

Smart Japan Media Guide

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

October 2022
Edition

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Note :

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

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

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

[Advertising Criteria](#)

[Cancellation Policy](#)

What is Smart Japan?

The No. 1 online media for the power and energy industry

Smart Japan features detailed and in-depth industry information, including explanations of trends and contents of legal systems that affect the industry, case studies, technical explanations, and new product information, as well as content to help solve problems. Smart Japan is read by readers from a wide range of positions in the electric power and energy industry, including companies and engineers who develop and provide energy products and services, as well as users and municipalities that introduce these products and services.

Japan's energy industry is currently undergoing a period of major change, including system and market changes due to power system reform, energy conservation that will be even more required in the future to combat global warming, and the spread of renewable energy, which will become the new infrastructure of Japan in the future.

Through the dissemination of information from the media, Smart Japan
We will continue to support the development of the energy industry in Japan.



Reader Target

Focused on the leadership level of power and energy mainstream organizations such as electric utilities, power generation system manufacturers, government agencies, universities, etc.

52%

Environmental and energy products those involved in

In-house implementation position	11.8
Position for in-house use	10.9%
Position to develop and manufacture commercial products/services	7.2%
Provide commercial products/services	13.7%
Incorporate into your products and services and sell them	30.3%
Other	48.7%

57%

rank and file member of staff

Management and executive level	16.2%
Division manager and plant manager class	1.8%
section manager class	21%
Section chief/manager class	18.4%
General employee class	27%
Other	15.2%



Smart Japan's readers are primarily active executives who routinely follow the latest trends in a rapidly changing industry.

Overview



Specialized media for electric power and energy

Providing commentary and the latest news for those who "make," "buy," and "use" electricity and energy.

Up-to-date and highly specialized technical information is disseminated from nine forums

sunlight

power supply

natural energy

Legislation and Regulations

energy-saving equipment

Energy storage and generation equipment

Energy Management

electric automobile

IT Utilization

Media Name

Smart Japan

I URL

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

I Page Views

265,781 Page Views/month 114,696 Unique Browsers/month
*August 2022 results

I Number of newsletters distributed

Approx. 39,000 mails



Ad Menu

Welcome Screen

The WelcomeScreen displays a large banner (640 x 480) to readers who access the TOP page of each channel.
It can convey the advertiser's message with strong impact.

▼Published Image



Media	page of a magazine	Publication Period	amount printed	Price
Smart Japan	all	From 1 week	IMP Guarantee /Minimum 20,000 imps.	@ CPM \$180

▼ Specifications

- Size : 640pixel (left/right) × 480pixel (top/bottom)
- Capacity : Less than 150 KB
- File format : gif, jpg, png (*Loops and ALTs are not acceptable)
- Animation : 10 seconds or less
- Number of times displayed : Once every 12 hours for 1 UB (up to 2 times per day)
- Number of simultaneous listings : 3
- Number of replacements : One time during the period
- Deadline for submission : 10 business days before

▼ Restrictions

- The link will open in a new window.
- The user is automatically redirected to the accessed URL 15 seconds after the page loads.
- ※ You cannot specify the start time of publication.
- ※ Third-party advertisements may not be posted.

Billboard banners (still/video)

Great impact! Billboard banner" displayed prominently at the top of the site
It is possible to appeal with still images or to play video.

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



▼ Product Specification (2): Display video in left or right alignment (position can be selected)



still image

page of a magazine	number of boxes	Publication Period	IMP	Charge
TOP/article page	1	1 week ~	5,000imp~ Guaranteed	view@ CPM \$72

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

video

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

▼ Submission Rules

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

Banner Ads

Top page image



Article page image



trade (brand) name	page of a magazine	insert (e.g. an article) Period	IMP	number of boxes	Charge	unit price	File format	Size (W x H)	capacity
(1) super-banner	all	1 month	IMP guarantee	-	-	CPM \$24	gif, jpg, png	728 x 90	150KB less than
(2) W Super Banner	all	1 month	IMP guarantee	-	-	CPM \$48		728x180	150KB less than
(3) rectangle	all	1 month	IMP guarantee	-	-	CPM \$36	gif, jpg, png	300x300/ 300x250/ 300 x 600	150KB less than

Smartphone View

This is an advertising product that specializes in a user interface for smartphone access only.



TOP side

Article

rectangle

rectangle

■ Smartphone users different from PC version

Already 40% of all impressions accessed from a smart phone.

■ Advertised Products & Manuscript Specifications

trade (brand) name	page of a magazine	Publication Period	impression impression	number of boxes	Charge	unit price	file format	Size (W x H)	capacity
Smartphone Rectangle	TOP, Articles	Optional (from 1 week or more)	imp guarantee (from 30,000 imps)	-	-	CPM \$42	gif, jpg, png	300 x 300 300 x 250	Less than 150KB

Mail Magazine



Email advertising that delivers information directly to readers

Smart Japan distributes industry-specific and manufacturing process-specific e-mail newsletters!

A header that can be inserted at the top of the newsletter for editorial distribution and

Special edition that allows you to promote one email ad exclusively as an extra issue of the editorial newsletter.

Attribute-specific **targeted mailings** are available.

Example of how to choose an email ad:.

■ Want to reach readers who are interested in the theme

⇒ **Smart Japan Mail Magazine Special**

■ Want to send out emails only to readers narrowed down by attribute criteria

⇒ **Targeting e-mail** (next section)

【電力不要の「省エネ調光ガラス」実現へ／セブンが「再エネ100%」でコンビニ運営】 【スマートジャパン メールマガジン 2019/10/05】

スマートジャパン <sj-membership@sml.itmedia.co.jp> 2019年10月5日 8:03
返信先: sj-membership@sml.itmedia.co.jp
To: スマートジャパン <sj-membership@sml.itmedia.co.jp>

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【スマートジャパン メールマガジン】 2019/10/05
<https://www.itmedia.co.jp/smartjapan/>

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↑スマートジャパン週間ランキングTOP10←-----

▼
(集計期間：2019年9月28日～10月4日)

●1位：セブンが「再エネ100%」でコンビニ運営、卒FIT太陽光やEVの蓄電池も活用
<https://re.itmedia.jp/bR1kc4Tc>

●2位：パナソニックが変換効率96.5%の住宅用パワコン、さらに小型化で設置しやすく
<https://re.itmedia.jp/bR1kc1lB>

●3位：電力不要の「省エネ調光ガラス」実現へ、温度差で太陽光の透過量が変わる新材料
<https://re.itmedia.jp/bR1kc3ng>

●4位：岩手県八幡市で地熱発電所の建設がスタート、2024年に稼働を予定
<https://re.itmedia.jp/bR1kc4W6>

●5位：東京電力が都市ガス販売で新会社を設立、再エネ専門の事業会社の名称も公表
<https://re.itmedia.jp/bR1kc4Y2>

●6位：九電が世界最大級の糧物工場を検討、再エネを活用したレタスの提供やVPPも検討
<https://re.itmedia.jp/bR1kc3mi>

●7位：蓄電器の電極材料を「もみ殻」で製造に成功、装置の低コスト化・環境負荷低減に貢献

e-mail magazine	space (room, area, outer space)	number of boxes	Manuscript Specifications	Number of deliveries	Delivery Date	Charge
Smart Japan e-mail magazine	header	2	Within 38 full-width characters (76 half-width characters) × x 5 lines	Approx. 38,000	Every Tuesday and Thursday	morning \$1,200
	W-header	1	Within 38 full-width characters (76 half-width characters) × x 10 lines	Approx. 38,000	Every Tuesday and Thursday	morning \$2,400
	Special Edition Email	1	Title: Within 30 full-width characters (60 half-width characters) Body text: Within 38 full-width characters (76 half-width characters) ×x 1 line × 100 lines or less	Approx. 32,000	Weekly Mon-Fri	morning \$3,480
	Special Edition Email (HTML format)	1	Title: Within 30 full-width characters (60 half-width characters) Body text: See separate section "Specifications for Special Edition Mail (HTML format) Manuscripts".	Approx. 32,000	Weekly Mon-Fri	morning \$4,680

[Notes.
There are no ad reports for the header, middle, and footer. Please understand this in advance.
URLs for Special and Targeted emails will be changed to click-counting URLs at the time of delivery. Please be aware of this.

Supplemental information on the drafting of mail magazine advertisements
URLs are limited to 3 URLs per 5-line ad, and up to 20 URLs per issue/special edition mail.
There will be one text ad.
Please submit your advertisement as a complete manuscript by e-mail. No proofreading or corrections will be made.
Please be sure to include a space before and after the URL of the link. Links may not work in some user environments.
Please be sure to use monospace fonts when preparing your manuscript.
Please refrain from using machine dependent characters.

Targeting Email (MONOist / EE Times Japan / EDN Japan / Smart Japan / BUILT common)

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

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

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

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

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

<Segment field>.

■ Industries

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

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

■ Occupation

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

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

■ Position

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

■ Location

Prefecture

Number of Employees

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

Annual sales scale

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

■ Matters related to introduction

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

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

List Price (excluding tax)

Action History Designation
CPM \$600

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

Member registration data
CPM \$960

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

Company Name
CPM \$1,200

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

Advertorial Article

Advertorial article

This is a generic term for a menu where editors plan and produce original advertising articles in the style of editorial articles that convey information about products, solutions, and services in an easy-to-understand manner to readers.

It can be implemented in formats to suit a variety of purposes, such as improving corporate and brand image, expanding commercial product recognition, and event reporting.

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

Extensive menu of Advertorial articles



- Behavioral History Targeting Advertorial Articles
- Page Views Guarantee Advertorial
- Guaranteed time-limited Advertorial
- Lead-getting Advertorial articles
- Re-direction and Additional Induction Plan

スマートジャパン
再エネ普及と脱炭素に貢献する「VPP（仮想発電所）」、企業が参加するメリットや意義とは？

脱炭素社会の実現に向けて、分散電源を統合管理する「VPP（バーチャルパワープラント、仮想発電所）」への期待が高まっている。需要家である企業の目線と考えたとき、VPPへの参加にはどのようなメリットや意義があるのか。需給調整市場の創設に伴い、企業により身近になったVPPについて、VPP事業に詳しい東京電力エナジーパートナーに聞いた。

© 2021/09/27日 10時00分 公開 [PR/スマートジャパン]

印刷する 7 Share 1

脱炭素化を目指す企業が押さえておきたい2つのキーワード

政府が「2050年のカーボンニュートラル」を発表するなど、日本国内においても脱炭素化を目指す動きが加速するなか、ビルや工場、物流施設など、自社で保有する産業施設の脱炭素化を模索しはじめる企業が増加している。そしていま、こうした脱炭素化を目指す企業であれば、必ず押さえておきたい注目のキーワードがある。

それが、2021年4月に始まった、電力需給の調整力を取り引きする「需給調整市場」と、「VPP（バーチャルパワープラント、仮想発電所）」だ。これまでは「まだ実証フェーズ」という認識を持たれることもあったVPPだが、数々の実証や技術開発を経て、いよいよ「実践フェーズ」へと移行し、その価値を発揮しはじめている。そして需給調整市場の登場により、VPPは再生可能エネルギーの普及や脱炭素化に大きく貢献するキーテクノロジーであると同時に、電力需要家である企業にとって「新たな収益化の機会」にもなりつつあるのだ。

新たに誕生した「需給調整市場」が果たす役割とは？

新たにスタートした需給調整市場とは、そもそものような目的で創設された市場なのだろうか。その役割について、東京電力エナジーパートナーの長尾泰司氏（販売本部 法人営業部 スマートコミュニティ開発グループ）は、次のように話す。

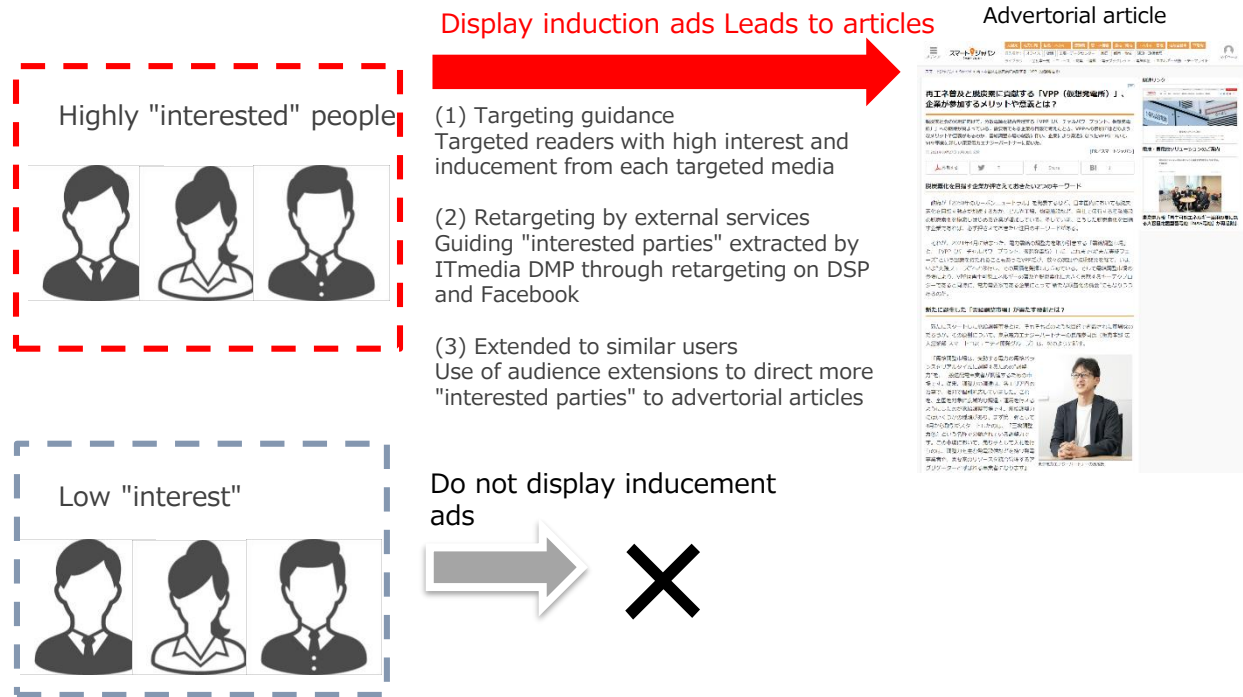
「需給調整市場は、変動する電力の需給バランスをリアルタイムに調整するための“調整力”を、一般送配電事業者が調達するための市場です。従来、調整力の調達は、各エリア内の公募で、相対で個別対応していました。これを、全国を対象に広域的な調達・運用を行えるようにしたのが需給調整市場です。需給調整力にはいくつかの種類があり、まず第一弾として4月から取引がスタートしたのは、『三次調整力』という名称で分類されている調整力です。この市場において、売り手として入札を行うのは、調整力を生む発電設備などを持つ発電事業者や、需要家のリソースを統合管理するアグリゲーターと呼ばれる事業者になります」

東京電力エナジーパートナーの長尾氏

関連リンク
1号NAS電池
電池・蓄電池ソリューションのご案内
東京電力「再生可能エネルギー活用」の筆となる大容量固定型蓄電池「NAS電池」が再スタート

Behavioral History Targeting Advertorial Articles

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



☑ Increase awareness, especially among "interested" people

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

☑ Reach out to people who have never visited ITmedia

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

Implementation Fee

\$13,200

(Tax not included, Gross)

Advertisement Specifications

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

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

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

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

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified).

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

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

Behavioral History Targeting Advertorial Articles

Guaranteed Page Views & Price

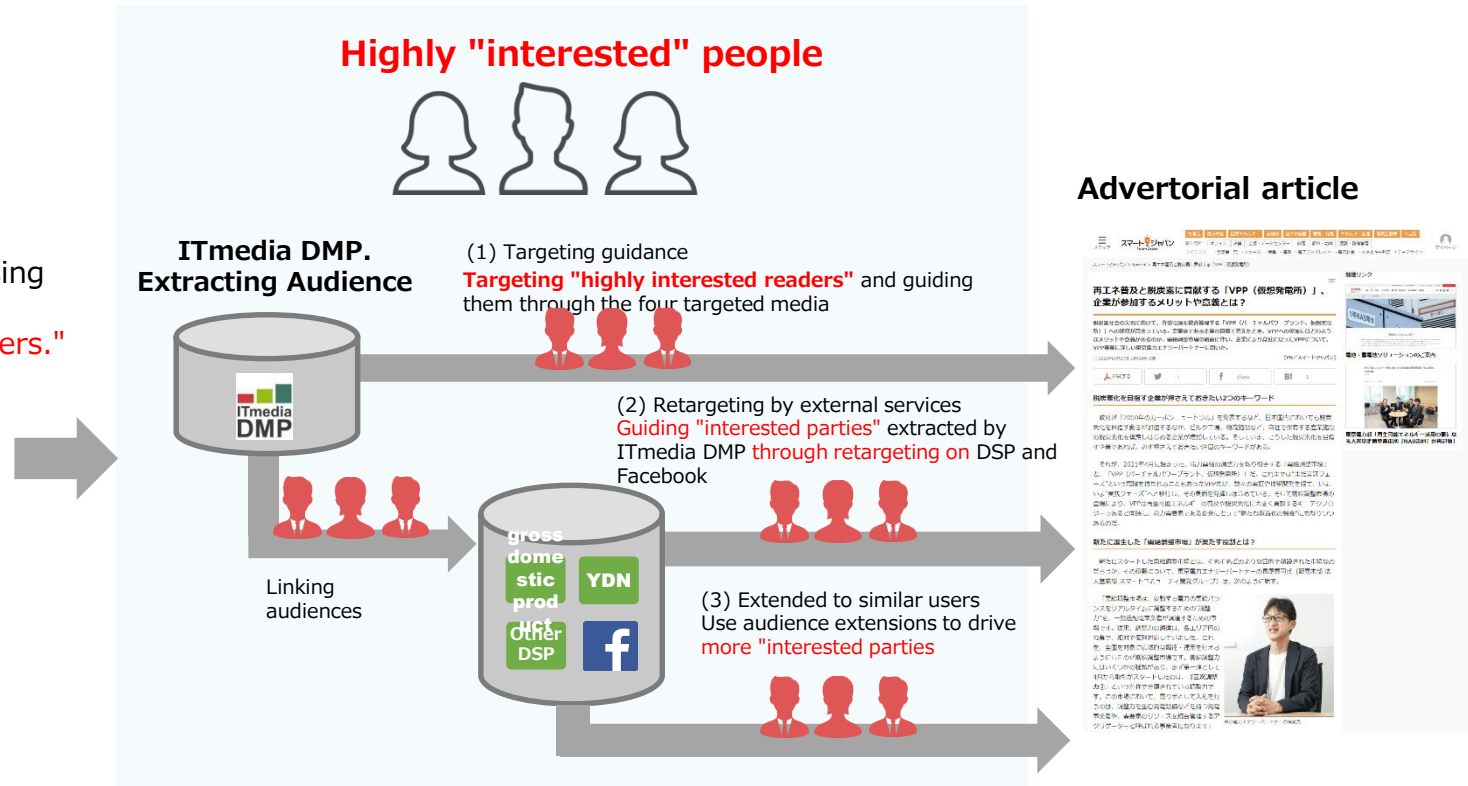
Guaranteed Page Views	3,000 Page Views	4,000 Page Views	5,000 Page Views	10,000 Page Views
Price	\$13,200	\$15,600	\$20,400	\$27,600

Delivery Mechanism

Specify segment

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

Example: Keywords related to electric power Readers of articles containing



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

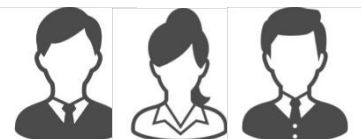
Re-direction plan (behavioral history targeting)

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

Enables full use of produced content

Display induction ads Leads to articles

Highly "interested" people

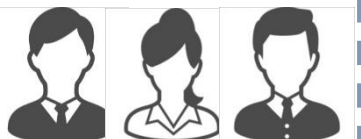


(1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media

(2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook

(3) Extended to similar users
Use of audience extensions to direct more "interested parties" advertorial articles

Low "interest"



Do not display inducement ads



Advertorial article



Implementation Fee

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

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed PV	Any from 5,000Page Views or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed PV 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	Smart Japan

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

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

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

Target internal media: MONOist/EE Times Japan/EDN

Japan/BUILT/Smart Japan

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified).

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

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

☑ Increase awareness, especially among "interested" people

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

☑ Reach out to people who have never visited ITmedia

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

Smart Japan (Advertorial Article Planning)

We create and publish article advertisements (PR contents) according to your company's requirements. Interviews with top management / case studies / exhibition reports / product introductions, etc. Content can be produced according to promotional objectives. Ideal for developing industry-oriented promotions.

■ **Guidance period warranty**
Standard Plan (4,000 characters) \$12,000
Lite Plan (2,000 characters) \$9,600

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

Implementation period: 1 month

Induction Frame

Smart Japan Side Link (1 month)

Smart Japan Top Link (1 month)

Smart Japan Link below the article (for one month)

Smart Japan Smartphone Link (1 month)

Position of inducement frame



In case of re-submission of the first draft: \$3,600
 In case of revisions after the final proofreading: \$1,200
 will be charged separately.

Smart Japan Re-direction Plan (Page Views Guarantee)

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

Enables full use of produced content

Advertorial article

Smart Japan TOP/article page, etc.

Dedicated inducement frame for Advertorial articles



Implementation Fee

1,000 Page Views
2,000 Page Views
3,000 Page Views

CPM \$4,800

(Tax not included, Gross)

Advertisement Specifications

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

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

The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance). Inducement ads will be suspended as soon as the guaranteed PV is achieved, but are guaranteed to remain up for at least one week.

Smart Japan x TechFactory (Advertorial article planning & lead acquisition)

We create article-based advertisements (PR content) in accordance with the company's requirements. We post the advertisements on the lead generation platform "TechFactory", and acquire leads by combining inducements from specialized media. By incorporating inducements from media with a large number of highly specialized readers, we smoothly acquire high quality leads.

The collage includes:

- A screenshot of the Smart Japan website with a 'TechFactory Special' banner.
- A screenshot of the TechFactory platform showing a list of articles.
- A screenshot of a TechFactory article titled 'データサイエンティストに頼らずの機械学習自動化プラットフォームを試してみよう' (Let's try a machine learning automation platform without relying on data scientists).
- An orange arrow pointing from the article to the TechFactory platform.
- Another orange arrow pointing from the platform to the text: **Special inducement frame → "Read more" → article reading (lead acquisition)**

From \$14,400

- TechFactory "Editorial article" production, 40 leads (non-segmented) included
 - Changes to lead attributes and number of leads are also possible.
- Please contact us for details

■Remarks

This menu is a lead acquisition plan at TechFactory. Advertorial articles published on TechFactory do not include post-production reports such as PV, UB, etc. The maximum lead acquisition period is 2 months. Smart Japan will send out a report on the number of leads received to the customer as soon as the acquisition is complete.

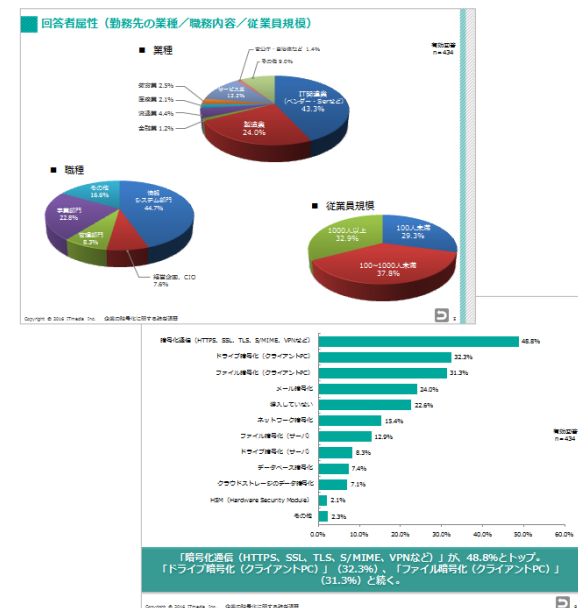
We will stop directing visitors from the site, but we guarantee that the site will be listed for at least one week.

Revision of the first proof: \$3,600, Revision of the second proof: \$1,200

The following charges will be added to the total
Prices are exclusive of tax/gross.

Market Research

Research conducted by media outlets that know the industry and its readers well.
It highlights the challenges and demands of the industry and its readers.



■ Model price: \$18,000 or over

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

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

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

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

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

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

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

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

Contact Us

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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.



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