

ITmedia Mobile Media Guide

FY2024 ver.1.1



ITmedia Inc.

Smart use of mobile devices

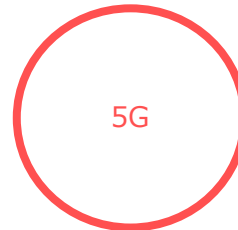
ITmedia Mobile is a comprehensive mobile information media focusing on smartphones. Through reviews of various services and applications available for smartphones, industry trends, technology commentary, and interviews with key persons, we provide useful information for selecting devices and services and understanding industry trends. As smartphones become commoditized, we try to create articles with "what can be done" and "what will change" with smartphones in mind. Recently, we have been focusing on topics such as mobile payments, MVNOs (low-cost SIMs), separation plans, and next-generation communication "5G".

Approx. 8.53 million Page View / 3.41 million Unique Browsers Approximately 68% smartphone ratio
*Actual results as of December 2023



<https://www.itmedia.co.jp/mobile/>

▼ ITmedia Mobile Focused Themes



5G" is the next-generation communication standard that has been launched in Japan. With features such as high speed, high capacity, low latency, and multiple connections, 5G has the potential to create new businesses and significantly change our lives. We will explore the benefits of such 5G from both the toB and toC perspectives.



The latest information and industry trends on MVNOs and SIM lock-free smartphones are presented in detail. Through key person interviews, handset reviews, price comparisons, and more, we provide tips for choosing the best MVNO service and SIM-free smartphone.



Mobile carriers are increasingly offering home router services that use mobile communications. Mobile Wi-Fi routers can be used not only on the go, but can also be operated like a fixed line by subscribing to a high-capacity plan. This section explains how to select such services and trends that allow you to build an Internet environment at home without the need for installation.



Smartphone prices have attracted a great deal of attention as major carriers have introduced inexpensive online-only brands such as "ahamo," "povo," and "linemo." MVNOs have also launched new plans to compete, and Rakuten Mobile has also launched an unbeatable plan starting at 0 yen. The line between carrier and MVNO rate plans is now blurring. Therefore, this special feature will provide content across carriers and MVNOs to help you decide which rate plan to choose.

Examples of Content

In addition to the latest news, plan reviews and comparisons, industry trends, and interviews with telecommunications companies. We will send you the information.

What is the cheapest rate plan for over 3GB to under 5GB? Comparison among carriers, suw-brands, and MVNOs, OCN Mobile ONE's New Price Plans:

What are the Aims of the New Plans and How Will They Work with Docomo? Aeon Mobile Ihara talks about the "Saiteki Plan," a total of 55 plans that are "not complicated."

Reader Target

All readers comparing rate plans



Home router services that use mobile communications are attracting attention. With these alternative services for fixed-line communication, an Internet environment can be created simply by plugging the home router into an electrical outlet, without the need for construction work. In addition, services for mobile Wi-Fi routers capable of high-capacity communications are also increasing. This feature provides the latest information on home router/mobile Wi-Fi services.

Examples of Content

We provide the latest news, how to choose the right one for your needs, verification and commentary articles, industry trends, and more.

Compare docomo, au, and Softbank "home routers".

Can it replace a fixed line at home?

We thoroughly tested "WiMAX +5G" with eased communication restrictions.

Can "NURO Wireless 5G" solve the "fixed line problem in condominiums"?

Reader Target

Readers who are considering reviewing their internet environment
Readers who are considering a new internet contract due to moving, etc.





Feature Page



Accessories are indispensable for comfortable smartphone use. Cases, films, mobile batteries, USB hubs, cables, and of course wireless earbuds, which are rapidly increasing these days, as well as smartphone stands, LED ring lights, sterilization goods, Bluetooth keyboards, and other products that make working and living at home more comfortable as new lifestyles are taking hold. Smartphone goods are also featured. This feature provides content to help readers choose the right smartphone accessories.

About Content

The content will be divided into the following categories, with a focus on straight news and review articles

iPhone Cases & Films	Android Cases & Films	battery
Earphones & Headphones	Smartphone x Home Goods	Other

Content Example:.

- Find your favorite! Choose an iPhone case based on your "specialties"
- Tried three models of "open-ear earphones" to use as videoconferencing companions
- Is MagSafe charging disappointing? In-depth review, including a trick to charge iPhone 12 150% faster.

Reader Target

Smartphone users who are looking for accessories that are particularly functional.

5G Changing the World

<https://www.itmedia.co.jp/mobile/substop/5g/>

(Consumer 5G Special)



5G services, launched in 2020, are showing signs of spreading. With features such as high speed, high capacity, low latency, and multiple connections, 5G has the potential to change our lives. We will report on the impact of 5G on consumers in terms of terminals, prices, content, and industry trends.

Content Example:.

[OPPO Reno5 A" review with all the cosmetic features How does it compare to the iPhone SE and AQUOS sense5G?](#)
[How will MVNOs evolve in the 5G era? The key will be the "non-smartphone area" and "VMNOs"](#)

New Businesses Created by 5G

https://www.itmedia.co.jp/mobile/subsop/features/busin_ess5g/index.html

(5G Special Feature for Business)



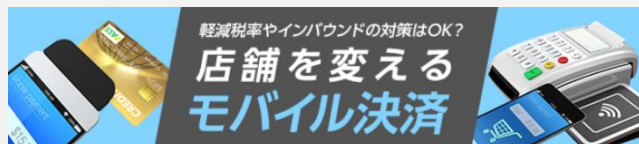
5G services are expected to expand the scope of corporate use beyond smartphones. Examples include remote control of construction equipment, robot control during disasters and at factories, tourism services for regional development, and medical treatment in remote areas. Major carriers are collaborating with external partners to create new businesses and solve social issues. We will take a closer look at such new businesses in the 5G era.

Content Example:.

[Local 5G, Full MVNO, and Collaboration with Docomo - Hear about NTT Communications' 5G Strategy Beyond What Technologies Will Enable Lifestyles in the 5G/6G Era?](#) [Mr. Konishi of KDDI R&D Laboratories explains](#)

Mobile Payments Changing Stores

<https://www.itmedia.co.jp/mobile/substop/features/payment/index.html>



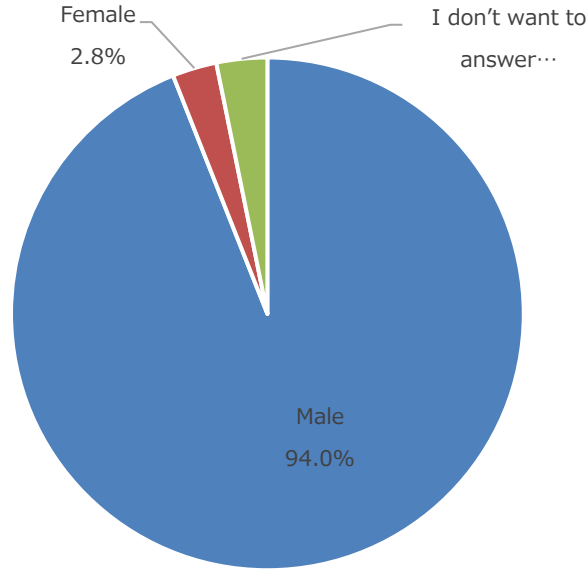
Mobile payment services, mainly QR code/barcode-based payment services, known as "XXX Pay," are becoming more established these days. Although the number of stores that can use mobile payment services is increasing, many small- and medium-sized stores still only accept cash payments. We will convey useful cashless information in the era of after-corona, including how to select mobile payment services and POS registry applications, take-out support services, etc., with a focus on the advantages that stores can gain by introducing cashless payment services.

Content Example:.

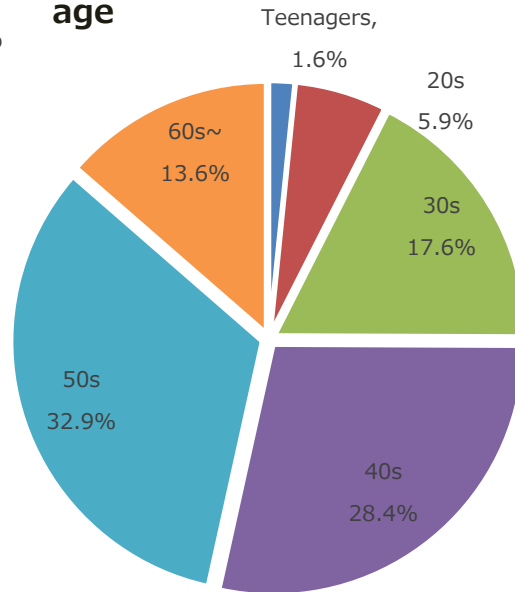
[Asked about the aim of introducing "Square Terminal," a terminal that allows easy payment.](#)
[Tap on Mobile," a FeliCa-compatible smartphone payment terminal, has potential.](#)

ITmedia Mobile Reader Profile

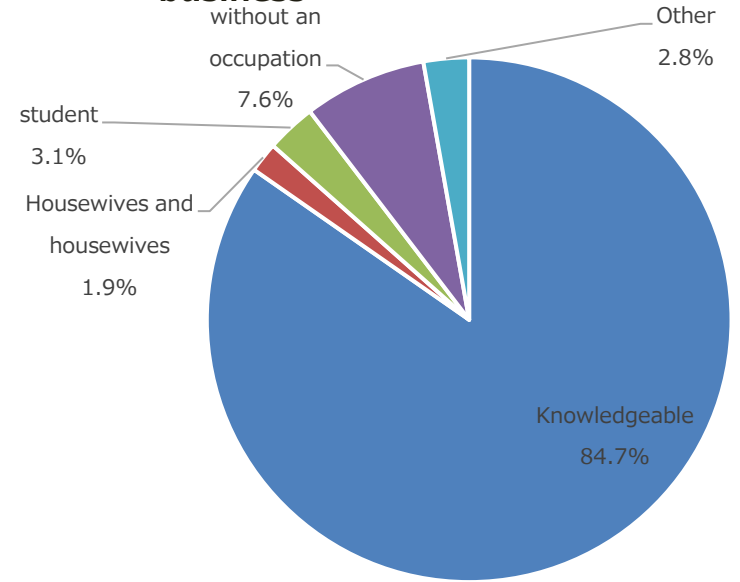
gender



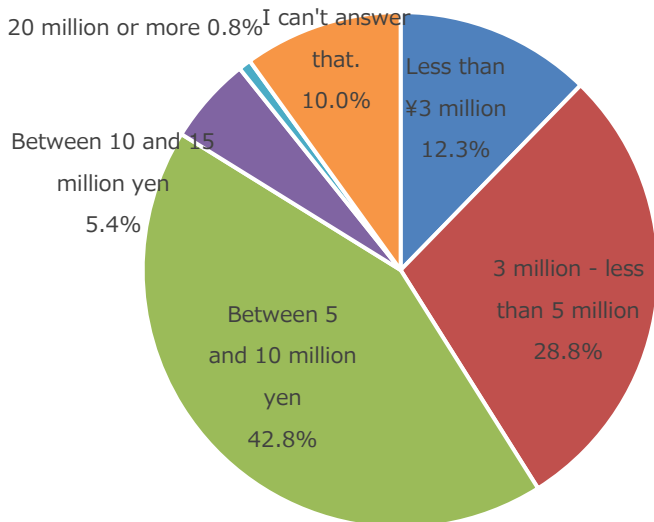
age



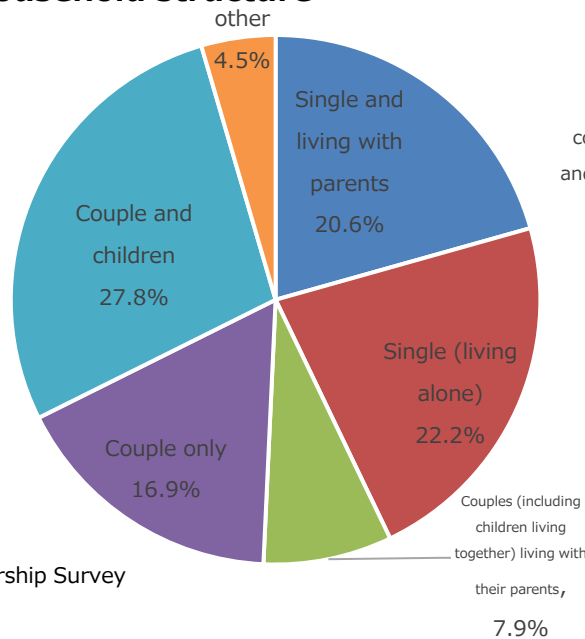
business



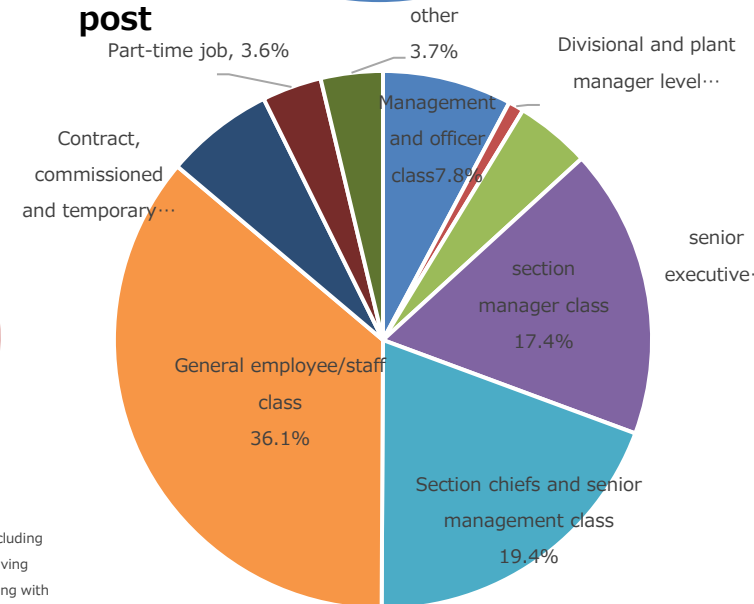
annual income



household structure



post



*From the January-February 2021 ITmedia Mobile Annual Readership Survey
N=751, annual income and position are for experts n=643

Ad Menu



Promote your products and services to influencers who are digitally enriching their work and lives through article-based advertisements



Content type (example)

You can choose from a variety of content types depending on your promotional objectives

Product Reviews



The editorial staff will explain the specifications and advantages of the product in an easy-to-understand manner. We can also introduce how to make the best use of the product as well.

Event Report



We cover press releases and events and turn them into articles. We can approach people who were unable to attend the event on the day of the event and help them understand the details of the event in an easy-to-understand manner.

interview



We will interview people who were involved in the development of the product, people in charge of marketing, etc., and talk about the appeal of the product and the secret story behind its development.

Expert Assignment



AV critics, well-known writers, and others are assigned by utilizing ITmedia's network. They will talk about the appeal of the product from a third-party perspective to create compelling content.

Article ads produced from the unique perspective of the editorial department
 Guaranteed page view ensures that your promotions reach readers. Guaranteed Page View can be customized in 1Page View increments according to your budget.

Rate

JPY 1,500,000 or more (Excluding tax)

Specifications

Page Views	Guaranteed
Guaranteed Page Views	15,000 Page Views (Additional page views are available with additional cost)
Insertion Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page Views is achieved)
Charge	JPY 1,500,000 or more (tax not included/gloss) *See left.
Menu	Production of 1 advertorial article (including the cost of content publication) Company report for viewing

The length of time, space, and content of the inducement ads will be left up to us.

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

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

Schedule of Charges

Page View price will vary depending on the guaranteed Page View. We will accept a minimum of 15,000Page View guarantee.

Guaranteed Page View	Page View Unit Price	Rate
43,000	JPY 70	JPY 3,000,000
23,000	JPY 87	JPY 2,000,000
15,000	JPY 100	JPY 1,500,000

The screenshot shows an article from ITmedia PC USER titled "消費増税前、OS/Officeサポート終了……「そのうち買う」なら今がいい！ 買うべきPCはこれだ!! (1/2)". The article discusses the tax benefits of purchasing PCs before the end of the consumption tax exemption period for OS and Office software support. It lists several PC models like ThinkPad X1 Carbon, IdeaPad S540, and LAVIS Pro Mobile. The article also includes a table of charges for guaranteed page views, similar to the one shown in the main advertisement.

Page View Guaranteed Advertorial with Netlabo Collaboration Plan

This is a special plan that combines a advertorial article produced and published in ITmedia PC USER and ITmedia Mobile with **Netlabo's** inducements. With Netlabo's overwhelming volume, you will be able to reach gadget-interested people who follow Internet trends.

ITmedia **PCUSER** ITmedia **Mobile** ITmedia Devices & Services Media

advertorial article

advertorial article

ねとらぼ

One of the largest media specializing in online news in Japan

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

Menu

Page View Guaranteed Advertorial

Includes content production and publishing costs, and Netlabo inducement costs
Viewing Company Report

▼Rate

plan	Price (tax not included/gross)
50,000 Page Views Guaranteed	JPY 3,500,000
30,000 Page Views Guaranteed	JPY 2,400,000
15,000 Page Views Guaranteed	JPY 1,350,000

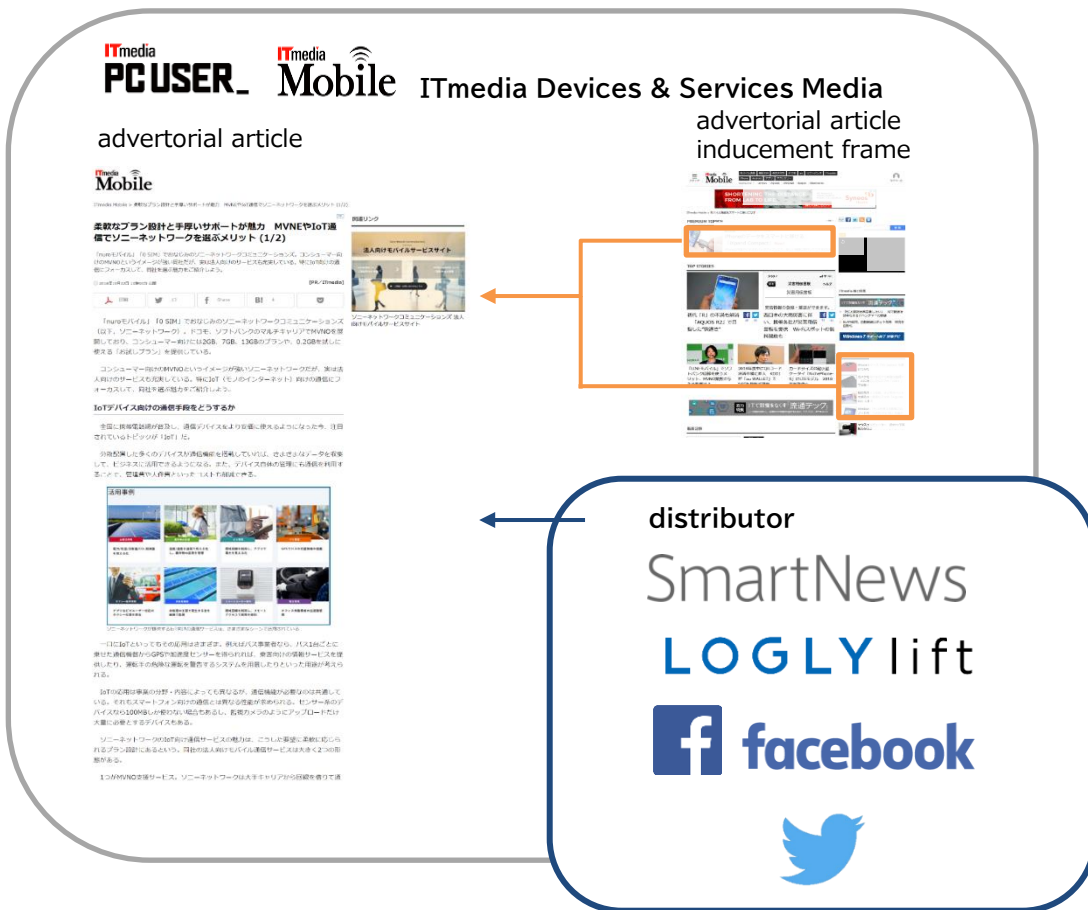
Neravo Media Specs

Monthly Page Views	356.59 million Page Views	Monthly Unique Browsers	40,08 Unique Browsers
Number of articles per month	3,479 pcs.	Twitter follower	324,000 *January 2023 results

This plan is a combination of ITmedia PC USER, ITmedia Mobile and Netlabo.
This plan provides a guaranteed Page View. Please note that we do not guarantee the number of leads for each media. Please note that this plan does not guarantee the number of leads for each media.
The length of time, space, and content of the inducement ads will be left up to us.
We will stop publishing ads as soon as the guaranteed Page View is achieved, but they will remain up for at least one week. Guaranteed.
*If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.
(*In some cases, guidance to the advertorial article will be provided from other sites within ITmedia.

Distribution Advertorial Plan

advertorial article Boost Plan provides a set of highly reliable distributor leads for advertorial articles produced and published in ITmedia PC USER and ITmedia Mobile. Maximize your performance to reach your target readers outside of ITmedia.



Menu

Page View Guaranteed Advertorial

Includes content production and posting costs, and Netlabo inducement costs
Viewing Company Report

▼Rate

20,000 Page Views Guaranteed

SmartNews Plans	JPY 2,600,000
LOGLY Lift Plans	JPY 2,460,000
Facebook Plans	JPY 2,200,000
Twitter Plans	JPY 2,200,000

Guaranteed Page View is customized according to your budget.

This plan is a combination of ITmedia PC USER, ITmedia Mobile and the above distributors. Please note that this plan does not guarantee the number of leads for ITmedia and distributors.

The length of time, space, and content of the inducement ads will be left up to us.

We will stop publishing ads as soon as the guaranteed Page View is achieved, but they will remain up for at least one week.

Guaranteed.

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

(*In some cases, guidance to the advertorial article will be provided from other sites within ITmedia.

Please be sure to ask for the distributor you wish to use.

*Targeting by attributes and interests is also available.
(We will provide a separate estimate.)

Advertorials with Surveys

By placing a survey in your article ads, you can capture lead/survey information from viewers and use it to conduct research and sales activities that meet your company's objectives.

Publication image

The screenshot shows an article on ITmedia Mobile. The headline is "使い切れない「楽天ポイント」は「楽天ペイのSuica」にチャージすべし！ 2人に1人、必ず当たる！ 1000ポイントゲットのチャンスも見逃すな". The article text discusses the benefits of charging Rakuten Points to a Suica card via Rakuten Pay. A blue box labeled "survey guide frame" is overlaid on the right side of the article. Below the article, there is a cartoon illustration of a man holding a smartphone and a stack of red coins, with the word "CHARGE!!" written above him. At the bottom, there is a "Questionnaire guidance frame" box with the text "楽天ペイのSuica".

Questionnaire Image

The screenshot shows a questionnaire form from Hitachi Systems Co., Ltd. The title is "株式会社日立システムズ アンケートへのご回答のお願い". The form contains several sections:

- Section 1: 氏名をご記入ください (Please enter your name)
- Section 2: 勤務先企業名をご記入ください (Please enter your company name)
- Section 3: 所属部署名をご記入ください (Please enter your department name)
- Section 4: 役職名をご記入ください (Please enter your position)
- Section 5: 勤務先メールアドレスをご記入ください (Please enter your company email address)
- Section 6: 勤務先電話番号をご記入ください (半角で数字・ハイフンをご入力ください。例 03-1111-1232) (Please enter your company phone number)
- Section 7: 勤務先郵便番号をご記入ください (Please enter your company postal code)
- Section 8: 勤務先住所をご記入ください (Please enter your company address)
- Section 9: このアンケートに関連する製品/サービスの導入予定時期は、どのようになりますか? (When do you plan to introduce the product/service related to this survey?) with radio button options: 3ヵ月以内, 6ヵ月以内, 1年以上, 1年以上未定, 導入済み/既に廃止.
- Section 10: システム導入に関して、あなたほどのような役割を担いますか? (Regarding system introduction, will you have a role like yours?)

Rate

JPY 2,000,000

(excluding tax)

Specifications

Insertion term	Guaranteed
Insertion Period	1 month
Charge	JPY 2,000,000 (tax not included/gross)
Menu	Production of 1 advertorial article (including the cost of content publication) Survey form production Profile acquisition measures Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Guide Frame	ITmedia PC USER Top Links (1 month) Side link (1 month) Link below the article (2 weeks) Devices & Services Media Smartphone Link (2 weeks) ITmedia Devices & Services Communications PR version 1 time *For survey guidance

*To promote the acquisition of profiles, we will make the granting of survey benefits a condition of implementation. We will prepare the rewards for readers. (e.g., Amazon gift certificate, etc.)

Lead information will be delivered in a lump sum at the end of the term. Interim delivery will be made only once upon request.

Advertorial Plan with Video Program

The ITmedia editorial staff will introduce your product, interview the person in charge, and more. Special plan to produce a 10-15 minute video program and include it in the advertorial article. We will promote understanding through video.

Rate

JPY 2,500,000 or more
(excluding tax)

Specifications

Page Views	Guaranteed
Guaranteed Page Views	23,000 Page Views (Additional page views are available with additional cost)
Publication Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page Views is achieved)
Charge	JPY 2,500,000 or more (tax not included/gloss) *See left.
Menu	Production of 1 advertorial article (including the cost of content publication) Viewing Company Report Video Programs



Video program image



Video posted on ITmedia's Youtube account



program time	10-15 minutes (approx.)
program structure	Product introductions, interviews with personnel, etc.

*We do not guarantee the number of views of video programs. Video programs will be produced for embedding in advertorial articles only. Please contact us in advance if you wish to make secondary use of the video program.

*Filming of the video program will be done once. If you wish to reshoot, please note that there will be an additional cost. The length of time, space, and content of the inducement ads will be left up to us.

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

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

Fresh Summaries (Simple Advertorial with Page Views Guaranteed)

Simple advertorial article ads that are written up on a document basis

Our editorial staff will write articles on your company's new products and services, including market background and trends, and deliver them to readers with guaranteed Page View.



Rate	
JPY 400,000	
(excluding tax)	
Specifications	
Page Views	Guaranteed
Guaranteed Page Views	3,000 Page Views
Charge	JPY 400,000 (tax not included/gross)
Menu	Production of 1 simple advertorial article (including content posting fee) Summary of product information (800-1,000 characters) Browsing report (simplified version)

This is a simple advertorial article that assumes no interviews. Please fill out the "Hearing Sheet" for production. Please let us know in advance the product information you would like to emphasize, as well as the product information you would like to include in the advertisement.

- Product information (press release, product literature, etc. / up to 1 item)
- Image (up to 1)
- Relevant links (up to 3 locations)

*After providing the materials, we will send you a preview to confirm the contents of the publication in approximately 3 business days. The first copy will be returned only as a "fact check".

*If you require "proofreading" or would like to produce an article with an editorial viewpoint, please select a regular article ad.

*Straight news and editorial viewpoints are composed separately. If you would like to write a news article with an editorial viewpoint, please select Article advertorial articles.

*The article will be published Browserslised using the same template as the editorial article. Please note in advance that competitors' advertisements will appear in the article.

We can also provide customization of guaranteed Page View numbers and simple advertorial articles with a guaranteed time period. Please contact us for details.

Assumed Schedule and Precautions for Advertorial

Estimated schedule

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

▼ For product reviews



Photo shooting days are every Thursday. Please make arrangements to arrive the morning of the day before. Additional fees may be charged in the event of reshoots for the advertiser's convenience. The schedule will also be pushed back. The "production to proofreading" period includes initial proofreading, proofreading again, and proofreading again. The proofreading phase includes the initial proofreading, re-proofreading, and proofreading.

▼ In case of an interview



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

▼ Simple advertorial articles (Fresh Summaries)



*advertorial articles are based on the premise that there will be no interviews. Please note that "fact-checking" does not allow for major revisions to the structure of the article, except for content that is factually incorrect.

Precautions

The copyright of the article ads produced belongs to us and our production staff (writers, photographers, etc.). Secondary use fees will be incurred for printed materials, so please contact our sales representative if you wish to use them. Please note that the following additional fees may be incurred if the advertiser makes major changes from the agreed-upon content after the application has been submitted.
 -Revision of the first proof: 300,000 £ Revision after the proof: 100,000 £ (Note: The fee for the first proof is the same as the fee for the second proof)
 A separate fee of ¥ 50,000 or more will be charged for the re-shooting of photos used in the advertorial articles.

All prices are exclusive of tax and gross.

This is a premium advertising package that includes "Wallpaper (left and right)", "Super Banner" and "Rectangle" on the media top page/article page at the same time. This product, which covers the entire first view of the page, is ideal for branding.



▼ Display Rules

Left and right wallpapers, rectangles and super banners will be posted at the same time.

▼ Specifications

- ①② Wall paper (common for both sides)
 - File size : Left to right 160pixel x 600pixel
 - File size : Less than 150KB
 - Animation : Less than 30 seconds
 - File format : gif, jpg, png
 - Please submit the manuscript to be posted on the left and right side of the page respectively.
- ③ Super Banner
 - File size: 728pixel (left and right) x 90pixel (top and bottom)
 - File size : Less than 150KB
 - Animation : 30 seconds or less
 - File Format : gif, jpg, png
- ④ Rectangle
 - Size : 300pixel (left/right) x 300pixel (top/bottom) or 250pixel (left/right) x 300pixel (top/bottom)
 - File size : Less than 150KB
 - Animation : 30 seconds or less
 - File Format : gif, jpg, png

▼ Top page listing (guaranteed term, fixed display)

Media Name	page of a magazine	Distribution on slots	Exposure frequency	publication Period	Assumed imp	Charge
ITmedia Mobile	TOP	1	fixation	2 weeks	60,000	1,200,000 yen

▼ Article surface publication (imp guaranteed)

Media Name	page of a magazine	Distribution on slots	Exposure frequency	publication Period	Assumed imp	unit price
ITmedia Mobile	Article Page	-	-	Optional (from 1 week)	IMP Guarantee	¥12

Other details

Distribution : Our AD server
 Click : Available
 URL : Wall paper (left)/Wall paper (right)/Super banner / Rectangle: Can be specified individually for a total of 4 manuscripts
 Audio : Not available
 Number of manuscripts : 1
 Replacement of manuscripts: Not available
 Deadline for submission : 10 business days before
 (Please send four separate e-mails for each manuscript.)
 Report : Additional and individual aggregate values for each part (imp, click)

The background does not scroll even if the site is scrolled vertically; it remains fixed.

Billboard Video Ads

This is an ad space that plays a large-sized video content directly under the global navigation. This can have a strong impact on readers.

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



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



▼ Outline of Products

Media Name	page of a magazine	Charge	(technical) specification
ITmedia TOP	TOP	view@JPY 10 Minimum implementation amount JPY 1,000,000	Specification ①. Left and right: 970px Top and bottom: 400px Expand within the above size Specification ② Left and right: 970px Top and bottom: 250 px Video: 444 x 250 px Still image: 526 x 250 px
ITmedia NEWS	the front page of an article		
ITmedia Enterprise	TOP/article page		
ITmedia Business Online	TOP/article page		
ITmedia Mobile	TOP/article page		
ITmedia PC USER	TOP/article page		
@IT	TOP/article page(*)		
MONOist	TOP/article page		
EE Times Japan/EDN Japan	TOP/article page		
Smart Japan	TOP/article page		

The article will not appear on the article page of the old design.

▼ Submission Rules

Submission Materials	File format	File size	Size	Other remarks	deadline for submitting manuscripts
video file	flv, mp4	Within 2GB	Top and bottom: 400px or more 16:9 material	Within 30 seconds	10 business days before
Thumbnail (still image)	jpeg, gif	50KB or less	Video and still images of the same size horizontally and vertically		
static image file *Only in the case of specification ②.	jpeg, gif	50KB or less	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.
We will arrange for the use of Loco Research's system for distribution. If you wish to use a third-party delivery service arranged by your company using a different system, we will provide you with an imp guarantee.
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.

Billboards can also be posted as still images. Please contact us for details.

This is an advertisement in which the video begins playing after the advertisement portion is displayed at the bottom of the article after scrolling down the article page. The video can be shown in a natural flow to readers after they have finished reading the article, allowing for exposure from the beginning of the content without waste.

▼Published Image



Scroll down the page and view ads
When it comes to the position, an advertisement appears and video playback begins.

The X in the upper right hand corner indicates that the advertisement Close, and the Voice ON/OFF with the voice button in the lower right corner.
Otherwise, click to move to the link destination.
Still image display after playback ends

Outline of Products

medium	page of a magazine	number of boxes	Charge
ITmedia Mobile	the front page of an article (Article below)	1	View@JPY 6.0
ITmedia PC USER			

▼ submission Rules

submission Materials	file format	capacity	Size	Other remarks	deadline for submission
video file	mp4	Within 2GB	640 × 360px 16:9 aspect ratio	Within 30 seconds	10 business days before
Thumbnail (still image)	jpeg, gif	50KB or less	640 × 360px Same size as movie size	-	

▼ Notes

- The number of views and rates vary depending on the availability of other advertisements. Please contact our sales staff for more information.
- We will use the system provided by Loco Research, Inc. for distribution. If you wish to use a third-party delivery service arranged by your company using a different system, we will provide you with an imp guarantee.
- The position of the listing varies depending on the media. Please contact us for details.
- 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.

In-leads can also be posted as still images. Please contact us for details.

Rich Ads submission Precautions

Trade (brand) name	Manuscript Specifications				Points to note	
Aall Jack	Wall paper (common to both sides)				<p>The left and right wallpapers, rectangles and super banners will be posted at the same time. We also sell only the wallpaper on the left and right sides.</p> <p>The wallpaper will remain fixed and will not scroll when the site is scrolled vertically. Please submit all creatives in a single e-mail.</p> <p>The report will be provided as a total of each part and individual aggregate values (imp, click).</p>	
	file format	gif, jpg, png				
	manuscript size	160pixel (left/right) x 600pixel (top/bottom)				
	capacity	Less than 150KB				
	deadline for submitting manuscripts	10 business days before				
Billboard (Video distribution)	video file	thumbnail (i.e. miniature image) (STILL)	static image file *Specification 2 only		<p>The number of views and fees vary depending on the availability of other advertisements. Please contact our sales staff.</p> <p>Please contact us.</p> <p>We will arrange for the use of LocoSearch's system for distribution. Third parties using other systems arranged by your company</p> <p>If you wish to receive delivery, it will be provided with an IMP guarantee.</p> <p>Please note that WelcomeScreen may be posted at the same time. Please understand.</p> <p>Fees and specifications are subject to change without notice.</p> <p>Reporting items: views, clicks, views (rate), 1/4 views (rate), 2/4 views (rate), 3/4 views (rate), completed video views (rate)</p> <p>Audio is turned off by default.</p>	
	file format	mp4	gif/jpeg	gif/jpeg		
	manuscript size	Specification 1: 970x400pix max. Specification 2: 444x250 pix	Same size as video and height/width	526 x 250 pix		
	capacity	Within 2GB	50KB or less	50KB or less		
	Other	Within 30 seconds	long vowel mark (usually only used in katakana)	Thumbnail and separate material recommended		
	deadline for submitting manuscripts	10 business days before				
In-Read	video file	Thumbnail (still image)		<p>Audio is turned off by default.</p> <p>Video is displayed only when 50% of the video area is in the display area, and pauses when the area is less than 50%.</p> <p>The number of views and rates vary depending on the availability of other advertisements.</p> <p>Please contact our sales representative.</p> <p>The fee is subject to consumption tax.</p> <p>Fees and specifications are subject to change without notice.</p> <p>Report items: Number of Viewable Impressions (playback starts), 1/4 playback, 2/4 playback, 3/4 playback, completed playback, and clicks.</p>		
	file format	mp4	jpeg, gif			
	manuscript size	640x360 pix * 16:9 aspect ratio	640x360 pix *Same size as video			
	capacity	Within 2GB	50KB or less			
	rule	Within 30 seconds	-			
	deadline for submitting manuscripts	10 business days before				

Cancellation policy, advertorial article inducement quota

Cancellation Policy

In the event of cancellation by the advertiser after the application for the advertising product has been made, a cancellation fee will be charged at the following rates

goods	Cancellation Fees
Display ads, email ads, and send-to-customer menus	From application to deadline: 50%. After the deadline: 100% of the total amount
Article Planning Special (advertorial article ads)	From application to submission of first proof: 50% of the advertising fee (complete set including production, publication, and promotion costs) After submission of the first draft: 100% of the advertising fee (complete set, including production, publication, and promotion costs)
ITmedia Research	From application to before the start of the campaign: 50% of the advertising fee (base fee + lead fee) After the campaign starts: 100% of the advertising fee (base fee + lead fee)
Custom article brochures and excerpts	From application to before submission of first print: 50% of the advertising fee After submission of first draft: 100% of the advertising fee

advertorial article Inducement Frame Notes

Various advertisements on this media are served through Google Ad Manager. Please refer to the following for Google's program policy.
<https://support.google.com/platformspolicy/answer/3013851>

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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.



ITmedia Inc.