



Industry focused Lead Generation Service

TechFactory






Manufacturing / Construction / Energy

January 2025



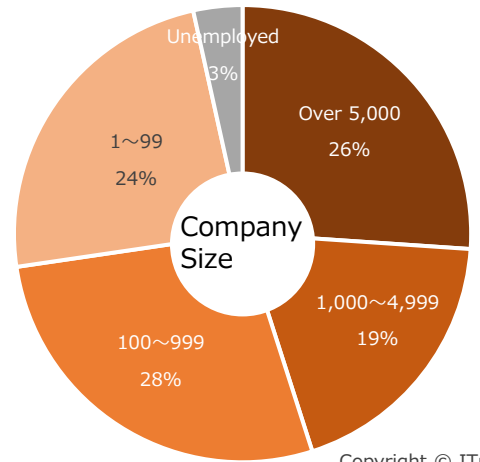
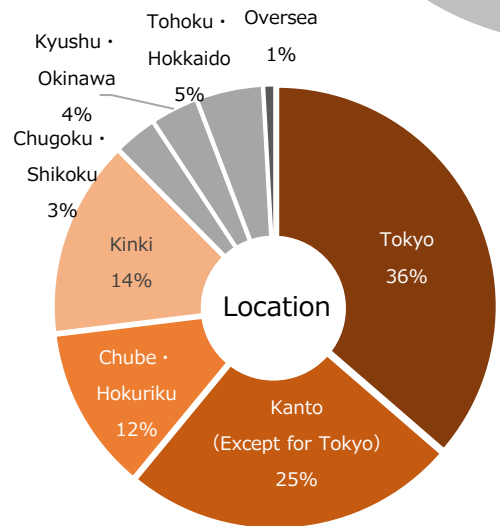
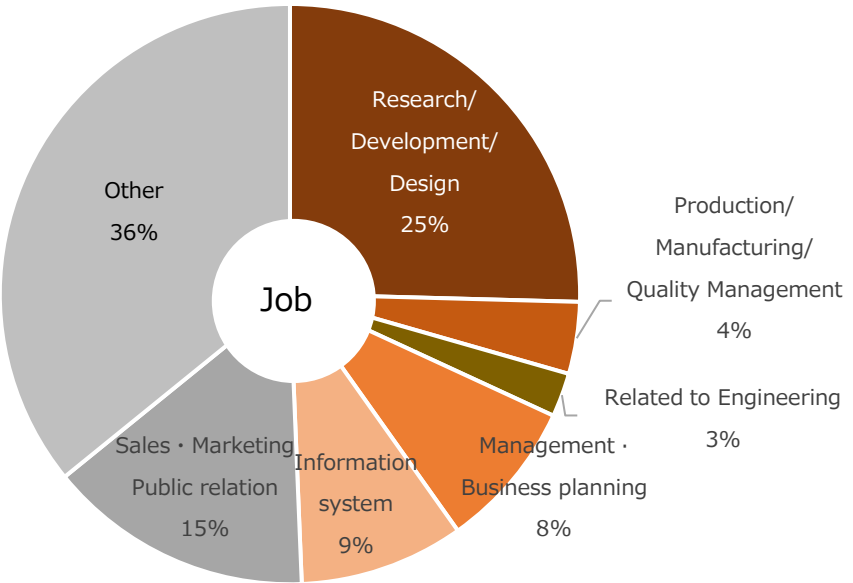
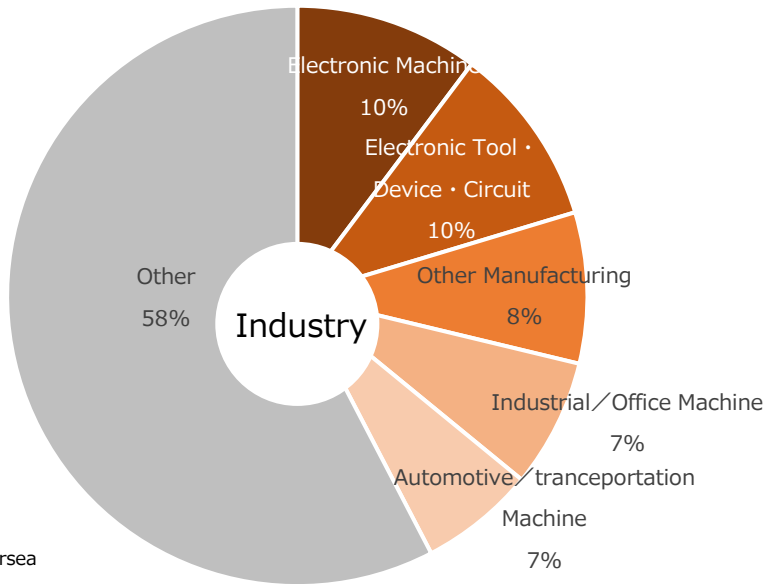
Positioning of TechFactory and Other Manufacturing-related Media

Our target audience is members of the professional media in manufacturing, construction and energy.

		Manufacturing					Construction		Energy			
							Electronics	Architecture	Civil Engineering			
		IoT	Smart Factory	PLM	Design CAD	Automotive	T&M	Semiconductor	BIM/CIM	ZEB	Save/Renewable Energy	Environment Management
Industrial Field	Research & Development	 <p>2.0M page views/mo. 781K unique browsers/mo.</p>					 <p>372K page views/mo. 123K Unique browsers/mo.</p>		 <p>289K page views/mo. 145K unique browsers/mo.</p>		 <p>157K page views/mo. 62K unique browsers/mo.</p>	
	Design											
	Production											
	Other											
<ul style="list-style-type: none"> • Management • Business planning etc. 		<p>Industry Focused Contents Library (Lead Generation Service Platform)</p> 										

Registered Users' Profile

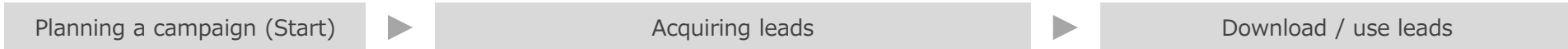
280,000 members, mainly focused on Manufacturing Field.
 Linked with 5 manufacturing-related media (4.1M page views/mo., 1.4M unique browsers/mo.)



Lead Generation Basic/Segment

Get the target leads in high volume and for sure.

The client can set the flexible conditions such as target attributes and company and generate target leads with guaranteed number for sure.



Per the client's request, ITmedia makes campaign plan.



Target lead attribute
Set the target lead attribute such as "Manufacturing industries" and "more than 1,000 employees."



Number of the content
Check the content and the number of contents for lead generation.



Number of guarantees
Set the number of guaranteed leads depending on the budget, target attribute and the number of contents.

The campaign will start after the client's agreement on ITmedia's plan.



Send email to offer the client's content to the targeted audience.

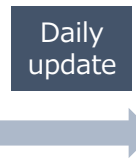
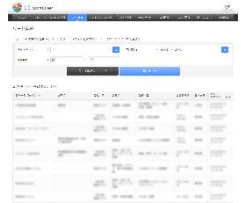


The client can get responses to the questionnaire and approval for providing personal information from visitors.



The client can download generated leads via the admin website. (The list is updated daily.)

Based on the client's request, the list will be merged and provided to the client when the leads are generated in plural media.



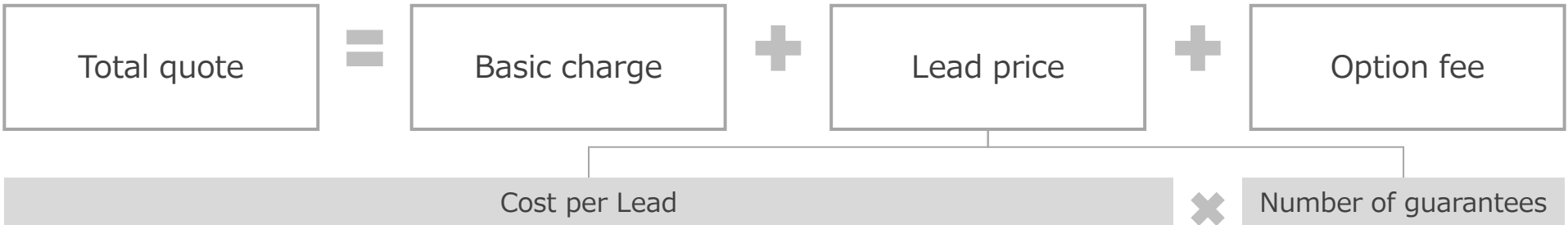
Recommended usage

- Lead nurturing with Marketing Automation tools
- Lead selecting with telemarketing

Lead Generation Segment Rate Structure

You can set a campaign flexibly according to the number of leads and the budget

The price of Lead Generation Segment consists of three components; basic charge, lead unit price, and option fee. We will ask you the number of leads you need, budget, additional options that you require etc., and propose the suitable campaign for you.



The lead price is determined depends on the "content rate": that the percentage of specified attribute in the entire member and the product genre.

The number of leads that can be guaranteed is decided from the number of contents provided and the content rate.

The price list changes by content rate

→

Content rate of target	Category A	Category B	Category C
100%	\$96	\$120	\$144
70% or more	\$96	\$120	\$144
60~under 70%	\$120	\$156	\$192
50~under 60%	\$144	\$192	\$240
40~under 50%	\$180	\$246	\$312
30~under 40%	\$216	\$300	\$384
20~under 30%	\$264	\$372	\$480
Under 20%	Please contact	Please contact	Please contact

Select a category by your product

A Electronics

B Mechanical Design | Engineering Management

C Electronic Design / Embedded | Electric Power | Career | Architecture | Civil Engineering

The target is 40% of all members

See the list of lead unit price "40% to under 50%"



Lead Generation Segment – Price List

Basic charge

\$1,200/campaign

※We will accept orders from more than \$6,000 by 1 campaign including lead unit price.

Cost per Lead

	Matching rate	Category A	Category B	Category C
Basic	100%	\$96	\$120	\$144
Segment	70% or more	\$96	\$120	\$144
	60% - under 70%	\$120	\$156	\$192
	50% - under 60%	\$144	\$192	\$240
	40% - under 50%	\$180	\$246	\$312
	30% - under 40%	\$216	\$300	\$384
	20% - under 30%	\$264	\$372	\$480
	Under 20%	Please contact	Please contact	Please contact

Campaign periods

Approx. 2 months

- Estimated campaign period to achieve the guaranteed number is approximately 2 months. It may change depending on the progress.
- The campaign period to achieve can be fluid due to Vacation period

Remarks

- The lead unit price will be changed when you specify the medium in the campaign. For details, please contact us.
- If the matching rate is less than 20%, please confirm us in advance whether campaign is doable.
- Depending on the acquisition status of leads, we may consult about providing additional content during the campaign period.
- We can provide confirmation of enrolment as an optional menu.
- Please check Attribute Specification Item List and Category and Product Genre for details.
- Tax is not included. / Net

Lead Generation Segment - Attribute Specification Item List

You can be specified the leads attribute from the categories as below.
The lead unit price is decided by the content rate of the members that you specify their attributes.

- * Attributes are judged based on items selected by the member at the registration.
- * Depending on the items you select, there is a possibility that we can not accept it.
- * Please contact us if you need to specify conditions other than the contents described.

Industry	Job category	Company size (# of employees)	Annual sales scale
Electronic Components/modules/ semiconductors/circuit manufacturing	Research/development/design	1 - 9	Under JPY 50M
	Manufacturing/production/quality-related	10 - 49	JPY 50M - Under JPY 100M
Electronic appliances manufacturing	Other manufacturing-related	50 - 99	JPY 100M - Under JPY 1B
Automotive/industrial equipment manufacturing	Construction/civil engineering-related	100 - 299	JPY 1B - Under JPY 5B
Materials/energy-related manufacturing	Management/business planning	300 - 499	JPY 5B - Under JPY 10B
Computer-related manufacturing	Information systems-related	500 - 999	JPY 10B - Under JPY 50B
Other manufacturing	General affairs/human resources/legal affairs	1,000 - 1,999	JPY 50B - Under JPY 100B
Construction/building	Finance/accounting	2,000 - 4,999	JPY 100B - Under JPY 1T
Information/telecommunications services	Sales/marketing	5,000 - 9,999	Over JPY 1T
Distribution/retail/service	Other general positions	Over 10,000	
Medical/Welfare	Other specialist positions		
Government/public offices/ organizations		Office location	Deduplication
Others industries		Hokkaido/Tohoku	Exclusion of leads acquired in the last 6 months
	Position	Tokyo	
	Management/executive level	Kanto (Except for Tokyo)	Free email addresses exclusion
	General manager level	Chubu/Hokuriku	Major free email addresses can be excluded
	Manager level	Kansai	
	Assistant manager/chief level	Chugoku/Shikoku	
	General employee/staff level	Kyushu/Okinawa	
Company name			
Target Account List/Exclusion Account List			

Category and Product Genre

Category	Product Genre
A Electronics	Digital ICs
	Analog ICs
	Test & Measurement instruments
	EDA tools
	Electronic Components/Materials
	Power
	Computer-related/Communication equipments
	Electronics services related
	Wireless technology
	LED
	Display
	Programmable devices
	Sensors
B Mechanical Design	CAD
	CAE
	CAM/Machine tools
	3D printers
	3D scanners
	Cutting/Modeling
B Engineering Management	Product planning/Design
	PDM/PLM
	Production management
	ERP for Manufacturing
	SCM for Manufacturing
	Production Scheduler
	BOM
	Drawing/Document Management
	Cloud Service for Manufacturing
	Other IT Solution
Consulting Service	

Category	Product Genre
C Electronic Design / Embedded	Embedded tools
	Embedded boards
	Embedded software
	Robot
	Software test/Debugging
	In-Vehicle software
	Embedded security
	Embedded OS
	FA/Control system
	International Standard Correspondence
C Career	Career up
	Skills up
	Languages
	Education for engineers
C Electric Power	Energy saving (ex. LED light)
	Power generation system (ex. Solar)
	Power storage system
	Energy management system/service
	Related to EV (Tools/Materials included)
	Power supply service
C Architecture	BIM/CAD
	Smart/Renovation
	Construction work/Field management
	BAS/FM
	Other
C Civil Engineering	CIM
	Maintenance Testing
	Smart Construction
	Other

- Choose one "Category > Product Genre" as main Category.
- You can choose up to two sub categories as below except main category.

Sub category

- Electronics
- Mechanical Design
- Engineering Management
- Electronic Design / Embedded
- Electric Power
- Career
- Automotive (※)
- FA (※)
- Medical Machine (※)
- Architecture
- Civil Engineering

※ These can be chosen as only sub category

*Product category and category linking will be reviewed once a year.

Optional Plan Content Creation

- Content Creation for Lead Generation (Advertorial)
- White Paper Creation
- Video Content Production



Brief Summary of Content Creation Plan

Advertorial / White Paper Creation

Content	Summary	Price		Minimum price for execution including lead generation
Advertorial	This is your company's original content, created with the cooperation of our editorial department, based on your requests for appeal points and expression methods. In addition to product/service introductions, a wide range of expressions are possible, including case studies and reports on seminars held by your company.	1 HTML	US\$ 6,000 or more	US\$ 12,000
White Paper	PDF contents are covered and produced by ITmedia partner editorial production company. Content can be selected from "product/service introduction," "case study," and "seminar report."	2 pages	US\$ 2,400	US\$ 7,200
		4 pages	US\$ 4,800	US\$ 9,600

Other Content Creation

Content	Summary	Price		Minimum price for execution including lead generation
Video	Video content created by recording presentations, seminar lectures, demonstrations, etc.	US\$ 1,200 or more		US\$ 6,000

Comparison of Advertorial/White Paper Creation

Content	Advertorial	White Paper
Features	Advertorial planned, interviewed, and edited by IT Media's editorial team.	PDF content with standardized format that is covered and produced by IT Media's partner editorial production companies.
Content Format	HTML	PDF
Planning Assistance	✓	Not Available
Interview	✓	✓
Created by	ITmedia	ITmedia partner editorial production company
Secondary Use	Possible for web use only. ※No changes allowed. Source notation required. Secondary use fees occur for use in printed materials.	Possible free of charge for both web and printed materials ※Please do not publish in media other than ITmedia.

Content Image



Content Creation for Lead Generation (Advertorial)

- About content creation (Advertorial)
 - It is an advertorial in which the editorial staff is in charge of planning, interview, and editing
 - Anyone can browse the opening part and get a lead when "Read more"
- Provides
 - Content : 1html
 - Number of characters : approx. 4,000 Japanese characters (among them, approx. 500 characters will be posted on the public page)
 - Illustration or Photo : within 2
 - Interview : 1
- Note
 - The production period is about 16 business days from interview.
 - Proofreading of the manuscript is once for each of text and HTML. The production period varies depending on the number of proofreading.
 - Please provide the illustration or Photo from your company.
 - This content continues to be posted in the medium even after the end of the campaign.
 - There is no report of advertorial content's PV and UB.
 - If interview in the distance or special production costs occur, additional costs will be charged.
- Note about Secondary use
 - The copyright of the content belongs to us and the production staff (writers, photographers, etc.)
 - This content can be reused free of charge with out modification (Limited to web use, required source notation)
 - If you use it in printed matter, you will incur a secondary usage fee.
- Option : PDF delivery / Print delivery
 - It is an option to deliver the produced content in PDF or print. Please inquire for details.

Price (1 content) : US\$ 6,000 or more
 Minimum implementation fee combined with lead fee : US\$ 12,000

製造現場のノウハウから作られたテンプレートで自動分析

前掲の「生産性改善分析テンプレート」は、「どんなデータでどのよう観点で分析すべきか」をテンプレート化したもので、従来の手法で調べればベテランの経験や勘による。評価指標（主作業時間、付帯作業時間）と、評価指標に影響を与える可能性のある要素（人（作業員、熟練労働者）、機械（設備、治工器具）、材料（製品、部品等）、方法（工程、環境条件等）の組み合わせパターン）が含まれている。

もう1つの「一括グラフ生成テンプレート」は、前述の組み合わせパターンに現場で蓄積されている実績データを当てはめ、作成可能なグラフを一括で自動生成する。その中から機械学習を活用して生産性低下につながる傾向を示すグラフのみを「生産性低下要因グラフ」として抽出してくれる。例えば「つぎが大きい、異常値がグループがある。ある時点から明確な変化がある。類似工程と比較して特徴が分かっているなどである。

データ収集 → **データクレンジング** → **分析** → **改善ポイントの抽出** → **改善案立案** → **実行**

このサービスを導入するための必要なのは、蓄積した実績データと分析ソフトウェア。ソフトウェアは工場のPCやタブレットにインストールする。分析は設定したスケジュールに従って自動的に実行されるので、手間を掛けずに月回でも週1回でも分析することができる。分析した結果は、生産性低下要因グラフが指定のフォルダに格納されるので、まずそれらを見て改善点等を検討すればよい。

気になる費用は対象となる規模によって異なるが、インストールや期間限定、分析テンプレートのカスタマイズ、データクレンジング等の初期費用が100万円から、月々のシステム利用料とデータ受取への対応などを合わせて毎月10万円から、月のランニングコスト10万円程度で、先に紹介したような時間を省かれ、コスト削減できることは大きな魅力はないだろうか。

中央電子の実証実験では化粧箱生産を対象としたが、ライン生産や兼合組立生産、ジョブショップ生産といった他の製造業向けのテンプレートも準備している。またデータが揃ってなくても、まずはあるデータからスタートすることができることから、ソフトウェア軽く簡単に試してみることもできる。生産性向上の取り組みをプレイスルーしたいと考えているなら、一度確認してみることをお勧めする。

White Paper Creation

- About White Paper
 - PDF contents that our partner editing production creates
 - Posted on our white paper download center and generates leads
- Contents Specification
 - Number of pages : 2 pages / 4 pages
 - Number of characters : About 2,000 Japanese characters / 4,000 Japanese characters
 - Figures : up to 2 / up to 4
 - Planning : No (Interview will be based on the hearing sheet you write)
 - Interview : Yes
 - Design / File format : designated format (Refer to the right figure) , PDF (Web resolution)

- Contents
 - A Seminar report interview will be up to 2 sessions.
 - Product and/or service description and case studies are consist of 4 chapters below.

Product / Service Description

1. Comment on market condition
2. Challenges
3. Solutions
4. Introduction of products

Case Studies

1. Introduction of a company of a case study
2. Challenges the company had
3. Solution and the reason why it chose the solution
4. Effects of the solution

- Remarks
 - We commission the editorial production for white paper interview and progress.
 - It usually takes 20 business days from interview to publication.
 - We kindly ask you to prepare figures and pictures for white paper.
 - Content will be posted on the site even after the lead collection is completed.

- About Secondary Use
 - White paper can be used for free regardless of web and/or print; however, please refrain from posting it to other media.

Price (2 pages) : US\$ 2,400

Minimum implementation fee combined with lead fee : US\$ 7,200

Price (4 pages) : US\$ 4,800

Minimum implementation fee combined with lead fee : US\$ 9,600

東芝デバイス&ストレージ株式会社

高速・高感度・低ノイズセンサチップで CISモジュールの開発・製造コストを低減

センシング分野含め、幅広い製品への応用が期待

イメージスキャナやMFP、複写機をはじめ、製造ラインのカメラや医療検査機器、ロボット掃除機、ATMなどの分野での需要が見込まれている高密度イメージセンサ（CIS:Contact Image Sensor）モジュール。高速、高感度、低ノイズのセンサチップを採用することで、CISモジュール全体の開発・製造コストを低減できる。

リニアイメージセンサ市場で高いシェアを有する

IT活用によるデジタル化により、あらゆるところでペーパーレス化が促進されている。これらにより印刷していたドキュメントをスキャンし、電子化して管理することも増え、イメージスキャナの需要はまだ多い。こうしたイメージスキャナにて、対象物を読み込むために搭載されている「リニアイメージセンサ」には、「レンズ縮小型センサ」および「密着型センサ」の大きく2つの種類がある。レンズ縮小方式の複写機などは、複数のレンズで読取原稿をレンズ縮小型センサに結像する方式である。長焦点深度が約10.0ミリと深いメリットがあるが、光学設計が難しい、セットが大きくコストが高いというデメリットがある。適用分野としては、レーザーMFPや複写機、カラーレスキャナ、バーコードリーダーなどがある。

一方、密着方式のMFPなどは、センサ、レンズ、光源、制御回路で構成されるCISモジュールで読取原稿をセンサに結像する方式だ。焦点深度が約0.3ミリと浅いデメリットはあるが、光学設計の難易度が低く、低コスト化、スリム化が可能。適用分野には、レーザーMFP、複写機、カラーレスキャナ、インクジェットMFPなどがある。

東芝デバイス&ストレージは、リニアイメージセンサ市場、特にレンズ縮小型センサの分野では、世界で非常に高いシェアを有している。そこで現在、注力しているのが密着型センサの分野だ。MFPやスキャナなどのスキャン分野だけでなく、製造ラインのカメラや医療検査機器、紙幣読取/整理機、ロボット掃除機、現金自動預け払い機(ATM)など、さまざまなセンシング分野への活用が見込まれている。

CISモジュールの用途に応じて最適したセンサチップを提供

CISモジュールは、白色LEDによる発光体、レンズ、プリント回路基板(PCB)、アナログフロントエンド(AFE)、センサチップなどのパーツが、読取原稿サイズ(A3サイズやA4サイズ)に搭載されている。センサチップは、読取原稿に光をあて、受光した光を電気信号に変換し、イメージとして取り込むための半導体である。

センサチップが読み取れるのは、等倍のイメージのためセンサチップ1つでは、読取原稿全体をスキャンすることができない。そこで、複数のチップを連携し、読取原稿のサイズのモジュールを構成する。東芝デバイス&ストレージでは、用途に応じて豊富なラインアップから最適したセンサチップを提供している。

例えば「ET4K92-S」は、データ用途数が10.8MHzで、





リニアイメージセンサの応用

リニアイメージセンサは、スキャン分野を中心に、センシング用途にも活用が期待されています。

1 高速、高感度、低ノイズセンサチップでCISモジュールの開発・製造コストを低減

Video Content Production

- About video content
 - It is a video content that records and produces presentations and seminar lectures
 - Get Leads by posting to the White Paper Download Center
- Content specification
 - The following is an example of a production pattern. Details are available separately.

Type	Description	screen image	Time	Production fee (tax not included / net)
Simple PPT video	Capture PPT data from the lecture PC and edit it in time with the instructor's voice. Animation of materials can be reproduced.		Within 60 minutes	US\$ 1,440
SVPPT	Synthesize and edit presenters against the background of PowerPoint materials. Animation of material can be reproduced.		Within 10 minutes	US\$ 3,360
Interview video (1 camera)	The interviewer does not appear and the question is displayed in ticker. It is also possible to insert your own video & materials.		Within 20 minutes	US\$ 2,400
Demo capture video ver1	Capture video from a demo PC. Insert a simple telop or BGM into the captured video, and use markers to express what you want to emphasize. It is also possible to insert your own video & materials.		Within 10 minutes	US\$ 2,400

- Remarks
 - US\$ 600 will be charged if you only want video hosting
 - The price changes depending on the creation of the video, so please contact us for details.

Option : eBook

- Provides
 - Re-editing the highly specialized editorial articles published on EE Times Japan/EDN Japan/MONOist/Smart Japan/BUILT/TechFactory.
 - Acquire Leads by posting to TechFactory.
- Samples
 - You can select and use PDF content produced by the editorial team.

超大型3Dプリンタ開発から見た「分散型モノづくり」の可能性
(The potential of "distributed manufacturing" as seen through the development of a super-large 3D printer.)
<https://wp.techfactory.itmedia.co.jp/contents/48595>

電気自動車と超急速充 (Electric vehicles and ultra-fast charging)
<https://wp.techfactory.itmedia.co.jp/contents/50841>

次世代パワーデバイス「GaN」に対する疑念を晴らす
(Dispelling doubts about the next-generation power device "GaN")
<https://wp.techfactory.itmedia.co.jp/contents/42054>

DXに向けて製造業が取り組むべきデータの活用方法
(How the manufacturing industry should utilize data in preparation for DX)
<https://wp.techfactory.itmedia.co.jp/contents/50960>

- Also can select an article according to your needs and create a new eBook.
- Remarks
 - eBook format is specified.
 - It is also possible to add your information like a campaign or products list on the end page of the eBook with additional fee.
- Secondary Use
 - The copyright of the eBook belongs to ITmedia.
 - Reprint is prohibited.

Price (1 content) : US\$ 1,200
Minimum implementation fee combined with lead fee : US\$ 6,000



Option : Survey Form

- About Survey Form
 - We will create a survey form to ask about the status of product introduction, plans, current issues, etc.
 - We generate the leads without using contents by getting opt-in when readers send the answer.
- Specification of Survey Form
 - Question type: single response, multiple response, text box
 - Required answer / Optional answer: Configurable
 - Number of questions: Within 10 questions
 - Choice of each question: Within 10 questions
- Production of questions
 - Please prepare a questionnaire question
 - Question designs by ITmedia are available for profit (US\$ 2,400 / Survey)
- About incentive
 - the Amazon gift certificate for US\$ 3,600 is included in the price as the incentive to promote the answer.
 - Prize items for incentives arranged by your company are also available.
- Remarks
 - The preparation period will be 6 business days after receiving the question.

Price : US\$ 1,200

Minimum implementation fee combined with lead fee : US\$ 6,000

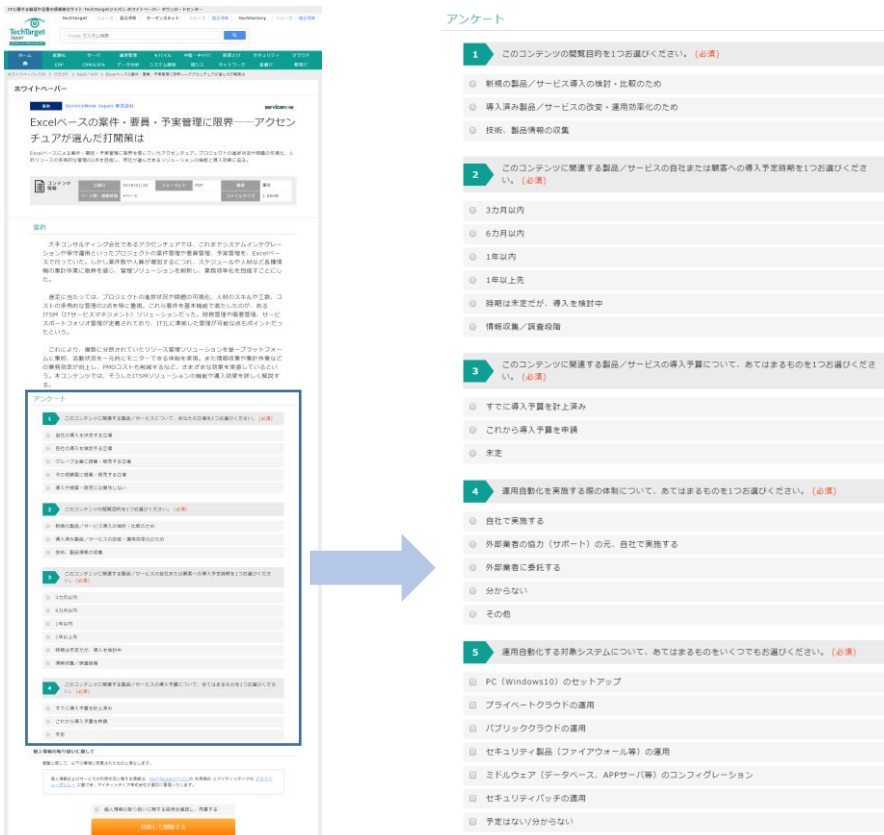


Option: Questionnaire Customization (Change of questionnaire before browsing content)

Understand the issues and requests of content viewers with your own questionnaire

This is an option to customize the questionnaire before browsing content. Use it to select potential customers that match the interest and target of the list you will get.

Picture of the questionnaire customization



Price

US\$ 600 / Question (Added/revised)

※ The number of questions is max 5.

Note

- It takes 5 business days for production.
- As to setting of question necessary for permission acquisition, we accept free of charge.
- You can select the question format of the additional questionnaire from the three options of "one-choice answer", "multiple choice answer" and "free-form answer". You can also specify "required / optional" for each question.
- Depending on the number of questions and the content of the questions, the number of leads may be significantly affected.

Option: Telemarketing

Primary follow-up for generated leads on behalf of the client

This is an optional plan of telemarketing for generated leads. We, ITmedia, will screen the leads with follow-up calls after their acquisition, as well as conduct additional interviews so that you, the client, can pass the leads to the sales department immediately.

Telemarketing Implementation Flow

Generating leads via various media of ITmedia

For this telemarketing service, the call will be limited to the leads acquired in each media of ITmedia.

Sequential follow-up calls to generated leads.

Follow-up calls are conducted by professional operators with extensive experience in the IT industry. They will have interview for getting additional information that cannot be obtained via questionnaire when downloading contents.

Providing the information obtained from the follow-up call to the client

We will provide the information obtained from the call to you once a week. We will also contact you on a case-by-case basis if the leads wish to make an appointment via the call.

Price

US\$ 18 / call

Remarks about call scripts and call targets

- One call script for one campaign.
- If you, the client, want to request multiple call scripts for specific targets, it will cost additional US\$ 600 per script.
- You can select targets of the call, but changes of the selection criteria after the campaign start are not accepted.
- Even if the selection of targets based on your criteria results in fewer calls than the number of your requests, we will charge you the full amount.
- If you have companies which you want to exclude from call targets, we recommend that you specify and exclude them when generating leads.

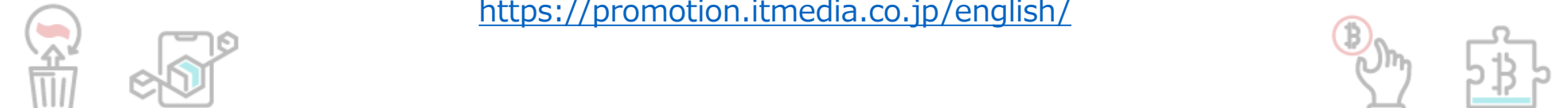
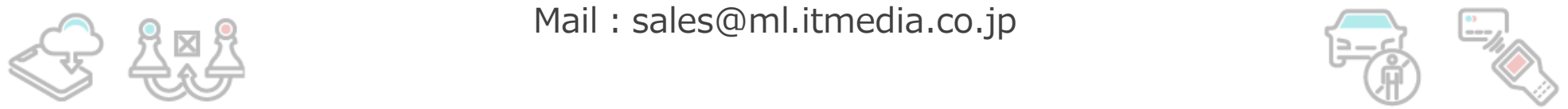
Note

- We will accept orders with more than 50 calls.
- If the final number of deliveries is less than 50, we will charge you a minimum fee of US\$ 900 regardless of the number of orders.
- We won't provide Telemarketing Service only. (Always package with our lead generation campaign.)
- The client needs to provide information related to Telemarketing to us 7 days before starting to collect leads.
- We will make a call with client's company name.
- Up to 3 calls will be conducted when the interviewee is absent.
- Please understand that there are some questions that we can't ask depending on the customers.

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee · Until 41 days before the seminar: 50% of the advertising fee · Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. · Venue Fee/ ITmedia's Operating Fee · Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research



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