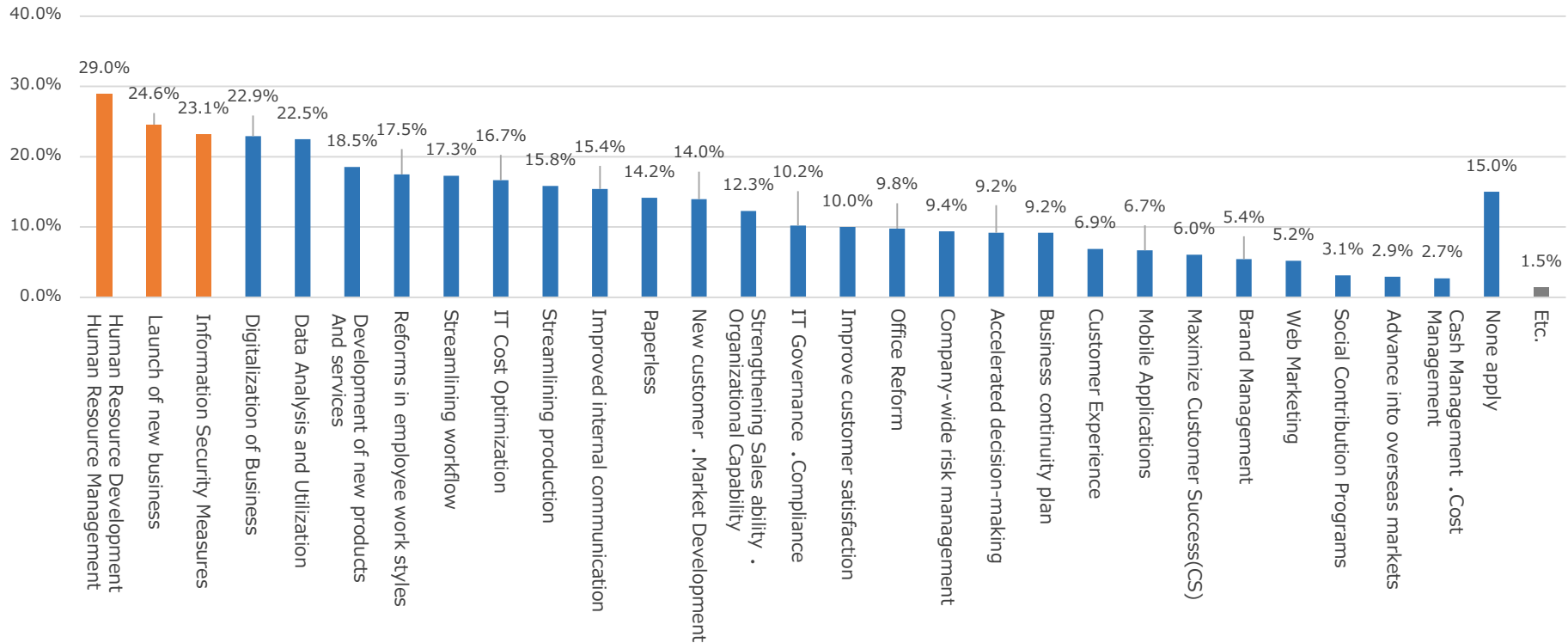
Audience Data: Employee Size



**Medium and small
corporate work**
Approx. 64

*From "ITmedia Business Online Reader Profile Survey, March 2022" n=480 *Only employed persons

Audience data: Issues at your place of work



*From "ITmedia Business Online Reader Profile Survey, March 2022" n=480 *Only employed persons

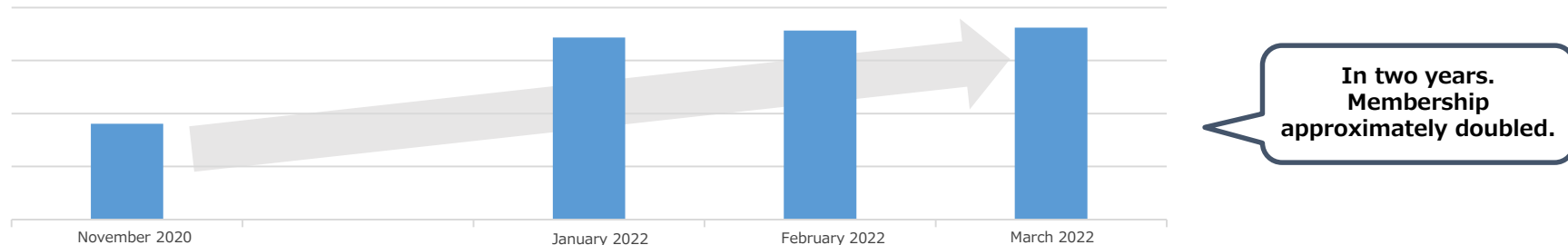
TOPICS ITmedia Business Online, General Affairs and Human Resources membership on the rise

ITmedia Business Online also focuses on administrative and human resources content, **introducing remote work and satellite offices** from December 2020 onwards.

The number of **registered members is rapidly** increasing among **general affairs and human resources professionals who are involved in "defensive DX," or the reform of the working environment**. These members are "readers who register to read full articles" and can be considered active readers who are actively gathering information.

In promoting back-office DX, collaboration with other departments is essential, and general affairs and human resources are expected to play a role in bridging the gap between the IT department, which tends to take a product-out mentality, and the needs of the frontline. The general affairs and HR members who gather at the general business media "ITmedia Business Online" are trend-sensitive readers, and at the same time we have many IT departments who want to promote back-office DX, so our strength is that we can influence both sides.

Cumulative number of ITmedia Business Online General Affairs and Personnel members (*Not an increase)



*About 130,000 copies of ITmedia Business Online News (distributed every Monday through Friday), a mail magazine for the entire membership, are distributed.

Advertisement Menu

Features of our advertorial articles

Editors who know their readers best

Planning and editing by



Media editors who write and edit the news articles delivered by the media on a daily basis use their knowledge to propose content that promotes reader understanding and engagement. We are involved in the production process from start to finish.



Effective reader leads

ITmedia's numerous sites have a wide range of advertising and

Combined with audience expansion distribution that utilizes reader behavior data accumulated in the "ITmedia DMP", we will obtain efficient reader browsing.

Page Views Guarantee



We offer a menu of guaranteed Page Views numbers. We commit to the numerical targets of your campaign. It is also possible to resume directing readers to advertorial articles once the publication period has ended.

Detailed reporting



After the posting period, we will provide you with a viewing report so that you can properly evaluate your campaign and utilize it in your next campaign.

Outline of Advertorial Article

Various plans from awareness to lead acquisition
Direct readers from various pages of ITmedia Business Online

ITmedia Business Online
Feature TOP page and each article page



Advertorial article



Action history targeting advertorial articles

Guiding readers with "interest" to the advertorial article based on readers' behavioral data (article browsing history).

Guaranteed Page Views advertorial articles

Ensure your promotions reach a wider audience of ITmedia Business Online readers without targeting

Lead Provisioning advertorials

Add surveys to article ads to capture visitor leads/survey information

Simple advertorial (Fresh Samari EXPRESS)

This is a simple advertorial that can be started early to create article advertisements from release materials, etc.

For details of each menu, please see the next page and beyond.

Behavioral history targeting advertorial

Interests" are identified based on readers' behavioral data (article browsing history). Only those with a high level of "interest" will be directed to the advertorial.

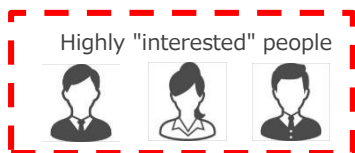
➤ Raise awareness among "highly interested" and "interested people".

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 people who have never visited IT Media before

Linking reader behavior data to external services. Extended distribution allows us to reach readers who have never visited IT Media and

Enables you to capture the same "people of interest" in external media. Expands the reach of your readers.



Display guided
ads
Directed to article



Guided
advertising.
Do not display



Usually with advertorial
Comparison of Effectiveness

Article Dwell Time
Approx. 1.8
times

Number of readers who read the
article to the end
Approx. 1.5
times

Compared with the average of projects
conducted from April to September 2019.

Implementation Fee

1,900,000 Yen (excluding tax, Gross)

Advertisement Specifications

Guarantee Form	Page Views Guarantee
Guaranteed Page Views	10,000Page Views *Fees based on Page Views are on the next page.
Publication Period	Minimum 1 week to estimated 1 month (to be terminated as soon as guaranteed Page Views is achieved)
(technical) Specification	Production of 1 advertorial article Approx. 3,000-4,000 words, 2 or 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Business Online

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

Behavioral history targeting advertorial

Warranty Page Views, Price and Notes

Guaranteed Page Views	3,000 Page Views	4,000 Page Views	5,000 Page Views	10,000 Page Views	15,000 Page Views	20,000 Page Views	30,000 Page Views	50,000 Page Views
Price	1,500,000 yen	1,600,000 yen	1,700,000 yen	1,900,000 yen	2,500,000 yen	3,000,000 yen	4,000,000 yen	6,000,000 yen

*Conditions for implementing behavioral history targeting advertorial can be set by selecting from the genres listed on the [ITmedia Audience Dashboard](#), or by combining any keywords.

*The estimated achievement period will vary depending on the number of Page Views.

*Please submit your desired genre, keywords, and other conditions at the time of application. If the conditions have not been decided at the time of application, the expected publication period may be extended.

Delivery Mechanism

Specify segment

Using the reader's article browsing history, the in a specific field.
Extracts "highly interested readers."



Example: Related to "Security Readers of articles containing the keyword

ITmedia DMP. Extracting Audience



Linking audiences

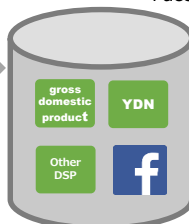
(1) Targeting guidance

Targeting "highly interested readers" and directing them within the four target media



(2) Retargeting by external services

Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook



(3) Extended to similar users

Audience extensions are used to Induce more "interested parties"



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)

Re-added reader inducement to advertorial articles that have expired.

Enables full utilization of the content produced.

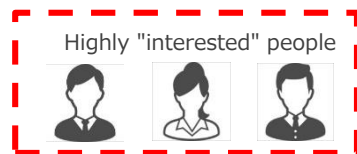
➤ Raise awareness among "highly interested" and "interested people".

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.

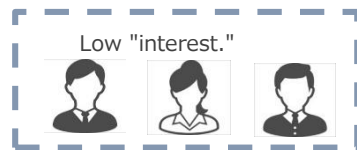
➤ Reach people who have never visited IT Media before

Linking reader behavior data to external services. Extended distribution allows us to reach readers who have never visited IT Media and

Enables you to capture the same "people of interest" in external media. Expands the reach of your readers.



Display guided
ads
Directed to article



Guided
advertising.
Do not display



Implementation Fee

5,000Page Views~ : @200yen

10,000Page Views~ : @150yen

50,000Page Views~ : @110yen

(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	ITmedia Business Online

A fee of 200,000 yen will be charged in addition to the inducement fee. In addition, we will estimate the cost of work when making revisions to the main text, etc.

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.

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.

PV Guaranteed Advertorial

A PV Guaranteed Advertorial that focuses on expanding broader awareness.

Media TOP/article page, etc.
Dedicated inducement frame for advertorial articles



Advertorial article



Implementation Fee

1,900,000 Yen
(excluding tax, Gross)

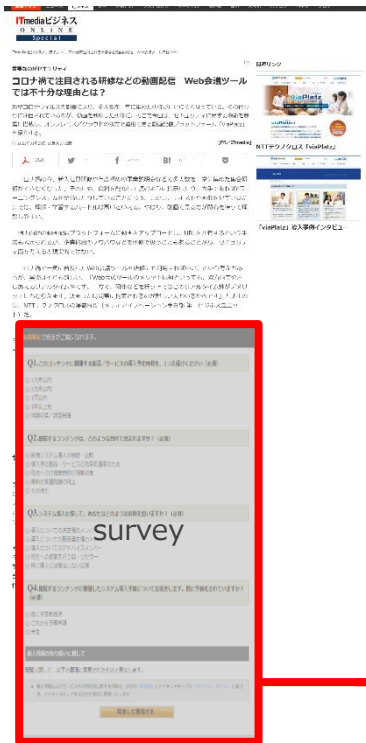
Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10,000 Page Views
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 3,000-4,000 words, 2 or 3 illustrations* (with coverage) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Business Online

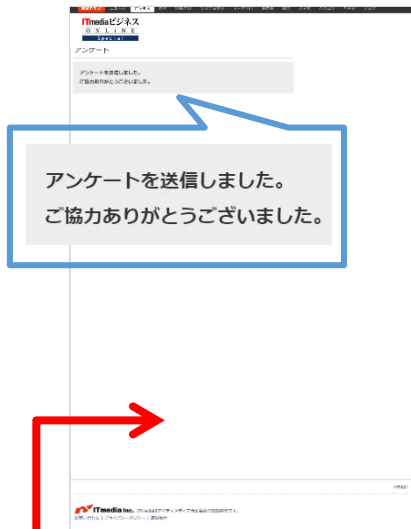
The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).
Inducement ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week.
We also have advertorial products that are guaranteed for a period of time. Please contact us for details.

Lead-providing advertorial articles

During the advertorial period, your company's original survey will also be included.
By conducting the survey, you can obtain leads/survey information from viewers.



Post-Response Page



After answering the questionnaire
Next page

Responses and
Respondent's
personal
information
Estimated 50
cases



Implementation Fee

2,000,000 yen (tax not included, Gross)

Advertisement Specifications

Guarantee form	term warranty
Publication Period	1 month
Menu	Production of 1 advertorial article Approx. 2,000-3,000 words, 1 or 2 illustrations (with interviews) Survey form production Profile acquisition (50 expected) Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Guide Frame	ITmedia Business Online Top Links (1 month) Side link (1 month) Link below the article (2 weeks) Smartphone link (2 weeks) ITmedia Business Online Communications Special edition 1 time *For survey guidance
Other	We do not guarantee the number or attributes of survey respondents' personal information.

*We will make the granting of survey benefits a condition of implementation. We will prepare the rewards for readers.
Acquired leads can be downloaded from the management site (updated daily).
Please prepare your own survey questions. No more than 10 questions.
The browsing report will include the Page Views/Unique Browsers/time spent/attributes of the companies that viewed the article/the names of the companies (selected excerpts).
No reporting will be done on the pages after the responses are made.

ITmedia Business Online Re-Direction Plan (Page Views Guaranteed)

Re-added reader inducement to advertorial articles that have expired.
The content produced can be fully utilized.

Media TOP/article page, etc.
Dedicated inducement frame for advertorial articles

Advertorial article



Implementation Fee

10,000Page Views~
@ 190 yen (tax not included, Gross)

Advertisement Specifications

Guarantee Form	Page Views Guarantee
Guaranteed Page Views	10,000 Page Views
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	ITmedia Business Online (Induction slots are for IT Media operated media) (only available in)

A fee of 200,000 yen will be charged in addition to the inducement fee. In addition, we will estimate the cost of any modifications to the text.

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.

Additional inducement products with a guaranteed term are also available. Please contact us for details.

ITmedia NEWS/ITmedia Business Online Feature Advertorials

Advertorial article ad re-direction (Page Views guaranteed)

Matched with ITmedia NEWS and ITmedia Business Online projects
Re-directing advertisers who have already placed a advertorial article ad, including your company's logo on the top page of the feature article
Exposure that matches the theme is possible without the hassle of new production.



Special TOP
Dedicated inducement frame for
advertorial articles



Media TOP/article page, etc.
Dedicated inducement frame for
advertorial articles

Advertorial article



Implementation Fee

1,600,000 yen/10,000Page Views
@ 160 yen (tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10000Page Views
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Guidance from the Feature Top and article pages Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
benefit	Special TOP Links Logo placement (max. 10 spaces/first-come, first-served basis)

We reserve the right to refuse any advertorial article advertisement that is not in line with the purpose of the feature.
We will charge 200,000 yen for the inducement fee and a separate publication fee. In addition, we will estimate the cost of any revisions to the text, etc.

Please consult with us about the guaranteed number of Page Views over 10,000.















If more than one company sponsors the event at the same time, their logos will be displayed in rotation.

ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

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.

ITmedia NEWS/ITmedia Business Online Feature Advertorials

Advertorial article ad re-direction (Page Views guaranteed)

Corner available for sponsorship (as of July 2022)		Keywords.	Media
SaaS Business Research Institute		SaaS Business	ITmedia NEWS
Cloud User		cloud computing	
Job Search Lab		Career, Work	
SaaS Select with ITreview		SaaS Selection	
AI+.		AI	
Security Hot Topics		security	ITmedia Business Online
General Affairs on the Offensive		general affairs	
Finance and Accounting for Change		finance and accounting	
The Age of Strategic Human Resources		human resources	
Marketing Thinker Theory		marketing	
Telework to Change Japan		telework	
#SHIFT "Shift" the norm at work.		way of working	
Top Interviews Strengthening the Company		top management	
Retail Revolution		Store, retail	

Mail version Advertorial

Deliver information on your products and services to your readers in HTML e-mail format

The e-mail version of Advertorial article ads is a Advertorial article ad product that delivers content explaining information about your company's products and services to readers in a single, exclusive e-mail ad. We compile the article in a text volume suitable for e-mail (approximately 700 characters) so that it is easy to read even when delivered by e-mail. We will also post the article on a Web page, so it will not end after the e-mail is delivered, but can be utilized as content that will remain on the Web page.

feature

Our editorial department will create a Advertorial article ad that explains information about your company's new product or service in an easy-to-understand manner with a unique perspective, and distribute the content in an HTML e-mail.

We recommend these clients

- To effectively promote unrecognized products and services
- We would like to conduct digital promotions with article Advertorials, etc., but we cannot spend the budget, so we would like to conduct a trial first.
- Want to implement advertorials, but are too busy and don't want to spend too much time and effort
- Not only provide information in a newsletter, but also leave articles on a web page.

Mail version Advertorial Distribution image/fee

Release Summary of Key Points

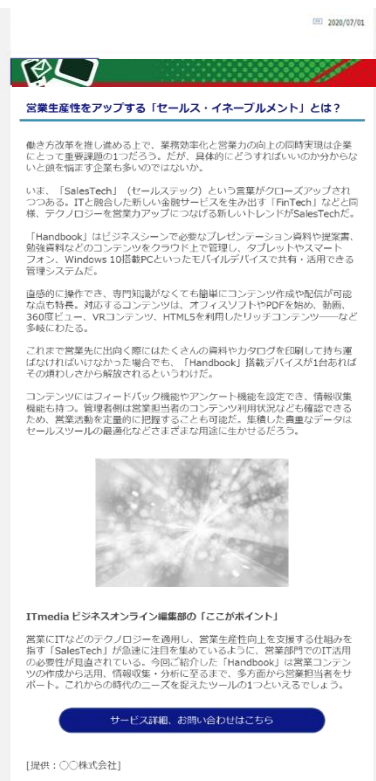
Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters:
about 500
Illustration : Up to 1

Editorial Perspectives

The following is a summary of the key points for the reader with an editorial perspective.

Number of characters:
about 200



E-mail delivery image
*The actual delivery may differ in design.

Distributed via email newsletter for members

Newsletter Target Newsletters
ITmedia Business Online News Special Edition

Number of deliveries: approx. 107,000
Delivery date: Monday-Friday

Also in the media



*Posting only and inducement will be charged separately.

Implementation Fee

900,000 yen

(tax not included, Gross)

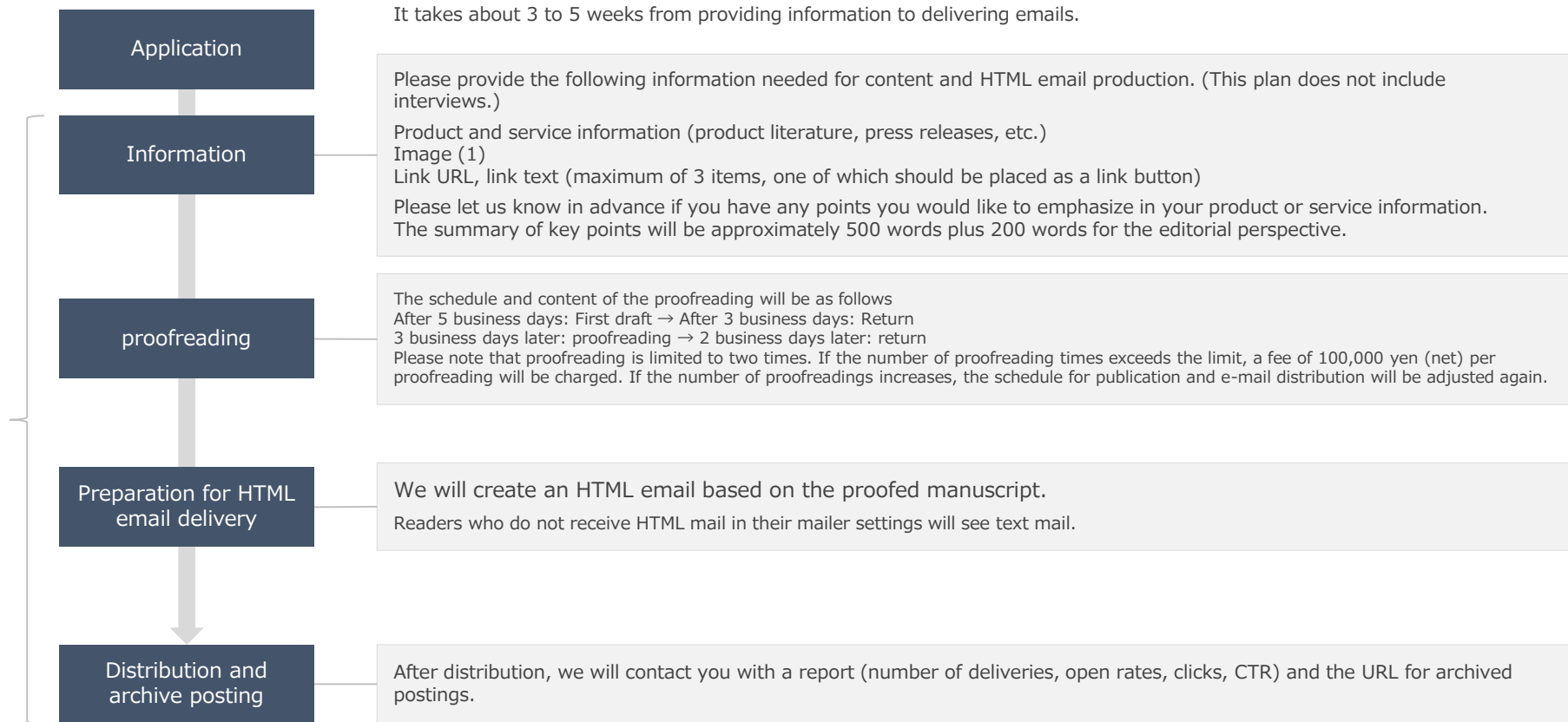
Advertisement Specifications

What we offer	
	Produce 1 simple advertorial article (about 700 words)
	Content distribution via HTML e-mail
	Content publication in production media

Report	
	Number of deliveries
	Open rate
	Number of clicks
	CTR

- This is a simple advertorial with no coverage. Please let us know in advance if you have any points you would like to emphasize in the product information, etc., in addition to the product you would like to have listed in the ad.
- We will send you a text file to check the contents of your listing in approximately 5 business days after we receive the materials.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- We can optionally direct you to the archive listing page. Please contact our sales representative.

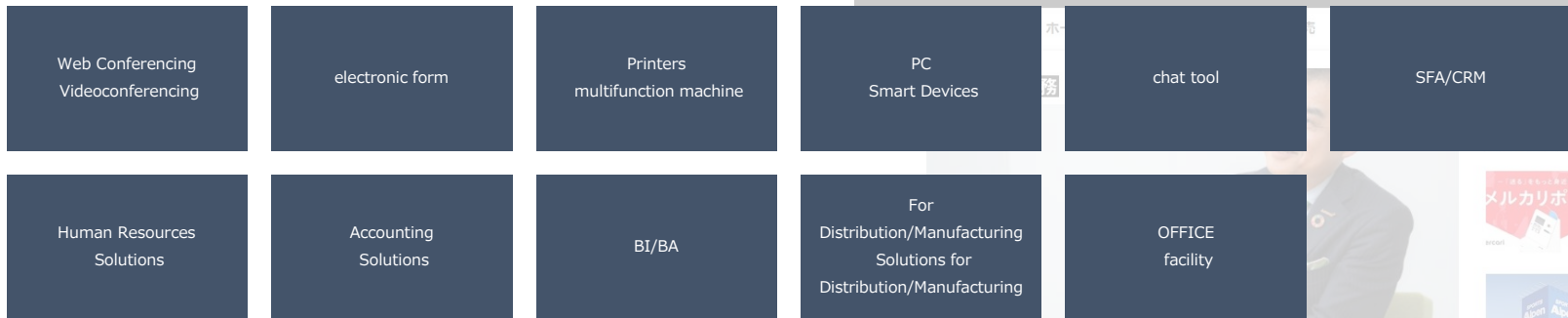
Schedule image



Mail version advertorial

Products and services related to the following topics and themes are the main focus of the editorial department

Business Solution Products



Marketing trend-based products



ITmedia
NEWS

ITmedia ビジネス
O N L I N E

[illegible]

basic charge

(tax not included,Gross)

Unit price per profile

(tax not included, Gross)

remarks

- This product is offered with a **"Guaranteed Number of Items"**. **Basic Plan** 100 cases guaranteed: 600,000 yen (excluding tax, Gross)
- If you wish to acquire more than 100 cases, please contact your sales representative.
- We do not guarantee the demographic information of respondents.
- We will offer a gift certificate or other incentive for responding to the survey. The content of the incentive will be left up to you.
- Please prepare survey questions and response items separately from the lead information.
- Question types: single answer, multiple answer, text box
Mandatory/optional responses: Can be set.
- Please submit the complete manuscript. We do not prepare or proofread questions.
- Respondent data will be available for download from our website.
- We do not accept interim reports or delivery of interim data before completion.
- The lead information obtained is the name of the employer, department, title, work address, name (furigana), e-mail address, and telephone number.
- The following are excluded from delivery
 - Information that is clearly incomplete visually for those who are employed by the submitting company, freelancers, housewives/househusbands, students, unemployed persons, and those who are clearly visually incomplete.

Middle page

A special website was created as an option for article ads.
Along with storing your company's articles, we will also manage a page that can be used for brand strategy.

▼Image of listing (Template Plan)



▼Image of listing (customized plan)



Rate Plans

Template plan: From 6,000,000 yen

Package contents for the lowest possible price.
2 advertorial articles 10,000Page Views guaranteed
One middle page production and publication
Middle page maintenance/update 3 months
Induction package for 3 months

*This plan is to be created using a template.

Customized plan: From 8,650,000 yen

Package contents for the lowest possible price.
3 advertorial articles 10,000Page Views guaranteed
One middle page production and publication
Middle page maintenance/update 3 months
Induction package for 3 months

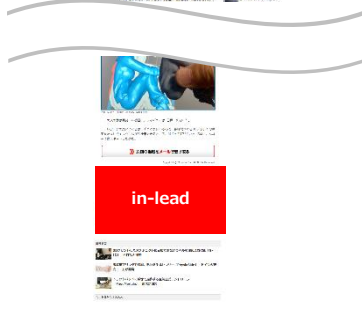
*This plan is to be created using a template.

*None of the plans can be implemented only on the middle page. Please combine the middle page with the publication and inducement of the page. Please inquire about the article menu, number of articles, and prices.
*Can be conducted at @IT, ITmedia Enterprise, ITmedia NEWS, and ITmedia Business Online.

Audience Targeting Banners



Targeting banners that combine the interests of readers identified from their browsing history of highly specialized content with corporate information linked to their ITmedia ID registration information and IP addresses.



Audience Targeting Rectangle

- Rectangle banner on the first view of each media outlet
- Minimum implementation 10,000imp ~ / imp unit price 3.0yen / implementation price 300,000yen ~

Estimated duration of imp digestion: 1 month ~.

- Submission size: 300pixel (left/right) x 250pixel (top/bottom) (or 300pixel (top/bottom)) less than 150KB

Audience Targeting Billboards

- Display a large size banner directly below the global navigation
- Minimum implementation 50,000imp ~ / imp unit price 6.0yen / implementation price 300,000yen ~.

Estimated time for imp digestion: 2 weeks ~.

- Submission size: 970pixel (left/right) x 250pixel (top/bottom), less than 150KB

Audience Targeting in Leads

- Enables advertisements to be displayed to readers after they have read the article in a natural flow and without discomfort
- Minimum implementation 50,000imp ~ / imp unit price 6.0yen / implementation price 300,000yen ~.

Estimated time for imp digestion: 2 weeks ~.

- Submission size: 640pixel (left/right) x 300pixel (top/bottom), less than 150KB

*If the conditions you specify do not meet the minimum implementation imp, we will consult with you regarding the terms and conditions and the duration of the listing.

Option: audience targeting banner

page of a magazine

ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget, Keymans Net, MONOist, EE Times Japan EDN Japan, Smart Japan, BUILT

Targeting Conditions

behavioral targeting	Contact content containing specific keywords
	Contact specific URL
	Contacting content with specific keywords, etc.
Attribute targeting	Industry Type of job (members only) Position (members only) Size of employees
	Sales Size Access Device Prefecture Browser OS

Manuscript Specifications

File size less than 150 KB Deadline for submission: 3 business days prior to the deadline Number of replacements: Once during the period

ITmedia Business Online Communications Targeted Email



Exclusive advertisements are distributed to users who have obtained opt-in permission from "ITmedia Business Online" mail magazine subscribers. In addition to the existing attribute data of ITmedia ID members, the reader behavior data accumulated in the "ITmedia DMP" is also used for more accurate targeting.



▼ Behavioral Data

- ✓ Contact content related to specific keywords
- ✓ Contact specific URL
- ✓ Contact with specific media, features, etc.

▼ Attribute Data

- ✓ type of industry
- ✓ type of occupation
- ✓ duty station
- ✓ post
- ✓ Number of Employees
- ✓ Annual sales scale

Price

targeting terms	per mail unit price	Condition Example
Company Name	¥100	Company Name
Use of ITMID member registration data	¥80	Industry, job title, location, position, number of employees, size of annual sales, etc.
Action history data use	¥50	Viewed articles, keywords, access devices, browsers, operating systems, etc.

In case of combining conditions, the unit price will be the higher one.

Example: In the case of a targeting condition combining "job title (unit price: 80 yen)" and "viewed articles (unit price: 50 yen)", the unit price will be 80 yen.

Minimum fee: ¥200,000

Manuscript Rules

- Subject : within 30 characters
- Main text: 38 double-byte characters (76 single-byte characters) or less × 100 lines or less
- Deadline for submission : 6:00 p.m. 3 business days prior to the deadline
- Click count : Yes
- Number of URL links : up to 20
- Please refer to the submission standards for submission methods, prohibited characters, etc.

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

ITmedia Business Online Communications Special Edition Email

One-company exclusive e-mail advertising that allows you to reach readers directly.

Effective in attracting seminar visitors and directing them to campaign sites.



Implementation Fee

500,000 yen (Gross, excluding tax)

Advertisement Specifications

Number of deliveries	Approx. 100,000 letters
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Delivery Date	Every week Monday-Friday
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Manuscript Specifications	Title: 30 characters or less Body: 38 characters or less x 100 lines or less Deadline for submission : 6:00 p.m. 3 business days prior to the deadline Click count: Yes Number of URL links : up to 20 Please refer to the following for the submission method, prohibited characters, etc. Please see the submission criteria.
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The link URL will be changed to a click-counting URL at the time of distribution.
Please understand this in advance.

Assumed schedule and notes for advertorial articles

Estimated schedule

The schedule for publication will be provided separately after application. For details, please contact our sales representatives.



The "production to proofreading" period includes initial proofreading, proofreading again, and proofreading again. The proofreading phase includes the initial proofreading, re-proofreading, and proofreading.

Precautions

The copyright of the article ads produced belongs to the Company and its production staff (writers, photographers, etc.).

Please contact our sales representative if you wish to use printed materials for secondary use.

If you need to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.

Please note that the following additional fees may be incurred if the advertiser makes major changes to the agreed-upon content after the application has been submitted.

Re-submission of the first draft: 300,000

Revision after proofreading: 100,000

Please contact us about re-coverage requests. *All prices are exclusive of tax and gross.

Contact Us

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Sales Division

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All prices in this document are gross and do not include tax.

Please note that the page design is subject to change.

