



# Seminar Service Guide

2021 Oct. Version

# Programs to Support Seminar Audience Creation

<p>Charged based on the number of registrants through the page in ITmedia's website</p> <hr/> <p><b>Cost per Registered Person Program</b> JPY 500,000 or more</p>	<p>Guaranteed number of clicks to the registration page on client's website via banners of ITmedia and partners</p> <hr/> <p><b>Cost per Click Program</b> JPY 500,000 or more</p>	<p>Exclusive mail which can be delivered just before the event</p> <hr/> <p><b>Targeting Mail Delivery Program</b> JPY 96,000 or more</p>
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Order Deadline	30 business days before the seminar	20 business days before the seminar	3 business days before the delivery date
Acceptable Location of Seminar	Online (excluding on-demand webinars)	Online	Anywhere in Japan or online
Website Location of Registration Page	ITmedia's website	Client's website	Client's website
Specifying the Target Audience	No segment, excluding competitors or targeting to user companies only.	No segment or Behavior targeting	Flexible specification by industry, job title, etc.
Price	Registration page production fee : JPY 50,000 Cost per registration (webinar) : @JPY 13,000 or more	Cost per Click : @JPY 400 or more	Depends on the Targeting Mail

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Order Deadline  
30 business days before the seminar

# Cost per Registered Person Program

## Audience creation program charged by the number of registrants through the page on ITmedia website.

The registration page will be created under ITmedia domain, and ITmedia promotes the page to readers via emails. The promotion is charged depending on the number of registrants, so the ROI of this program is transparent.

Agreement on Conditions

The client and ITmedia agree on the attributes and conditions of the unit price per registrant.

Mail Delivery

ITmedia notifies its registered members of the seminar via email.

Seminar Registration Page

The readers visit ITmedia website and register as seminar audience.

Audience Creation

The client can download the personal data via ITmedia's management portal site.

Price

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Registration page creation cost: JPY 50,000

	Target: No segment	Target: User companies
Standard	@JPY 15,000	@JPY 30,000
Early Bird (Order must be made at least 40 days prior to the event.)	@JPY 13,000	@JPY 26,000

NOTE:

- Minimum charge is JPY 500,000.
- Cost depends on the location or audience attribute.
- It's possible to guarantee the number of registrants if the event is large-scale, has prominent speakers, case studies of famous user companies, etc.

Remarks

- The client needs to send attendance slip / contact of refusal to registrants by themselves.
- ITmedia may not be able to offer this program if the seminar is held for very limited segment people. Please contact ITmedia sales representative for availability.
- ITmedia exclude registrants from non-business users (e.g., free jobs, homemakers, husbands, students and non-jobs) and fraudulent data.
- If the client wants to exclude competitors, please provide the company name list with up to 5 companies before starting the audience creation. Additions and modifications of the list is not acceptable after audience creation starts.
- Audience creation schedule is not disclosed. This is adjusted according to the status of the registrants. please leave it us.
- The client can check the audience creation status and download the registrants' data via the management portal site.

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# Cost per Click Program

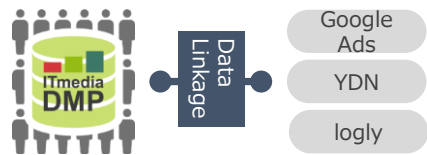
## Audience creation program that guarantees the number of clicks to your seminar registration page

This is the program that guarantees the number of clicks to your seminar registration page by using banners of ITmedia and its partners. Please use this program if the client wants to attract new customers to the seminar or the client doesn't have much time till hold it but needs more customers.

Advertise on related media in ITmedia websites



Audience targeting and advertising on external partners



Use our media browsing history and expand audience by distributing ads to external partners. Because the quality of the underlying data is different, even external distribution can be expected to be highly effective.

Seminar Registration Page



The readers visit the client's website and register as seminar audience.

### Price

Seminar location and cost per click

Basic plan	CPC: JPY 400 (Guaranteed 1,250 clicks)
Behavioral targeting plan	CPC: JPY 500 (Guaranteed 1,000 clicks)

Notes:

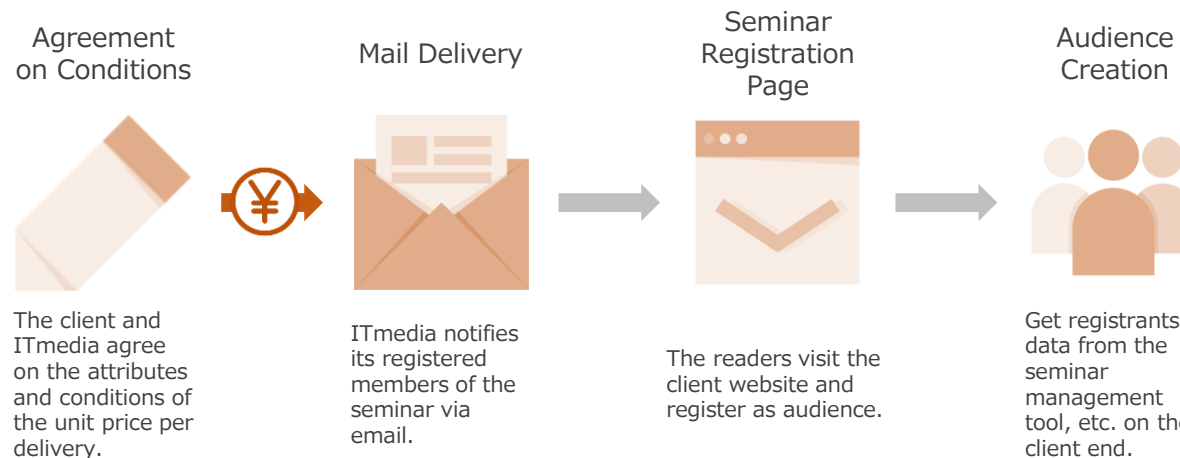
- The minimum charge is JPY 500,000.

### Remarks

- Please note that this program may not be offered depending on the products / services which are introduced in the seminar.
- At the stage of receiving your inquiry, the contents of the event such as title, agenda and performers and the URL of its registration page need to be finalized.
- The client needs to provide the banner materials as follows (★ is mandatory): ①Rectangle★ (gif, jpg/300x250/less than 150KB) ②Billboard★ (gif, jpg/970x250/less than 150KB) ③Super Banner (gif, jpg/728x90/less than 150KB) ④W Super Banner (gif, jpg/728x180/less than 150KB) ⑤W Rectangle (gif, jpg/300x600/less than 150KB) ⑥In-Lead (Static) (gif, jpg/640x300/less than 150KB)
- The number of clicks is measured by the measurement tool of ITmedia and its partners and the stats are treated as official number. (ITmedia doesn't provide each banner stats but provides total stats.)
- As soon as the guaranteed number of clicks is reached, ITmedia will stop the traffic drive at any time.
- If the number of clicks you ordered is not reached by the deadline, ITmedia will correspond either "bill only for the actual number of clicks" or "transfer the cost of insufficient number of clicks to another campaign (product)".

## An exclusive email advertisement that can specify the delivery target by attributes and interests

This is an exclusive email advertisement that can be delivered by specifying the target based on the registration information and action history of each media member. Since it can be delivered until the day before the seminar, it can also be used to attract customers immediately before the seminar.



### List of targeting mails

Targeting mails can be delivered via the following media. After interviewing the content of the seminar, ITmedia will propose the most suitable mail that suits the reader attributes and interests of each media.

- TechTarget Japan x Keyman's Net
- @IT
- ITmedia Enterprise
- ITmedia Marketing
- MONOist x EETimes Japan x EDN Japan

For more details, please see the next page.

### Remarks

- The material specifications are as follows. Please create the material at your company and send it by the material deadline.
  - Email Title : 30 double-byte characters or less
  - Body : 38 double-byte characters or less per 1 line. 100 lines or less.
  - URLs : 20 URLs or less
  - Report : Number of Clicks (7-days report from the email delivery date)
  - Ad Material Deadline: By 6:00 PM on the 3 business days before the delivery date
  - For more regulations, please visit [http://corp.itmedia.co.jp/corp/ad/regulation\\_format.html](http://corp.itmedia.co.jp/corp/ad/regulation_format.html)

# Targeting Mail List

	TechTarget × Keyman's Net seminar targeting mail	@IT Tsushin DMP targeting mail	ITmedia Enterprise targeting mail	ITmedia Marketing targeting mail	Engineering media targeting mail
Recommended Seminar	IT-related seminars for information systems and IT buyers	IT-related seminars for information systems and engineers	IT-related seminars for information systems and business	Seminars for marketing and sales departments	Seminars for D&D engineers and people of production and quality control departments in the manufacturing industry
Distribution objects	<ul style="list-style-type: none"> <li>• TechTarget Japan</li> <li>• Keyman's Net</li> </ul>	<ul style="list-style-type: none"> <li>• @IT</li> </ul>	<ul style="list-style-type: none"> <li>• ITmedia Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>• ITmedia Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• MONOist</li> <li>• EE Times Japan</li> <li>• EDN Japan</li> </ul>
Criteria (attributes) for targeting	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Job function</li> <li>• Number of employees</li> <li>• Job title</li> <li>• Annual sales</li> <li>• Work location</li> <li>• Product / service specified</li> <li>• Company name</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Job function</li> <li>• Number of employees</li> <li>• Job title</li> <li>• Annual sales</li> <li>• Work location</li> <li>• Product / service specified</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Job function</li> <li>• Number of employees</li> <li>• Job title</li> <li>• Annual sales</li> <li>• Work location</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Job function</li> <li>• Number of employees</li> <li>• Job title</li> <li>• Annual sales</li> <li>• Work location</li> <li>• Product / service specified</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Job function</li> <li>• Number of employees</li> <li>• Job title</li> <li>• Annual sales</li> <li>• Work location</li> <li>• Product / service specified</li> <li>• Company name</li> </ul>
Delivery date	Monday to Friday (Business days only) Up to 5 companies per day ※ The reminder email to non-clickers is included.	Monday to Friday (Business days only) Up to 1 company per day	Monday to Friday (Business days only) Up to 1 company per day	Monday to Friday (Business days only) Up to 3 companies per day	Tuesday or Thursday (Business days only) Up to 1 company per day
Price	Unit price per targeting condition – When specifying companies: JPY 100 per person – When specifying attribute of ITmedia ID: JPY 80 per person – When specifying behavior history via ITmedia DMP: JPY 50 per person Minimum charge: JPY 200,000				

Contact ITmedia sales representative for more details on the delivery conditions that can be specified for each targeting mail.

# FYI: Definition of “User Company”

When targeting to "user companies" under Cost per Registered Person Program / Cost per Click Program, registrants whose industry attribute are listed below (as white background) are regarded as audience who work in user companies. These attributes are judged based on the registered data in ITmedia membership database or seminar registration form page.

Registered industry attributes in ITmedia membership database			Registered industry attributes on seminar form page	
Agriculture / Forestry / Fishery / Mine	Information Service	Hotel/Food Services	01. IT-related hardware Manufacturer	
Construction	Packaged Software	Daily life-related Services/Entertainment	02. IT-related Software Manufacturer	
Construction Consultant	SI (Independent or mainly external sales)	Special Technical Services	03. IT-related Product Distributor / Reseller	
House Builder	SI (Mainly internal sales to group companies)	Newspaper / Publisher / Broadcast / Media / Advertisement	04. System Integrater	
Dedicated Renovation Company	Contracted Development/Information Processing	Education / Learning Aid Services	05. Contracted Development of Software / Information Processing	
Architectural Design Firm	Embedded Software	Healthcare / Healthcare Services	06. Communications/Telecom, ISP	
Structural Design Firm	Information Technology Consulting	Self-employed Doctor	07. Other IT-related Businesses	
Facility Design Firm	Other Information Services	Doctor	08. Agriculture / Forestry / Fishery / Mine	
General Construction Company	Communication Services	Dentist	09. Construction	
Special Construction Company	Telecommunication Carrier	Nurse	10. Manufacturing	
Builder's Office	Information Service Provider/Internet Data Center / SaaS / Cloud Service Provider	Medical Processor	11. Electricity / Gas / Heat Supply / Water	
Railroad-related Construction Company	Other Communication Services	Caregiver / Visiting Nurse	12. Transportation / Warehousing Business	
Other Construction-related Companies	Whole Seller / Reseller	Others (Occupational Therapist, Physical Therapist)	13. Distribution (Wholesale / Retail)	
Trading Company	Computer-related product distributor/Reseller	Other Services	14. Financial / Banking / Insurance	
Manufacturing	Other Whole seller / Reseller	Government / Civil Service/Association	15. Real Estate	
Computer (Hardware Manufacturer)	Infrastructure (Electricity / Gas / Heat Supply / Water)	Other Business	16. Hotel / Food Services	
Computer (Software Manufacturer)	Transportation / Postal Service	Freelance Profession	17. Publishing / Broadcast / Media	
Electronic Components / Devices / Electronic Circuits	Finance / Insurance company	housewife, househusband	18. Other Services	
Electric-related Product Manufacturer	Real Estate / Lease Company	Student	19. Medical / Welfare Services	
Automotive / Transportation-related Manufacturer	Real Estate (trade / rent) Agency	Unemployed	20. Education	
Industrial / Office usage-related product Manufacturer	Real Estate Management Company		21. Government / Local Government	
Foods /Chemical / Pharmaceutical Manufacturer	Real Estate Developer		22. Other Businesses	
Materials / Energy-related Manufacturer	Other Real Estate-related companies		23. Part Timer	
Other Manufacturers			24. Housewife / Househusband	
			25. Student	
			26. Unemployed	
			27. Others	

Gray background attributes are regarded as “non-user companies”

# Cancellation provisions

If you want to cancel the purchase order for the advertiser's convenience after receiving the purchase order for the advertised product, you will be charged a cancellation fee at the following rate.

Product		Cancellation charge	Major products (please contact us for products other than those listed below)
Display ads and e-mail ads		Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements
Articles Planning Special (Tie-up story advertising)		Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up
Reed Gen	Guaranteed number of cases	To acquire leads Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
	Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None
Seminar	Set seminar	Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA
	Commissioned seminars	Planning costs and operational costs <ul style="list-style-type: none"> <li>• Up to 41 days before the date: 50% of advertising charges</li> <li>• Within 40 days of the event: 100% of advertising charges</li> </ul> In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. <ul style="list-style-type: none"> <li>• Venue fee</li> <li>• Our outsourcing fee</li> <li>• Other costs incurred by customizing your offer</li> </ul>	Commissioned seminars
Other	ABM report	First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report
	Custom article brochures, printing	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing
	Video production	Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production
	Custom Research	Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research





For more inquiries, please contact:

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