

ITmedia Mobile Special (Advertorial)

ITmedia PC USER Special (Advertorial)



ITmedia Mobile promotes a variety of products and services related to cell phones including smartphones, communication services, peripherals, and applications to highly sensitive and discerning readers.

Positions of traffic drivers

ITmedia Mobile top page



ITmedia Mobile article pages



Smartphone



Standard package: JPY 1,500,000-

- Content: 1 advertorial, including interviewing, writing and insertion costs
- Traffic drivers: ITmedia Mobile
 - Top page link (1 month)
 - Side link (1 month)
 - Link under article (2 weeks)
- Term: 1 month

Smartphone view digital media unit
 • Smartphone link (1 week)



ITmedia PC USER promotes your products, services and solutions to high-end users who are sensitive to the latest PCs and their new functions and want detailed information as soon as possible, as well as to business users who want information on office automation equipment that can be used by small and medium-sized companies and SOHO.

Positions of traffic drivers

ITmedia PC USER top page



ITmedia PC USER article pages



Smartphone



Standard package: JPY 1,500,000-

- Content: 1 advertorial, including interviewing, writing and insertion costs
- Traffic drivers: ITmedia PC USER
 - Top page link (1 month)
 - Side link (1 month)
 - Link under article (2 weeks)
- Term: 1 month

Smartphone view digital media unit
 • Smartphone link (1 week)

ITmedia Mobile & ITmedia PC USER: Page View Guaranteed Advertorial



We are pleased to announce a major revision of the Page View unit price for Page View guaranteed advertorial that can be inserted with confidence in ITmedia's consumer-oriented media! The guaranteed Page Views can be customized in units of 1 Page View to meet your budget and needs.

Media



Guaranteed Page View	Page View unit price	Rate	Minimum guaranteed period of traffic driver	Traffic drivers and their content	Production term	Proofreading times	Report
50,000 or more	JPY 70	JPY 3,500,000 or more	1 week	ITmedia handles them.	1 month	Up to 3 times	<ul style="list-style-type: none"> • Page Views • Unique Browsers • Average time on page • Number of external link clicks Excel (PDF) base
30,000 or more	JPY 80	JPY 2,400,000 or more	1 week	ITmedia handles them.	1 month	Up to 3 times	
10,000 or more	JPY 90	JPY 900,000 or more	1 week	ITmedia handles them.	1 month	Up to 3 times	

■ Example: 10,000 Page View guaranteed

Guaranteed Page View	×	Page View unit price	=	Rate
10,000 Page Views		JPY 90		JPY 900,000

■ Example: 20,000 Page View guaranteed

Guaranteed Page View	×	Page View unit price	=	Rate
20,000 Page Views		JPY 90		JPY 1,800,000

- All rates above are Gross and do not include Consumption tax.
- 10,000 Page Views guarantee or more is required. The counting range of Page Views are all pages of advertorials published on PC and smart phones.
- The contents of the traffic drivers and manuscript are left up to ITmedia.
- ITmedia will stop running the traffic driver advertisements as soon as the guaranteed Page View is achieved, but we guarantee that the advertisements will run for at least 1 week.
- If a celebrity needs to be assigned or a distant interview needs to be conducted, ITmedia will charge a separate fee.