

Lead Generation Service

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ITmedia Inc. Sales Division

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We leverage our 800,000 members database to ensure that we can provide the targeted leads you need, with the right amount of leads you need.

TechTarget Japan



TechTarget Japan explains IT products, such as IT infrastructure, backbone systems, data analysis platforms, security measures, that solve problems related to management of the entire enterprise with various contents including detailed technical commentaries

Keyman's Net



Keyman's Net explains business applications, information systems, and security products that solve the problems facing by company sites with easy-to-understand content to IT department and other departments.

ITmedia Marketing



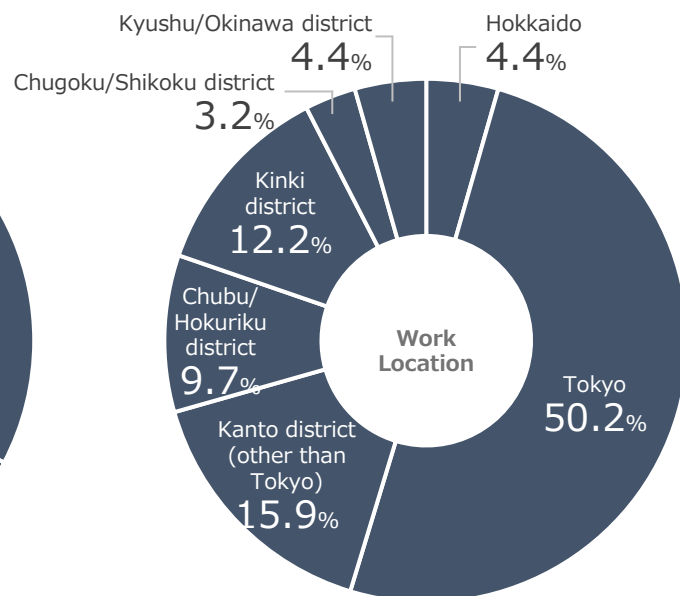
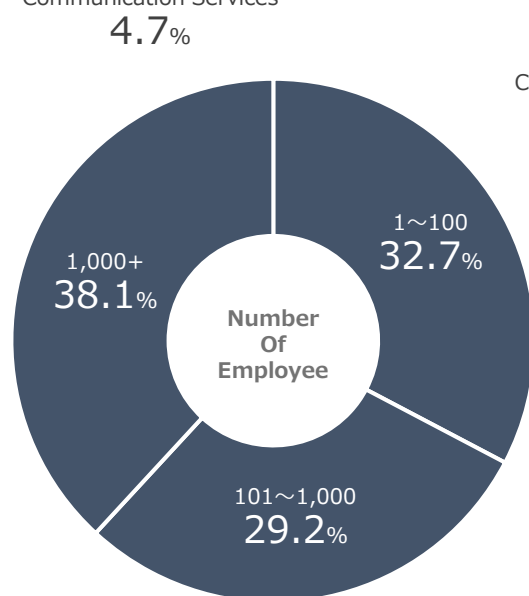
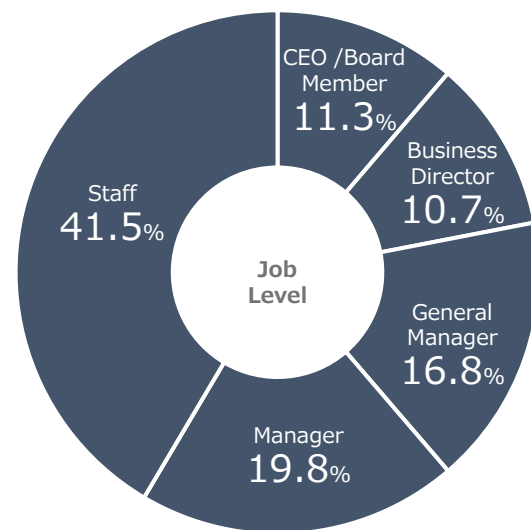
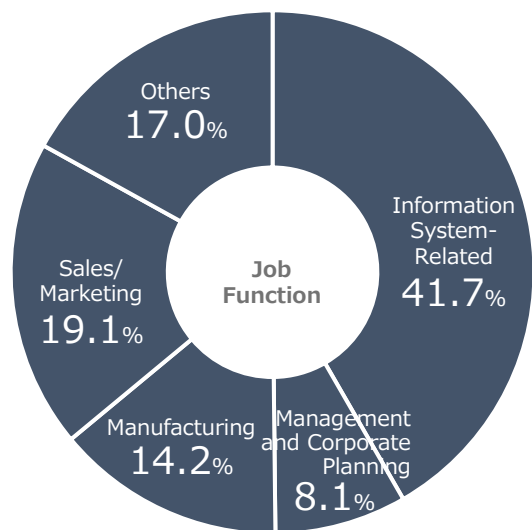
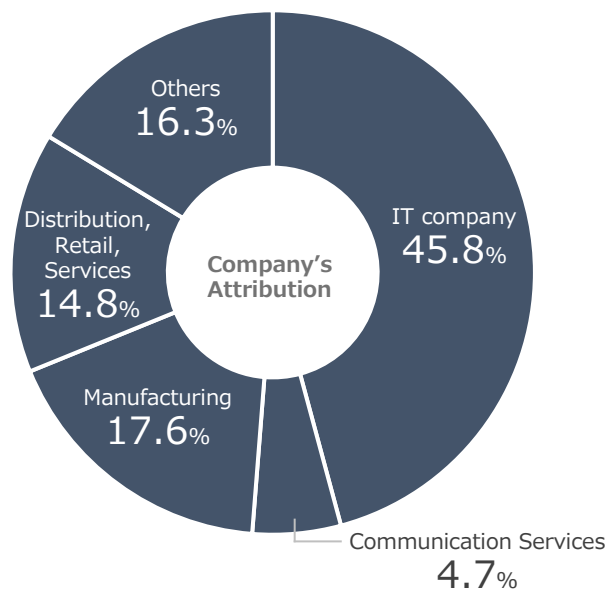
This is a medium that provides the latest information on marketing based on technology, and is widely available for people involved in corporate marketing activities, from information directly linked to business to articles that capture trends in a long-term perspective.

TechFactory



This is a free and membership information site for engineers and product / service introduction personnel engaged in manufacturing. We have specialized media for each hot topic and introduce industry trends, detailed information on products and services, and case studies.

Reader's Profile



Features of our lead generation service

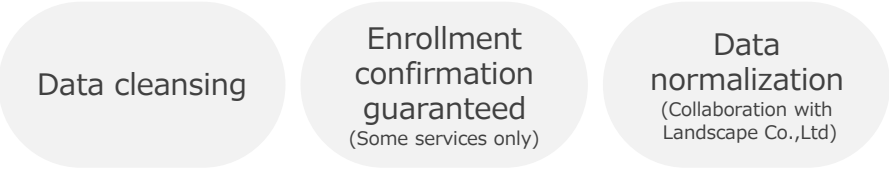
Guaranteed number of targeted leads

We provide the number of attribute leads your company requires with a guaranteed number. Even for the first time use, you can earn target leads safely and efficiently.



High quality leads to the next step

We focus on data cleansing and data normalization using external services to provide leads in an accurate, up-to-date, easy-to-use data format.



It can be carried out whenever necessary

You can start acquiring leads in as little as 2 weeks after your applying. If you're recollecting leads using content already posted, you can start within 2 business days.

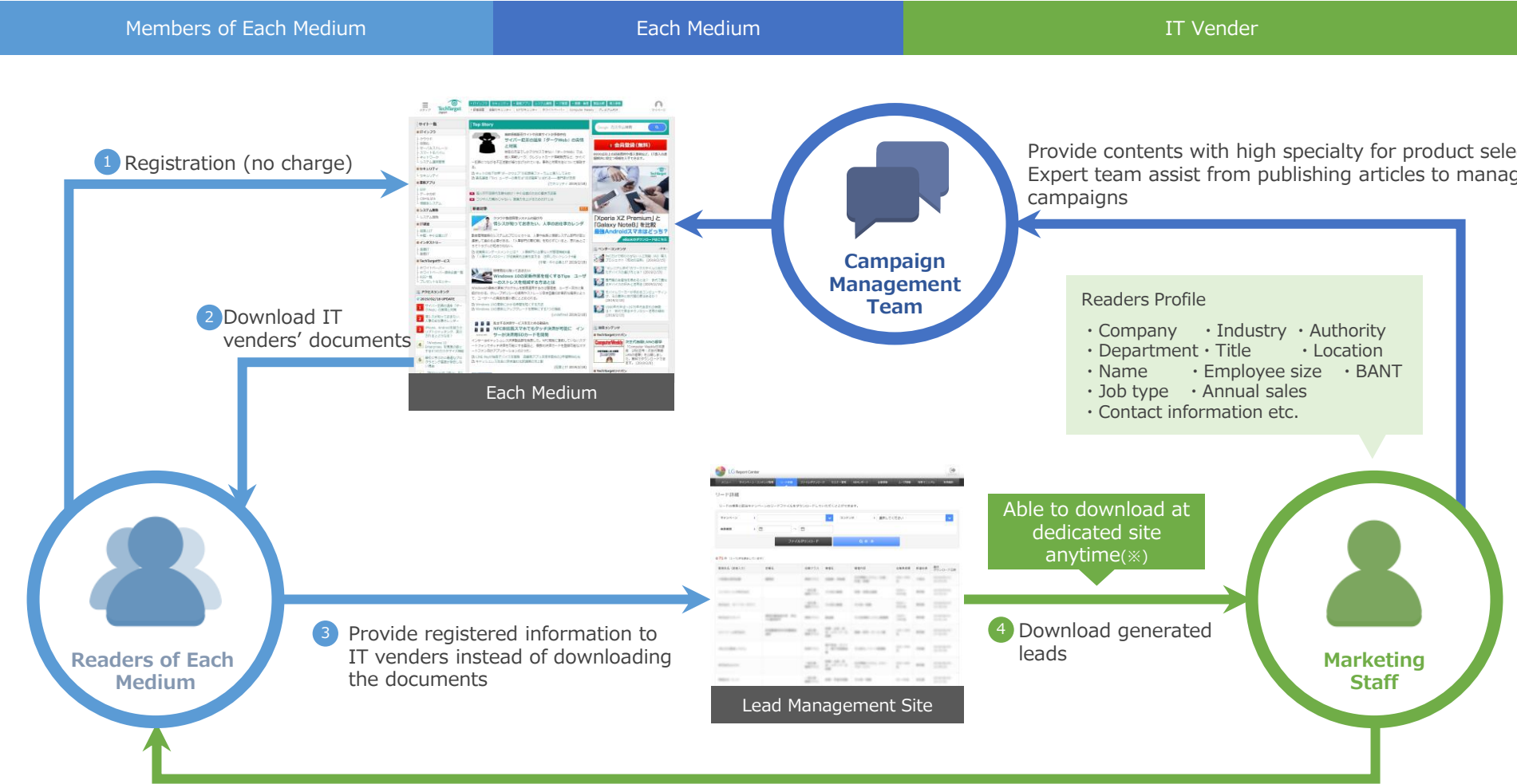


Target members who gather in specialized media

Leads from members who gather in specialized media that provide introduction support information for IT products, products for manufacturing, and marketing related products. You can get leads that are actively collecting information for product introduction.



Lead Generation / Scheme



※ Downloading may be once a week or every other week depending on the service

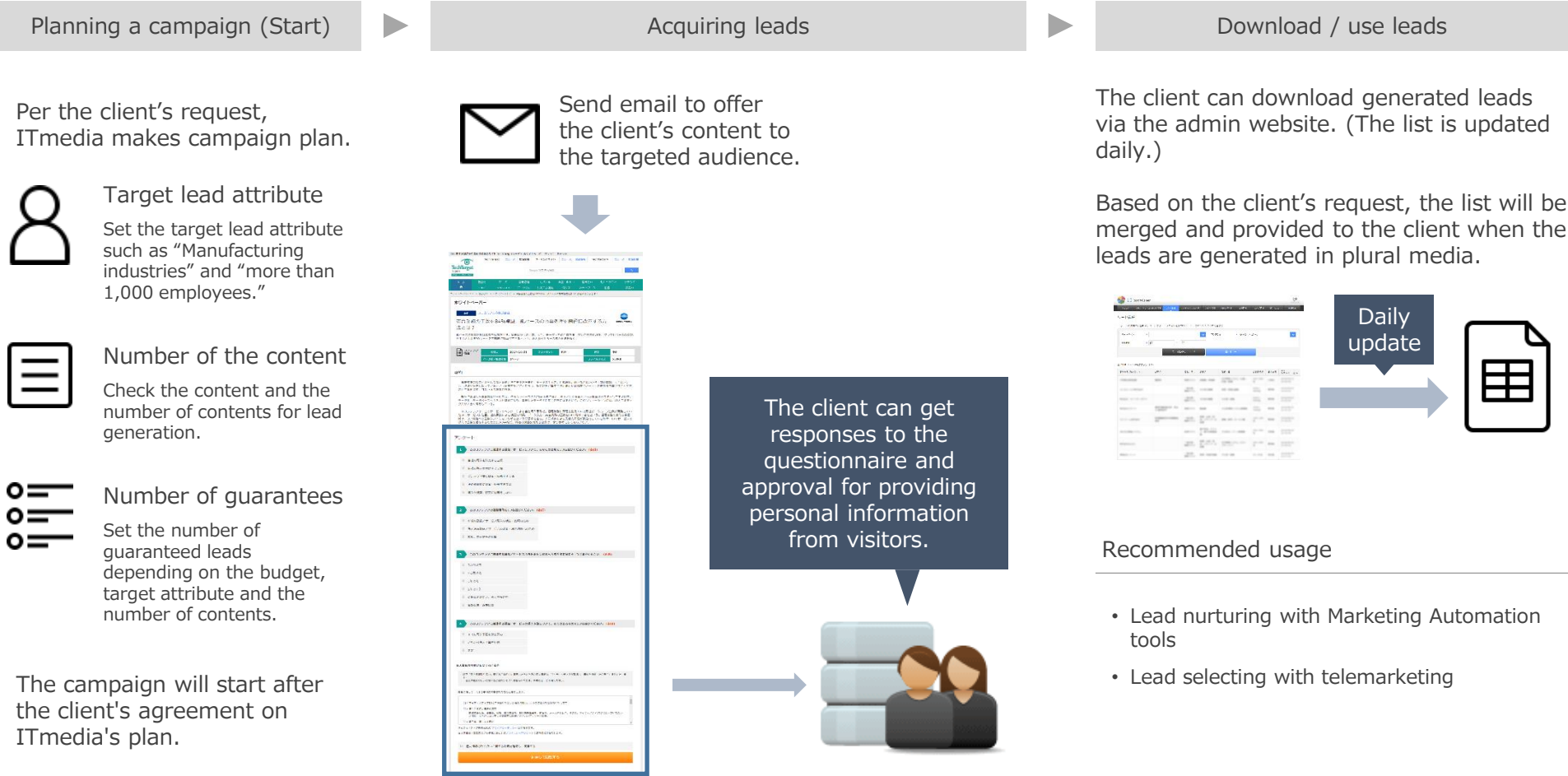
More targeted leads with accuracy

Lead Generation. 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.



Lead Generation Segment Rate Structure

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


The price of LeadGen 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



The target is 40% of all members

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

Content rate of target	Category A	Category B	Category C
80% or more	¥3,000	¥4,000	¥5,000
60% ~ under 80%	¥4,000	¥6,000	¥7,000
50% ~ under 60%	¥5,000	¥7,000	¥8,000
40% ~ under 50%	¥6,000	¥8,000	¥10,000
30% ~ under 40%	¥10,000	¥13,000	¥17,000
20% ~under 30%	¥13,000	¥17,000	¥20,000
10% ~ under 20%	¥17,000	¥20,000	¥25,000
Under 10%	Please contact	Please contact	Please contact

Select a category by your product

A

AI | RPA | Wireless LAN | Server | Development | Improvement of business process | Customer management and sales support

B

Cloud | Mobile/PC | Virtualization | Storage | HCI | Authentication | Communication tool | Information sharing tool | Network Communication Services | IoT | Marketing | Operation Management | Backbone system | Education IT

C

Datacenter | Backup | Endpoint security | Network security | Security operation | Data analysis | Healthcare IT



Lead Generation Segment - Price List

Basic charge

¥ 100,000/campaign

※We will accept orders from more than 300, 000 JPY by 1 campaign including lead unit price.

Lead unit price

Content rate of target	Category A	Category B	Category C
80% or more	¥3,000	¥4,000	¥5,000
60% ~ under 80%	¥4,000	¥6,000	¥7,000
50% ~ under 60%	¥5,000	¥7,000	¥8,000
40% ~ under 50%	¥6,000	¥8,000	¥10,000
30% ~ under 40%	¥10,000	¥13,000	¥17,000
20% ~under 30%	¥13,000	¥17,000	¥20,000
10% ~ under 20%	¥17,000	¥20,000	¥25,000
Under 10%	Please contact	Please contact	Please contact

Guaranteed contents

Number of leads	Attribute of leads	Verified employment	Confirmed considering purchase
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Campaign periods

Approx. 2 months

- Estimated campaign period to achieve the guaranteed number is approximately 2 months. It may change depending on the progress.

Remarks

- The lead unit price will be changed when you specify the medium in the campaign. For details, please contact us.
- If the content rate of the target is less than 10%, 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.

Lead Generation Segment - Attribute Specification Item List

You can be specified the leads attribute from the categories "Industry" "Job category" "Position" "Company size" and "Location".
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	Annual sales scale
Information service (SI)	Information system related	Under 50~	Under 50 million yen
Information service (Except for SI)	Manufacturing related	51~100	50 million yen ~ Under 100 million yen
Manufacturing (IT related)	Management・Business planning	101~500	100 million yen ~ Under 1 billion yen
Wholesale / Retail (IT related)	General affairs・Personnel affairs・Education	501~1,000	1 billion yen ~ Under 5 billion yen
Communication service	Finance・Accounting	1,000~5,000	5 billion yen ~ Under 10 billion yen
Manufacturing (Except for IT related)	Sales・Service	Over 5,000~	10 billion yen ~ Under 50 billion yen
Distribution / Services	Other general position		50 billion yen ~ Under 100 billion yen
Finance・Insurance	Other profession		100 billion yen ~ Under 1 trillion yen
Education・Learning support			
Medical・Welfare			
Government / Government Offices / Organizations			
Others			
Company name	Position	Location	Deduplication
Designation / exclusion	Management and officers	Hokkaido・Tohoku	Exclusion of leads acquired in the last 6 months
	Section Head	Tokyo	
	Unit Head	Kanto (Except for Tokyo)	
	Assistant manager	Chubu・Hokuriku	
	Staff / Employee	Kansai	
		Chugoku・Shikoku	
		Kyushu・Okinawa	

Category and Product Genre

A	AI	AI / machine learning / deep learning
A	RPA	RPA
A	Wireless LAN	Wireless LAN / WAN / Wi-Fi
A	Server	IA server / PC server
		UNIX servers
		Office computer / mainframe
A	Development	Project management tool
		Development support services
		Analysis / design tool
		Development tools
		Test / Debugging / Tuning Tool
		Screen design / form design tool
		Rich client
		Web server / application server
		Web Service
		Library / Component
A	Improvement of business process	EAI / ETL
		Mobile development
		DevOps
A	Customer management and sales support	BPM / BAM
		IT Management / IT Strategy Solutions
		Outsourcing
A	Cloud	CTI / Help desk
		CRM
		SFA
B	Network / communications service	Cloud Computing
		IaaS / PaaS / BaaS
		Remote Access
	Network / communications service	Network management
		Bandwidth management
		Router
	Network / communications service	Switch
		Bandwidth controller
		Load Balancer / ADC / Load Balancing
		WAN / Web acceleration
B	Network / communications service	VPN
		Wide area Ethernet

B	Virtualization	Server virtualization
		Desktop Virtualization / VDI / DaaS
		Application virtualization
		Virtual environmental management
		PC virtualization
B	HCI	Storage Virtualization / SDS
		SDN / networking virtualization / SD-WAN
		Hyper-Converged Infrastructure (HCI)
B	Storage	Disk Storage
		SSD / Semiconductor storage / Flash Storage
		SAN
		NAS
		Optical disk device
B	IoT	Tape device
		Cloud Storage
		M2M / IoT / RFID (IC-tag)
B	Mobile/PC	Smartphones / tablets
		PDA / mobile terminal / cell phones
		Desktop PC
		Laptop
		Thin client
B	Operation management	POS terminal
		Client terminal management
		Integrated Operations Management
		IT asset management
		Performance Management
B	Communication tool	Identity management
		OS
		Directory service
		Unified communication
		VoIP gateway
B	Communication tool	IP phone / IP-PBX
		TV / Video conferencing
		Web conferencing
		e-mail
		Instant Messaging / Chat
B	Communication tool	Corporate social network

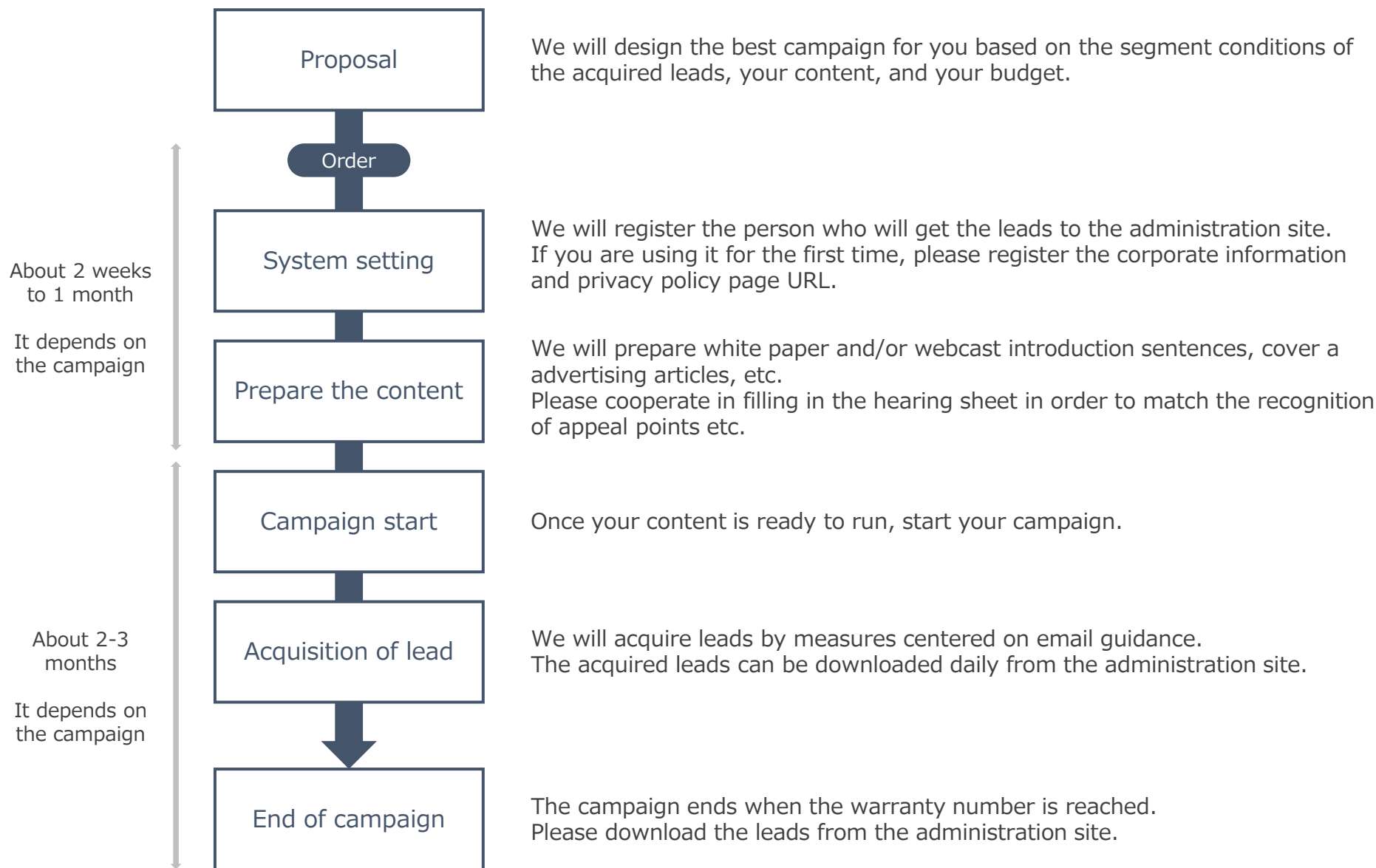
B	Information sharing tool	Groupware
		Knowledge management
		Workflow
		EIP
		Enterprise search
B	Backbone systems	Content / Document management
		Office software
		ERP
		Inventory control
		SCM
B	Authentication	Sales management
		EDI / Distribution BMS
		HR Tech / Human resources / Salary
		Financial accounting
		Authentication server
B	Marketing	Access control
		One-time password
		Single sign-on
		Electronic signature / watermark / PKI
		Biometric identification
B	Education IT	Authentication device
		E-commerce
		Marketing / Sales
		Website construction / CMS
		Web access analysis
C	Data center	School affairs processing software / service
		ICT learning support software / services
		Learning / education support software / services
		Class support hardware
		School infrastructure construction support product
C	Backup	Power Supply / Air Conditioning / Rack
		Hosting services
		Data center
		HPC / grid computing
		Backup device
C	Backup	Backup software
		Disaster recovery
		Virtualized Backup

C	Endpoint security	Mobile Security
		Information leakage measures
		Encryption
		Endpoint security
		Spyware protection
C	Network Security	Spam protection
		Anti-phishing
		Targeted attack
		Firewall
		UTM
C	Security operation	IDS / IPS
		DoS attacks countermeasures
		Quarantine network
		Cloud security
		Zero-trust
C	Data Analysis	MDM / EMM
		Log Management
		Trail Management
		Vulnerability countermeasures
		Database Security
C	Healthcare IT	Physical Security
		Security Standards / Policies
		Risk Management
		DBMS
		Database access
C	Healthcare IT	BI / BA / OLAP
		Data warehouse
		Data mining / statistical analysis
		Big Data
		Electronic medical records
C	Healthcare IT	Receipt computer
		Ordering system
		Medical imaging filing system
		Medical cloud service
		Regional medical collaboration system
C	Healthcare IT	Medical treatment reservation system
		Hospital management system
		Care / welfare-related systems

* Product category and category linking will be reviewed periodically.

- **Are leads for which incorrect information such as client company leads or non business leads has been registered for billing?**
 - We exclude advertiser and co-advertising companies leads.
 - We also exclude leads who match to the following industries, job functions, and titles;
<Industry> Freelance Profession, Housewife, Househusband, Student, Unemployed <Job Function> Housewife, Househusband, Student, Unemployed
<Title> Contracted/commissioned/dispatched, Part timer, Unemployed, Others
 - We are excluding the apparently wrong leads from guaranteed leads count, however, we deliver some added leads for just in case that it is impossible to distinguish improper leads.
- **How do you count the number of generated leads in case of publishing multiple assets, multiple media?**
 - We provide the number of unique leads in the campaign wide.
- **Can I specify non-listed attributes or conditions? Can I change attributes or conditions after starting campaign?**
 - It depends on case by case. Please ask your sales rep. (Partially, we cannot deliver leads in real time.)
 - It is impossible to change any conditions after started campaign. Please be aware of this limitation in advance.
- **How long does it take to start campaign?**
 - Usually campaign will start in about two weeks after all assets and hearing sheets are submitted. (In case of production required like advertorial articles, it needs about 20 business days.)
 - We will propose detail schedule when publishing preparation is started. Please let us know if any request.
 - It may need time than usual to publish assets during long term holiday seasons. (Golden week holiday, Summer holiday, New year holiday, etc.)
- **Can I specify time and date of targeting email or email magazine?**
 - Please leave it to us for lead generation guidance.
- **How many assets can I publish in one campaign?**
 - We will propose required number of assets in order to reach guarantee leads. We may not accept more than the number of required assets. Please aware of that in advance.
- **Can I exchange assets?**
 - We will charge 50,000 Yen in case of exchanging published contents after completion copywriting.
- **Can I publish any kind of assets?**
 - We may or may not accept flyer or brochure kind of assets. Please ask your sales rep for more detail.
- **When my campaign could not reach guaranteed leads in the campaign period, what is happened?**
 - In order to complete in the pre-agreed period, campaign management team is tracking the progress after starting campaign. Just in case that it is impossible to complete campaign in the period, we will consult you in advance and offer you to choose one from "period extension" or "carry over unachieved leads to next campaign".

Flow: From Proposal to Completion of Lead Acquisition



Option : Content Creation for Lead Generation (Advertorial)

- About content creation (Advertorial)
 - It is a advertorial in which the editorial staff is in charge of planning, coverage, 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
 - Coverage : 1
- Note
 - The production period is about 16 business days from coverage.
 - 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 coverage 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) : ￥500,000～

Minimum implementation fee combined with lead fee : ￥1,000,000



IAサーバの運用向上と大規模化——クラスターリングとSAN

インターネットや電子メールの普及もあり、ユーザーがコンピュータを利用する頻度は増え、いっしょにユーザー側は4時間程度を占有するようになっている。サーバは業務の基盤、それに伴ってデータ量も膨大化していった。そのため、サーバ側では高い信頼性の要求が求められる。ストレージ環境をサーバの性能に合わせることで、データ量の増大に対応した。

CPUのほかに、障害を防止しようとするサーバ全体が機能しなくなるコンポーネントのことをSAP（単一障害点）という。通常の構成システムはCPUとストレージの2点を障害点と見做す。SAP対策を施される。CPUを複数台に分散して稼働する技術として登場したのがクラスターリングだ。

クラスターリングは複数のCluster（節）が協調で稼働する。クラスタリングとは2台以上のサーバに共有ストレージを1台で接続した構成とされている（図2）。1台のサーバに障害が起これば、もう1台が業務を引き継ぐ仕組みをソフトウェアで実行することで、24時間継続稼働を可能にする仕組みだ。

Option : 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 (Coverage will be based on the hearing sheet you write)
 - Coverage : Yes
 - Design/File format : designated format (Refer to the right figure) , PDF (Web resolution)
- Contents
 - A Seminar report coverage will be up to 2 sessions.
 - Product and/or service description and case studies are consist of 4 chapters below.

<u>Product / Service Description</u>	<u>Case Studies</u>
1. Comment on market condition	1. Introduction of a company of a case study
2. Challenges	2. Challenges the company had
3. Solutions	3. Solution and the reason why it chose the solution
4. Introduction of products	4. Effects of the solution
- Remarks
 - We commission the editorial production for white paper coverage and progress.
 - It usually takes 20 business days from coverage 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 (1 content) : ¥ 200,000 JPY

Minimum implementation fee combined with lead fee : ¥ 600,000



Option: 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	¥ 120,000
SVPPT	Synthesize and edit presenters against the background of PowerPoint materials. Animation of material can be reproduced.		Within 10 minutes	¥ 280,000
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	¥ 200,000
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	¥ 200,000

- Remarks
 - 75,000 yen 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 TechTarget Japan and Keyman's Net.
 - Acquire Leads by posting to the White Paper Download Center.
- Samples
 - You can select and use PDF content produced by the editorial team.

クラウドで使ってみたい「サーバレス」機能、AWSとAzureを比較
<https://wp.techtarget.itmedia.co.jp/contents/23442>

VDIのセキュリティを高める仕組みとは？ ～ウイルス対策、認証強化を紹介
<https://wp.techtarget.itmedia.co.jp/contents/23484>

Office 365 vs. Office 2016、選択を迷わないために知るべき違いとは
<https://wp.techtarget.itmedia.co.jp/contents/22592>

自社にぴったりのビデオ会議システム見極め術&実務で使い倒す最強Tips集
<https://wp.techtarget.itmedia.co.jp/contents/24308>

- Also can select an article according to your needs and create a new eBook.
- Remarks
 - eBook format is specified.
 - Possible to translate the contents produced by TechTarget US and use it as an eBook. (Additional charge required)
 - 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) : ￥100,000

Minimum implementation fee combined with lead fee :
￥400,000



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 (¥ 200,000 / Survey)
- About incentive
 - the Amazon gift certificate for ¥ 30,000 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 : ¥ 100,000

Minimum implementation fee combined with lead fee : ¥ 400,000

「Windows 10移行」に関するアンケート

本アンケートでは、「Windows 10移行」や「クラウドプリント端末導入」について調査されている方を対象にご意見を伺い、主催者による今後の商品開発の貴重な資料といたします。

アンケートにご協力いただいた方には

【特典】アンケートにご協力いただいた方の中から抽選で1名様に10名様に「Amazonギフト券 (5000円分)」をプレゼントします。ぜひご回答ください。

応募締切	2020年12月31日（金）まで ※応募多数の場合、抽選の結果が決定いたします。
主催	アイティメディア株式会社
賞品	抽選で1名様に「抽選で1名様に Amazonギフト券 (5000円分)」をプレゼントいたします。 ※抽選結果は、本アンケートに回答いただいた方にメールでお知らせいたします。
当選発表	抽選された方には、抽選結果をメールでお知らせいたします。 ※抽選結果は、Amazonギフト券 (5000円分) の抽選結果発表の発表をもって代えさせていただきます。
お問い合わせ先	tech@targetdesign.jp / 一般ファンコミュニティメンバーシップ事務局 ig_membership@itmedia.co.jp

アンケート

1 お勧め先で設置されている主なクラウドプリント端末 (PCやタブレットなど) の種類を、いくつかもお選びください。 (必須)

- ☐ デスクトップPC
- ☐ ノートPC
- ☐ タブレット
- ☐ 2-in-1 (ノートPCとタブレットの二合一型)
- ☐ ワークステーション
- ☐ シンククライアント
- ☐ その他

2 お勧め先で設置されているPC/DOS/OSに当てはまるものを、いくつかもお選びください。 (必須)

- ☐ Windows 10
- ☐ Windows 8/8.1
- ☐ Windows 7
- ☐ Windows XP/VISTA
- ☐ その他

3 Windows 7の延長サポートが2020年1月14日に切れますが、お勧め先ではWindows 10への移行を予定されていますか? (必須)

- ☐ すでにWindows 10への移行を終了している

8 新設のクラウドプリント端末の導入予定時期を、1つお選びください。 (必須)

- ☐ 新設のクラウドプリント端末の導入予定時期を、1つお選びください。
- ☐ 移行の予定なし
- ☐ その他

9 Q7で「その他」を選択した方は、詳細な理由を具体的に記載してください。

10 お勧め先でクラウドプリント端末を導入する際、あなたはどのような課題を抱えていますか? (必須)

- ☐ 導入に関する決定権のある立場
- ☐ 導入に関する製品選定の立場
- ☐ 導入に関する情報収集/アドバイスを要する立場
- ☐ 特に導入には関係しない立場

個人情報の取り扱いについて

以下「個人情報取り扱いに関するお問い合わせ」に回答いただいた方の個人情報は、アイティメディアが管理し、資料を提供した数に限り使用いたします。
「個人情報取り扱いに関するお問い合わせ」をよくお読みください。同意の上、ご回答ください。

同意に際して、以下の事項に同意されたものとみなします。

(1) 個人情報の提供
アイティメディアがご提供いただいた個人情報は、抽選等に使用いたします。お客様の同意の範囲内において、必要に応じて第三者へ提供いたします。なお、当社の業務が関係している場合、更新後の情報が提供されることとなります。

(2) 提供する個人情報の項目

アイティメディア株式会社は プライバシーポリシー をご確認いただけます。
プライバシーポリシー

☐ 個人情報の取り扱いに関する同意を承認し、回答する

同意して回答する

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

The image shows a screenshot of a questionnaire customization interface. The interface is divided into two main sections: a left sidebar and a main content area. The left sidebar contains a list of questions and their options. The main content area shows a detailed view of a selected question, including its title, options, and a 'Required' checkbox. A blue arrow points from the left sidebar to the main content area, indicating the flow of the customization process.

Price

¥ 50,000 / 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.

Comparison with Other Media Services (Sep. 2017 *According to our research)

Company		ITmedia	Company A	Company B	Company C	Company D
How to attract		Members	Members	Members +External list	Members	SEO
How to get Lead		Contents／ Questionnaire	Contents／ Questionnaire	Call + Contents	Contents／Questionnaire	A request for brochure
How to get permission for each company		○	○	× (Verbal on call + When registration)	△ (Not exact Opt-in action)	△ (Not exact Opt-in action)
Level of guarantee	Guarantee(Number)	○	○ (Only Some service)	○	×	× (Affiliate)
	Guarantee(Segment)	○	○ (Only Some service)	○	×	×
	Enrollment check	△ (Only Some service)	×	△ (Only a Lead by call)	×	×
	Confirmation of	△ (Only Some service)	×	×	×	×
Quality of Data	Exclusion inappropriate lead	○	○	○	×	Self reported
	Registration update	○	×	×	×	Non-membership system
	Confirmation of disconnect call	○	×	×	×	×
	Normalization of Company name	○	×	×	×	×
	Company code	○ (Provided by Landscape Co., Ltd.)	×	×	×	×
Available number of leads		1000 or more	1000 or more	100 or more	100 or more	10 or more
Price per Lead (User Company)		¥ 8,000 (Category B)	¥ 10,000	¥ 20,000	± ¥ 8,000	± ¥ 13,000

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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