

ITmedia Mobile Media Guide

FY2022 ver.1.1

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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. 11.27 million Page View / 4.64 million Unique Browsers Approximately 70% smartphone ratio
*Actual results as of March 2022

▼ ITmedia Mobile Focused Themes

5G

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.

low-cost SIM

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.

Home Routers
&
Mobile Wi-Fi

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.

Special Feature "Which Plan to Choose? The Warring States Era of Smartphone Prices"



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

自宅に置くだけ! 工事不要Wi-Fiサービスの 選び方



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.

Focus: "How to Choose Smartphone Accessories"



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)



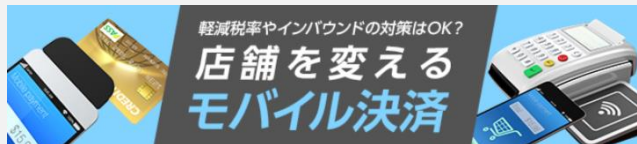
5G services are expected to expand the scope of corporate use beyond smartphones. Examples include remote control of construction equipment, robot control during disasters and at factories, tourism services for regional development, and medical treatment in remote areas. Major carriers are collaborating 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>



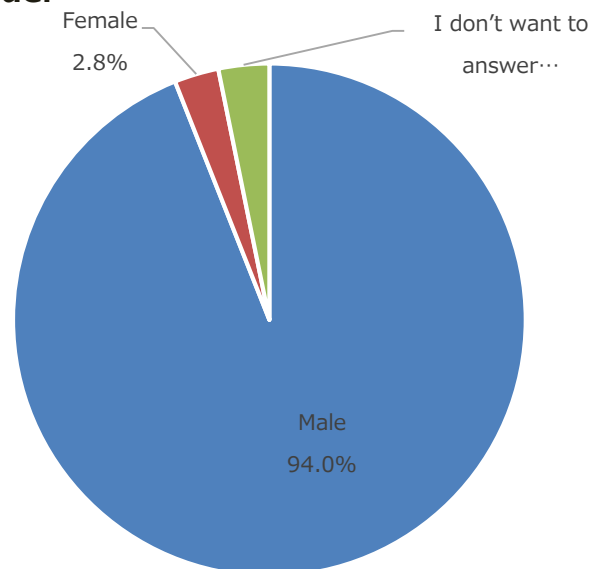
Mobile payment services, mainly QR code/barcode-based payment services, known as "XXX Pay," are becoming more established these days. Although the number of stores that can use mobile payment services is increasing, many small- and medium-sized stores still only accept cash payments. We will convey useful 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:.

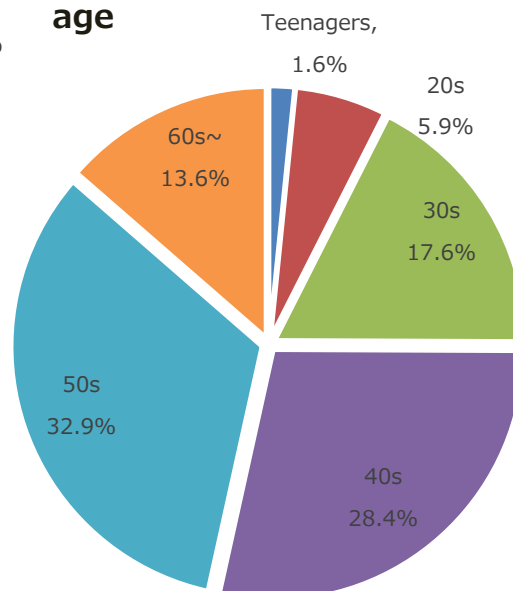
[Asked about the aim of introducing "Square Terminal," a terminal that allows easy payment.](#)
[Tap on Mobile," a FeliCa-compatible smartphone payment terminal, has potential.](#)

ITmedia Mobile Reader Profile

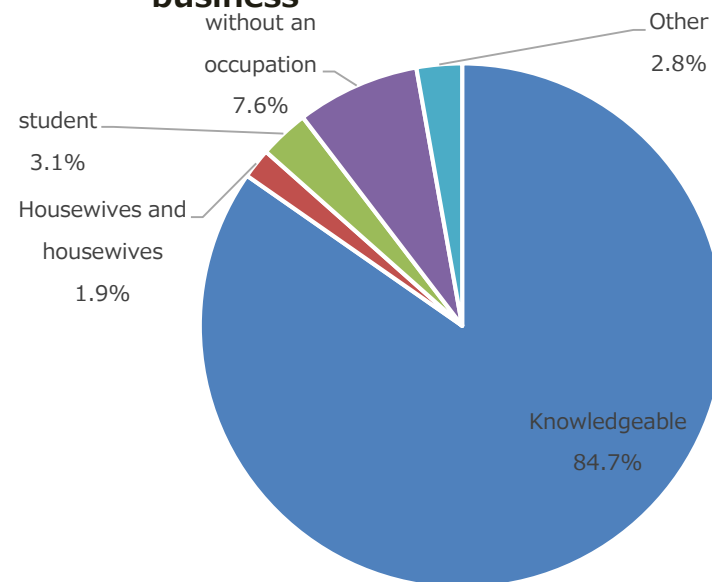
gender



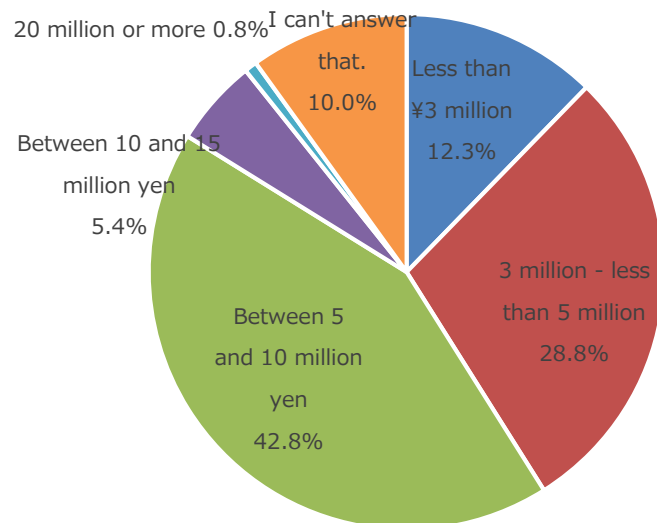
age



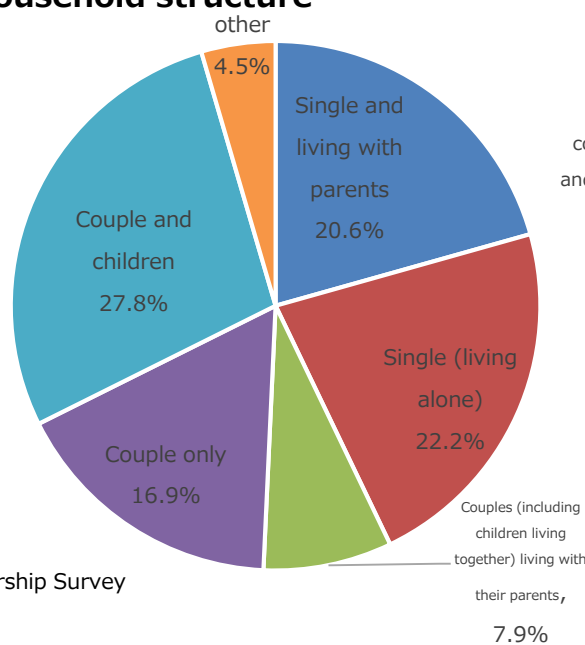
business



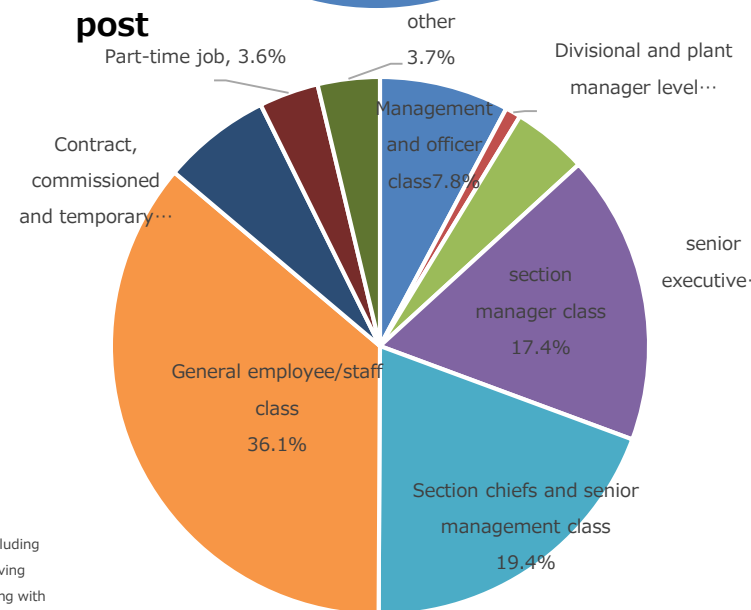
annual income



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.



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.



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.



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.



Menu

▼Supplied Fees

Neravo Media Specs

This plan is a combination of iMedia 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.

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

Distribution advertorial article 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.

ITmedia
PCUSER ITmedia **Mobile** ITmedia Devices & Services Media
advertorial article
advertorial article
inducement frame



distributor

SmartNews
LOGLY lift
facebook



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.)

Menu

Guaranteed page view advertorial article

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

Supplied Fees

20,000 Page View
Guarantee

SmartNews Plans

2,600,000yen

LOGLY Lift Plans

2,460,000yen

Facebook Plans

2,200,000yen

Twitter Plans

2,200,000yen

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.

Implementation Fee

(excluding tax)

Advertisement Specifications

Guarantee form assurance

Guaranteed Page View 15,000Page View~

Publication Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page View is achieved)
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Charge	From 3,500,000 (tax not included/gloss) *See left.
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Menu	Production of 1 advertorial article (including the cost of content publication) Browse Company Reports
------	--

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.

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	Charge
43,000	¥70	3,000,000 yen
23,000	¥87	2,000,000 yen
15,000	¥100	1,500,000 yen

Copyright © ITmedia Inc. 12

Implementation Fee

(excluding tax)

Advertisement Specifications

Guarantee	
form	term warranty

Publication Period	1 month
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Charge	2,000,000 yen (tax not included/gloss)
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Menu	Production of 1 advertorial article (including the cost of content publication)
	Survey form production
	Profile acquisition measures
	Viewing reports (Page View, Unique Browsers, companies viewed, etc.)

	ITmedia PC USER
	Top Links (1 month)
guide frame	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.

Publication image



Questionnaire Image

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

アンケートにご回答いただきまして、株式会社日立システムズのウェブページ「エニアファイル」コミュニケーションを成功に導くポイントをお楽しみいただけます。お申込み、書いてアンケートをご記入ください。

【個人情報のお取り扱いについて】

この調査に関して、以下のお事項に同意いただけるものと見なします。

①個人情報は日立システムズの取扱いに関する情報として、株式会社日立システムズにて、マーケティング等の会社が行って使用します。
②株式会社日立システムズからの電子メール、電話、送付物によるお問い合わせサービスを受ける場合があります。

※個人・情報について株式会社日立システムズが**匿名化**（個人識別不能）して適切な取り扱われます。

★1. 氏名をご記入ください。

★2. 勤務先企業名をご記入ください。

★3. 所属部署名をご記入ください。

★4. 役職名をご記入ください。

★5. 勤務先メールアドレスをご記入ください。

★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: 03-1111-3222）

★7. 勤務先都道府県名をご記入ください。

★8. 勤務先業種をご記入ください。

★9. このエンタテインメントに関する製品/サービスの導入予定時期、その選択の理由を、

☐ 近々以内
☐ 約1年以内
☐ 1年以上
☐ 1年以上先
☐ 検討中/未定/調査段階

★10. システム導入に関して、お気づきの点やご要望はありますか？

Advertorial article 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.

Implementation Fee

2,500,000yen~

(excluding tax)

Advertisement Specifications

advertorial article Guarantee form	Page View Guarantee
---	---------------------

advertorial article Guaranteed Page View	23,000Page View~
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Publication Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page View is achieved)
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Charge	From 2,500,000 yen (tax not included/gloss) *See left.
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Menu	Production of 1 advertorial article (including the cost of content publication) Viewing Company Report Video Programs
------	--

*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.



Video program image



Video posted on ITmedia's Youtube account

program time	10-15 minutes (approx.)
-----------------	-------------------------

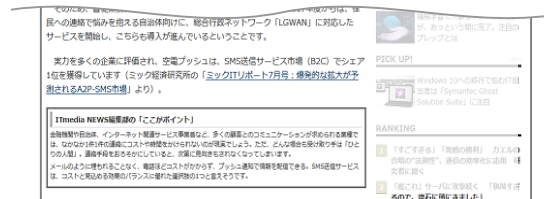
program structure	Product introductions, interviews with personnel, etc.
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Simple advertorial articles (Page View Guaranteed Fresh Summaries)

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.



Implementation Fee

400,000 yen

(excluding tax)

Advertisement Specifications

Guarantee form	Page View Guarantee
Guaranteed Page View	3,000 Page View
Charge	400,000 yen (tax not included/gross)
Menu	Production of 1 simple advertorial article (including content posting fee) Summary of product information (800~1000 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 Browserslished 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 article ads

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

①②Wall 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.

③Super 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

④Rectangle

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@10 yen Minimum implementation amount 1,000,000 yen	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		

▼ submission Rules

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

submission Materials	file format	capacity	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), 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

At the start of video playback

ring playback - After playback ends

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@6.0 yen
ITmedia PC USER			

▼ submission Rules

submission Materials	file format	capacity	Size	Other remarks	deadline for submitting manuscripts
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.

Rich Ads submission Precautions

trade (brand) name	Manuscript Specifications				Points to note
wall jack	Wall paper (common to both sides)				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. The wallpaper will remain fixed and will not scroll when the site is scrolled vertically. Please submit all creatives in a single e-mail. The report will be provided as a total of each part and individual aggregate values (imp, click).
	file format	gif, jpg, png			
	manuscript size	160pixel (left/right) x 600pixel (top/bottom)			
	capacity	Less than 150KB			
	deadline for submittingmanu scripts	10 business days before			
billboard (Video distribution)		video file	thumbnail (i.e. miniature image) (STILL)	static image file *Specification 2 only	The number of views and fees vary depending on the availability of other advertisements. Please contact our sales staff. Please contact us. We will arrange for the use of LocoSearch's system for distribution. Third parties using other systems arranged by your company If you wish to receive delivery, it will be provided 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.
	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 submittingmanu scripts	10 business days before			
in-lead		video file	Thumbnail (still image)		Audio is turned off by default. Video is displayed only when 50% of the video area is in the display area, and pauses when the area is less than 50%. The number of views and rates vary depending on the availability of other advertisements. Please contact our sales representative. The fee is subject to consumption tax. Fees and specifications are subject to change without notice. Report items: Number of Viewable Impressions (playback starts), 1/4 playback, 2/4 playback, 3/4 playback, completed playback, and clicks.
	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 submittingmanu scripts	10 business days before			

Top page image



Article page image



	trade (brand) name	Listing Page	Publication Period	Assumed IMP	Number of spaces	Fees	Unit Price	File Format	Size	Capacity
①	super-banner	TOP, SubTOP	one month	100,000	1	¥350,000	-	gif, jpg, png	728x90	less than 150KB
②	W Super Banner	TOP, SubTOP	one month	100,000	1	¥500,000	-	gif, jpg, png	728x180	less than 150KB
③	Rectangle	TOP, SubTOP	one month	100,000	1	¥500,000	-	gif, jpg, png	300x300,300x250	less than 150KB
④	W Rectangle	TOP, SubTOP	one month	100,000	1	¥750,000	-	gif, jpg, png	300x600	less than 150KB
⑤	PR-Features	TOP	one week	48,000	1	¥100,000	-	Gif, jpg, png + text	Icon: 80*60 Title: Full-cornered within 20 characters Text: Full-cornered within 100 characters	less than 60KB
⑥	Cross Channel Text	Mobile, PC USER allpage	one week one month	600,000 2,800,000	7 7	¥250,000 ¥750,000	-	text	Within 21 words in full corner *2 lines	-
⑦	Second Rectangle	ALL	one week	420,000	1	¥750,000	-	gif, jpg, png	300x300,300x250	less than 150KB
⑧	Rotating Super Banner	Article Page	Optional (more than one week)	Over 200,000	assurance	-	¥0.8	gif, jpg, png	728x90	less than 150KB
⑨	Rotating W Super Banner	Article Page	Optional (more than one week)	Over 200,000	assurance	-	¥1.2	gif, jpg, png	728x180	less than 150KB
⑩	Rotation Rectangle	Article Page	Optional (more than one week)	Over 200,000	assurance	-	¥1.2	gif, jpg, png	300x300,300x250	less than 150KB
⑪	Rotation W Rectangle	Article Page	Optional (more than one week)	Over 200,000	assurance	-	¥1.6	gif, jpg, png	300x600	less than 150KB
⑫	Rectangle under article	Article Page	Optional (more than one week)	imp	assurance	-	¥0.8	gif, jpg, png	300x300,300x250	less than 150KB
⑬	wall paper	TOP, SubTOP	one month	100,000	1	¥400,000	-	gif, jpg, png	Simultaneous publication of two manuscripts (left and right)	less than 150KB
⑭	Rotation Wall Paper	Article Page	Optional (more than one week)	imp	assurance	-	¥2.0	gif, jpg, png	Simultaneous publication of two manuscripts (left and right)	less than 150KB
P.4	Wall Jack	TOP	two week	60,000	1	¥1,200,000	-	gif, jpg, png	Wall paper: 160*600 Rectangle: 300*300, 300*250 Super banner: 728*90	less than 150KB
P.4	Article Wall Jack	Article Page	Optional (more than one week)	imp	assurance	-	¥12.0	gif, jpg, png	Within 970*400 *16:9 recommended Still image of the same size horizontally and vertically as the video	less than 150KB
P.6	Billboard	TOP, Article Page	Optional (more than one week)	view	assurance	-	Maximum Implementation Amount 1,000,000 Yen ¥10.0	Movie: mp4 Picture: gif, jpg	Within 970*400 *16:9 recommended Still image of the same size horizontally and vertically as the video	less than 2GB less than 150KB
P.7	in-lead	Article Page	Optional (more than one week)	view	assurance	-	¥6.0	Movie: mp4 Picture: gif, jpg	Within 640*360 *16:9 recommended Still image of the same size horizontally and vertically as the video	less than 2GB less than 150KB

Top page image



Article page image



▼ Devices & Services Media Unit

ITmedia
Mobile

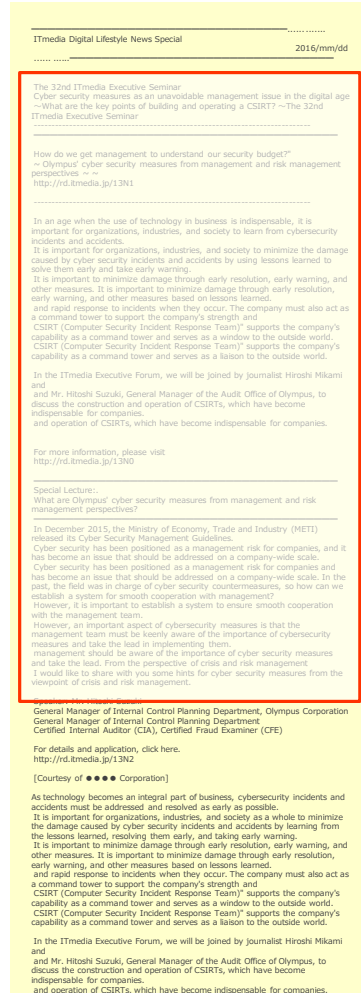
ITmedia
PCUSER

trade (brand) name	page of a magazine	publication Period	impression	Distribution Slots	Charge	unit price	File format	Size (W x H)	capacity
① Smart Phone Rectangle	TOP, Articles	Optional (more than 1 week)	imp guarantee (from 100,000 imps)	-	-	¥ 1.5	gif, jpg	300 x 300 300 x 250	Less than 150KB
② Smartphone Link *Frames dedicated to advertorial articles	TOP, Articles	1 week 1 month	670,000 2,680,000	assumption 5	400,000 yen 1,000,000	-	gif, jpg + text	80 x 60 (less than 60 KB, no animation allowed) Body text: 36 dole-byte characters or less (line feeds not allowed)	
③ Top Box *Frames dedicated to advertorial articles	TOP	Every Monday - 3 days Every Thursday - 4 days	110,000	assumption 1	200,000 yen	-	gif, jpg + text		

ITmedia Digital Lifestyle News is an e-mail service in which the editors of ITmedia Mobile and ITmedia PC USER deliver the latest news and trends in their respective genres. It is distributed five days a week, from Monday to Friday.

◆Normal version (HTML e-mail)

◆Special Edition



e-mail magazine	Space (times)	Charge	box	delivered quantity	Delivery Date
ITmedia Devices & Services Communications	Header (twice)	100,000 yen	3	Approx. 16,000 letters	every week Mon-Wed-Fri
	Footer (twice)	100,000 Yen	3		
e-mail magazine	frequency	Charge	box	delivered quantity	Delivery Date
ITmedia Devices & Services Communications Special Edition (Exclusive to one company)	one inning	200,000 Yen	1	Approx. 13,000 letters	Every Monday-Friday Once in the morning 1 slot per day

<Header text, footer text ad manuscript rules> <Header text, footer text ad manuscript rules> <Footer text ad manuscript rules>
Text: 38 full-width characters (76 half-width characters) max.
Number of URLs: 1
*Text is clickable due to HTML mail.
The position of the ads will be in the order of application.

<Special Edition Mail Magazine Ad Manuscript Regulations>.
subject: 30 characters or less
Body: 38 characters (76 half-width characters) or less x 100 lines or less
Click count acquisition: The URL is converted to a click count URL and distributed.
Number of URLs: up to 20

Please submit the complete ad manuscript by e-mail. Proofreading and revisions will not be provided.
*Be sure to include a single-byte 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 creating your manuscript. Please refrain from using machine dependent characters.

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>

Contact Us

ITmedia Inc.

Sales Division

E-Mail : sales@ml.itmedia.co.jp

Office : 3-12 Kioi-cho, Chiyoda-ku, Tokyo 102-0094, Japan
Kioicho Building 13F

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.



ITmedia Inc.