Deliver your ads to a specific type of visitor.

Audience Targeting Advertising

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http://www.atmarkit.co.jp/

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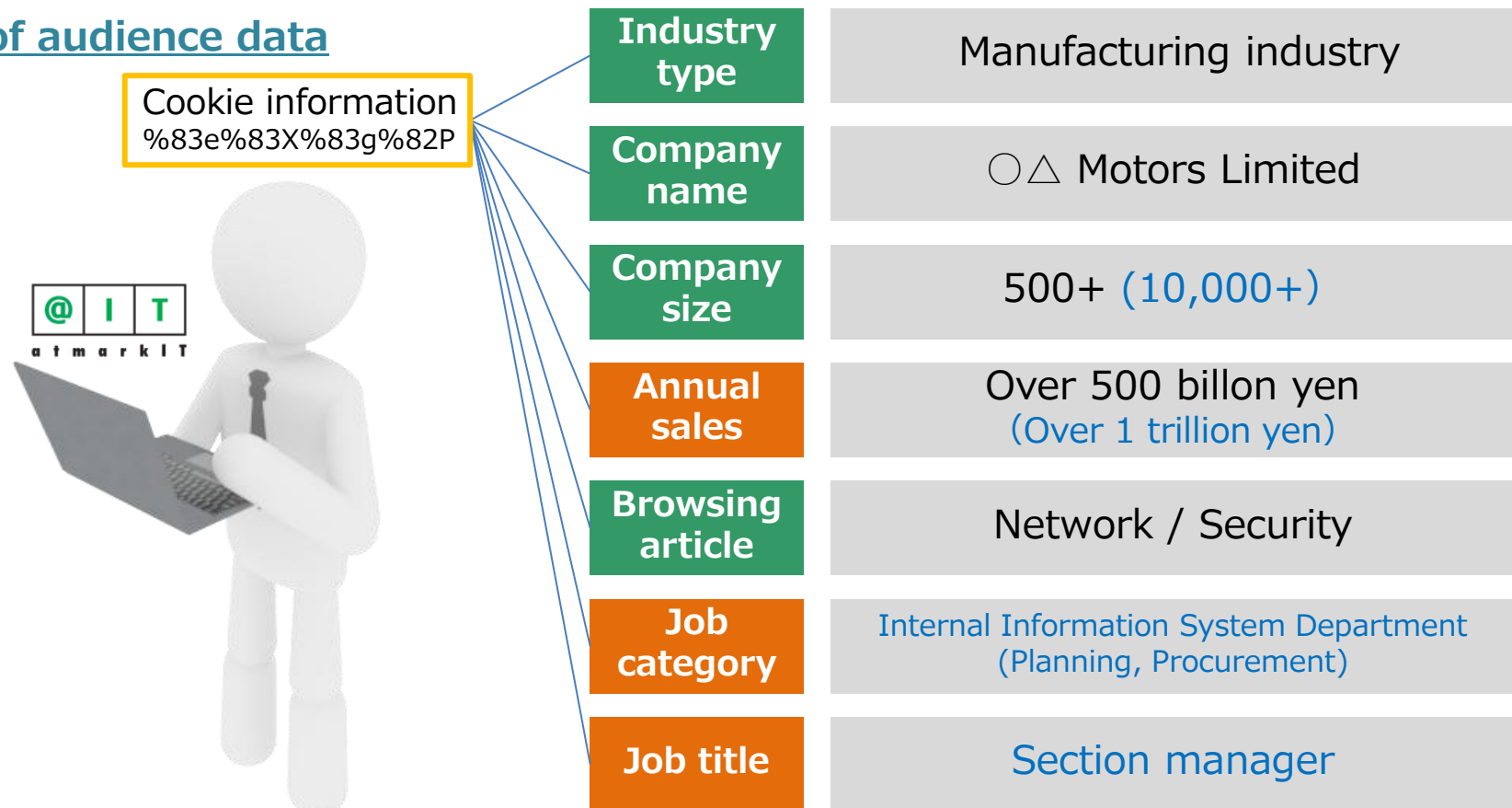
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What is audience targeting advertising?

The audience targeting advertising is able to deliver your advertising directly to the target readers using data such as age, location, interests, browsing activities, etc..

We get cookie data of readers and if he or she is member of ITmedia, we are able to match their profiles. Using this user information, it is possible to deliver advertisements tailored to specific target readers.

Image of audience data

Cookie information
%83e%83X%83g%82P

Industry type	Manufacturing industry
Company name	○△ Motors Limited
Company size	500+ (10,000+)
Annual sales	Over 500 billon yen (Over 1 trillion yen)
Browsing article	Network / Security
Job category	Internal Information System Department (Planning, Procurement)
Job title	Section manager

※Items in blue are only available for members who have registered full profile.

Utilization of audience data

@IT collects audience data such as corporate information which reader belongs and his or her browsing data. By using these information, we can deliver the best message to the appropriate audience and maximize the advertising effect.

Utilization examples of audience data

Industry	Company size	Retargeting
You can reach your target industry from three classification which are large, medium and small categories.	You can deliver your ads to segmented targets from ten levels of annual sales and company sizes etc.. (see p.5)	You can continuously reach the readers who match the segments such as industry type, company size, ITI-keyword or specific advertorial.

ITI-Keyword	Major keyword	Company name
Approx. 250 IT keywords which defined by us are tagged in every article. You can target only the readers who are interested in specific genres.	You can use the article browsing history / extracting the keywords included in the articles.	You can target a specific company based on IP address.

@IT Audience targeting advertisings

Location : All articles of @IT except for some pages

■Spec

Audience targeting rectangle (1st and 2nd)	Banner size : W 300pixel × H 250pixel（or H 300pixel） File size : Under 50KB File format : gif/jpeg/png It can be replaced up to once during the period. Receiving a manuscript deadline : 3 business days ago
Audience targeting title banner	**Icon and text** Icon size : W 60pixel × H 45pixel File size : Under 12KB Text : Within 23 letters in Japanese **Banner** Banner size : W 468pixel x H 60pixel File size : Under 30KB File format : gif/jpeg/png It can be replaced up to once during the period. Receiving a manuscript deadline : 3 business days ago
Audience targeting super banner	Banner size : W 728pixel × H 90 pixel File size : Under 30KB It can be replaced up to once during the period. Receiving a manuscript deadline : 3 business days ago

■Targeting condition list (For details, see P.5 - 7)

Targeting Attribute	Location	Browser	Company name
	Job category (Members only)	OS	Industry type
	Job title (Members only)	Device	Annual sales / Company size
Behavioral targeting	Keyword	URL	ITI-keyword

■Price

Impression	Unit rate		Minimum execution price	Minimum period in calculation of impression
100,000imp～ (※1)	**1st rectangle banner** **5.0 JPY**(※2)		**300,000 JPY～**	**1 month ～**(※3)
	Super banner **2st rectangle banner** **3.0 JPY** (※2)			

※1 : If it is less than 100,000 impressions the specified conditions, we will consult about the terms and conditions.
※2 : If you want to add the targeting condition, the imp unit price is added by 2.0 JPY per condition.
※3 : This is the impressions guaranteed product, it will end at the time when it reached target imps. (It is available for frequency control)
　　　Depending on the access situation, we may extend the calculation period of impressions we tell you in advance.

・ Industry type is provided based on the IP address of corporate information by Cyber Area Research,Inc. However it cannot decide that in the case of access from ISP.
・ Industry type is not guaranteed 100% accuracy.

Annual sales (JPY)

Annual sales (JPY)
Less than 100 million
100 million - under 500 million
500 million - under 1 billion
1 billion - Under 5 billion
5 billion - Under 10 billion
10 bullion - Under 50 billion
50 billion - Under 100 billion
100 billion - Under 500 billion
500 billion or more
Unknown

Company Size

Company Size
1 - 4
5 - 9
10 - 29
30 - 49
50 - 99
100 - 199
200 - 299
300 - 499
500 or more
Unknown

Industry type (large classification)

Industry type (large classification)
Agriculture / Forestry
Fishery
Mining / Quarrying / Stone and gravel
Construction
Manufacturing
Electricity, Gas, Heat supply and Water
Information and communications
Transport and postal activities
Wholesale and Retail trade
Finance and Insurance
Real estate and goods rental and leasing
Scientific research, professional and technical services
Accommodations, eating and drinking services
Living-related and personal services and amusement services
Education, learning support
Medical, health care and welfare
Compound services
Services, N.E.C
Government services (Except elsewhere classified)
Industries unable to classify

Industry type (medium classification) 1/3

Industry type (medium classification) 1/3
Agriculture
Forestry
Fishery (except for Aquaculture)
Aquaculture
Mining / Quarrying / Stone and gravel
Construction work, general including public and private construction work
Construction work by specialist contractor (except equipment installation work)
Equipment installation work
Manufacture of food
Manufacture of beverages, tobacco and feed
Manufacture of textile mill products
Manufacture of lumber and wood products, except furniture
Manufacture of furniture and fixtures
Manufacture of pulp, paper and paper products
Printing and allied industries
Manufacture of chemical and allied products
Manufacture of petroleum and coal products
Manufacture of plastic products (except otherwise classified)
Manufacture of rubber products
Manufacture of leather tanning, leather products and fur skins
Manufacture of ceramic, stone and clay products
Manufacture of iron and steel
Manufacture of non-ferrous metals and products
Manufacture of fabricated metal products
Manufacture of general-purpose machinery
Manufacture of production machinery
Manufacture of business oriented machinery
Electronic parts, devices and electronic circuits
Manufacture of electrical machinery, equipment and supplies
Manufacture of information and communication electronics equipment
Manufacture of transportation equipment
Miscellaneous manufacturing industries
Production, transmission and distribution of electricity

Industry type (medium classification) 2/3

Industry type (medium classification) 2/3
Production and distribution of gas
Heat supply
Collection, purification and distribution of water, and sewage collection, processing and disposal
Communications
Broadcasting
Information services
Internet based services
Video picture, sound information, Character information production and distribution
Railway transport
Road passenger transport
Road freight transport
Water transport
Air transport
Warehousing
Services incidental to transport
Postal industry (including mail delivery services)
Wholesale trade, general merchandise
Wholesale trade(textile and apparel)
Wholesale trade(food and beverages)
Wholesale trade(building materials, minerals and metals, etc)
Wholesale trade(machinery and equipment)
Miscellaneous wholesale trade
Retail trade, general merchandise
Retail trade (dry goods, apparel and apparel accessories)
Retail trade (food and beverage)
Machinery and equipment
Miscellaneous retail trade
Nonstore retailers
Banking
Financial, institutions for cooperative organizations
Non-deposit money corporations, including lending and credit card business
Financial products transaction dealers and futures commodity transaction dealers

Industry type (medium classification) 3/3

Industry type (medium classification) 3/3
Financial auxiliaries
Insurance institutions, including insurance agents, brokers and services
Real estate agencies
Real estate lessors and managers
Goods rental and leasing
Scientific and development research institutes
Professional services, N.E.C
Advertising
Technical services, N.E.C
Accommodations
Eating and drinking places
Food take out and delivery services
Laundry, beauty and bath services
Miscellaneous living-related and personal services
Services for amusement and hobbies
School education
Miscellaneous education, learning support
Medical and other health services
Public health and hygiene
Social insurance and social welfare
Postal services
Cooperative association, N.E.C
Waste disposal business
Automobile maintenance services
Machine, ETC. repair services, except otherwise classified
Employment and worker dispatching services
Miscellaneous business services
Political, business and cultural organizations
Religion
Miscellaneous services
Foreign government services
National government services
Local government services
Industries unable to classify

Product	Keyword
System design / operation	
Big data	Distributed processing／Parallel processing
	Data mining／Statistical analysis
	BI／BA／OLAP
	Data warehouse
	Big data
Cloud computing	Cloud computing
	SaaS／ASP
	Azure
	AWS
	IaaS
	PaaS
	Hybrid cloud
	Public cloud
	Private cloud
Virtualization	Server virtualization
	Application virtualization
	Storage virtualization／SDS
	Virtualization management
Desktop virtualization／VDI	Desktop virtualization／VDI／DaaS
	BYOD
	PC virtualization
	Thin client
SDN／Network virtualization	SDN／Network virtualization
Storage	SSD／Semiconductor storage／Flash storage
	Cloud storage
	Disk storage
Smart device	Smart phone
	PDA／Mobile device／Cellular phone
	Tablet PC
Directory service	Directory service
Log management	Log management
Performance management	Performance management
	Application performance management
System operation management	Cloud operations management
	Service desk
	Configuration management
	Integrated operation management
ID management／Access management	Access management
	Identity management
	Single sign on
	Authentication server
Switch／Router	Router
	Switch
VPN	VPN
WAN／Web accelerator	Load balancer
	WAN／Web accelerator
Band management／Network management	Network management
	Band management
	Band control device
Remote access	Remote access

Product	Keyword
System development	
Form design and output	Form design and output
Web server	Web server
LAMP	LAMP
Software testing	Testing／Debug／Tuning tool
JavaScript	JavaScript
UI／UX	Rich client
	UX
Java	Java
C programming language	C programming language
Android development	Android development
	Android
iPhone development	iPhone development
Web design	Web design
Game development	Game development
Security	
Measures for information leak	Measures for information leak
	Measures for spam
	Targeted attacks
	PCI DSS
	Measures for virus / worm
	Measures for spyware
	Security standards／Security policy
	Database security
	Measures for Phishing
	Quarantine network
	Biometric authentication
SSL server certificate／Cipher	Digital signiture／Watermark／PKI
	SSL server certificate
	Cipher
Measures for vulnerability	Measures for vulnerability
	Measures for DoS attack
Firewall	Firewall
	IDS／IPS
	UTM
Web application firewall	Web application firewall
Others	
Collaboration	IP phone／IP-PBX
	CMS
	Web conference
	Content／Document management
	Unified communications
	Enterprise communication
	E-mail