



ITmedia Inc.



ITmedia editorial team will explain the key points of your products/services and email them to our readers first!

Fresh Summary Express

【Guaranteed Page Views Option】

Limited to April-June 2022

[Limited Time Offer]

Fresh Summary Express with Guaranteed 1,000 Page Views

Release summary of key points

Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters: About 500
Illustration : Up to 1

Editor's perspective

A summary of the key points for the readers will be given with the editorial viewpoints.

Number of characters: About 200

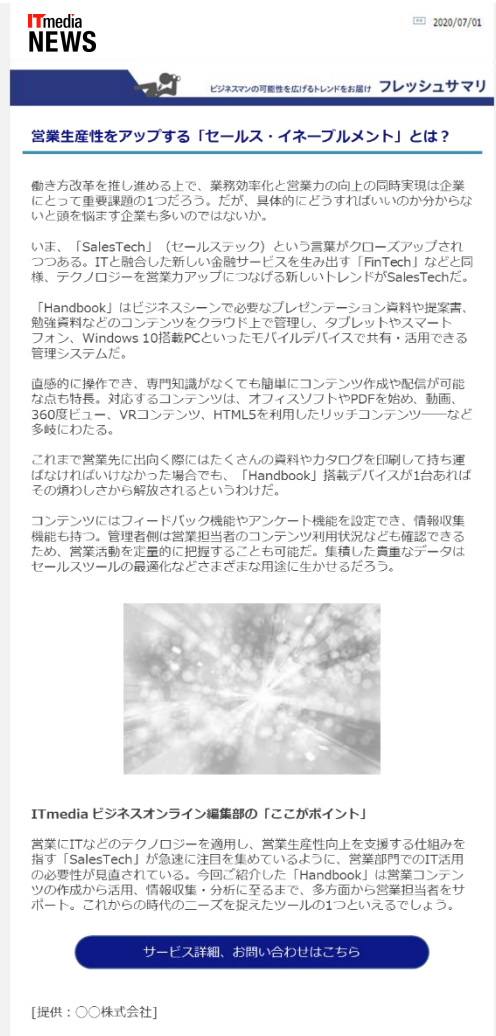


Image of the email content

Distributed via **HTML e-mail** to members of **one of the following e-Newsletters**

ITmedia NEWS Anchor Desk Magazine E-newsletter Special Edition
Number of subscribers: About 19,000
Delivery days: Tuesday and Thursday

or

ITmedia Business Online E-Newsletter Special Edition
Number of subscribers: About 86,000
Delivery date: Weekdays

Also posted in the media website as an archive.



Traffic driving with behavioral history targeting: Guaranteed 1,000 page views

Rate

The regular price is JPY 1,100,000, but **the limited time offer is available until the order of May 31, 2022 at a price of JPY 1,000,000 (excluding tax, gross).**

Specifications

Provided items

- Production of 1 simple advertorial
 - Product information summary (about 500 characters)
 - Editorial commentary (about 200 characters)
- Distribution of content via HTML e-mail
- Content posting in production media
- Guaranteed traffic driving to archived pages (1,000 page views)

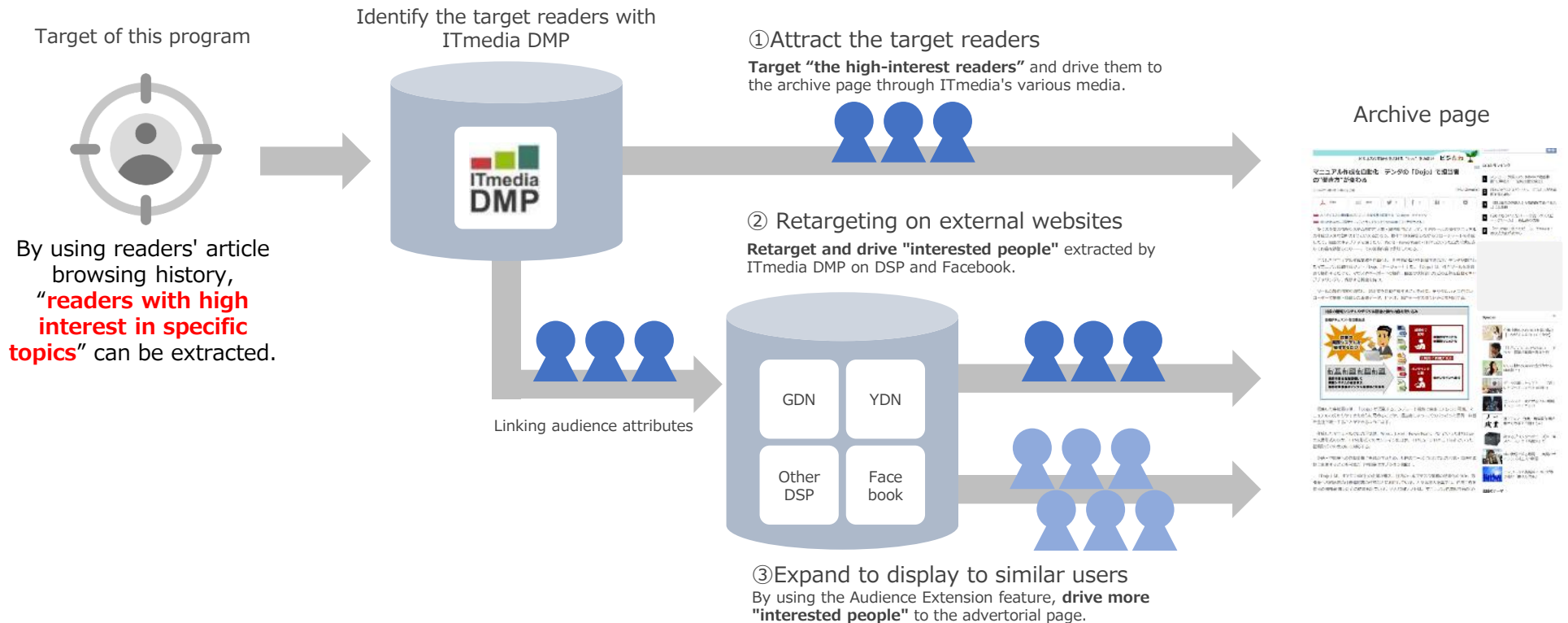
Report

- Number of email sent
- Email open rate
- Number of clicks of email
- Email Click Through Rate
- Archive page viewing report (page views, unique browsers, clicks, etc.)

- This is a simple advertorial program with no interview. Please let us know in advance if there are points you would like to emphasize in product information, etc.
- After receiving the materials, ITmedia will send you HTML to check the contents within about 3 business days. Please note its proofreading is only for "fact-checking".
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' transactions. We appreciate your understanding in advance.
- Traffic driving ads will be suspended as soon as the guaranteed page views is achieved, but are guaranteed to remain up for at least one week.

Traffic Driver

Increasing effectiveness of publication by attracting target audience + similar users



- When using DSP/SSP, ITmedia will use our own whitelist to ensure safety.
- Keywords can be freely selected, but ITmedia may ask you to make adjustments if the number of unique browsers in our media groups falls below 100,000.
- This service is a plan with extended audience distribution and external media.
- ITmedia will select the most suitable destination for external media according to the content. (You cannot specify the destination.)
- ITmedia will prepare the materials of traffic drivers. (You cannot confirm or specify the materials in advance.)

ITmedia NEWS: Call for Entries Theme

The main themes for the call are products and services related to the following topics and themes that are the focus of the editorial department.

AR/VR	IoT/Data analysis	AI	Deep Learning
Cloud Computing	Security	Wearable	Digital pen Digital notebook
Web Conference Teleconferencing	Video streaming system	Communication tool	File sharing service

ITmedia Business Online: Call for Entries Theme

The main themes for the call are products and services related to the following topics and themes that are the focus of the editorial department.

Business Solution Products

The screenshot shows the ITmedia Business Online website interface. The top navigation bar includes a hamburger menu icon labeled 'メディア', the site name 'ITmediaビジネス ONLINE', and social media icons for Twitter and Facebook. Below the navigation, there is a grid of dark blue boxes containing the following product categories:

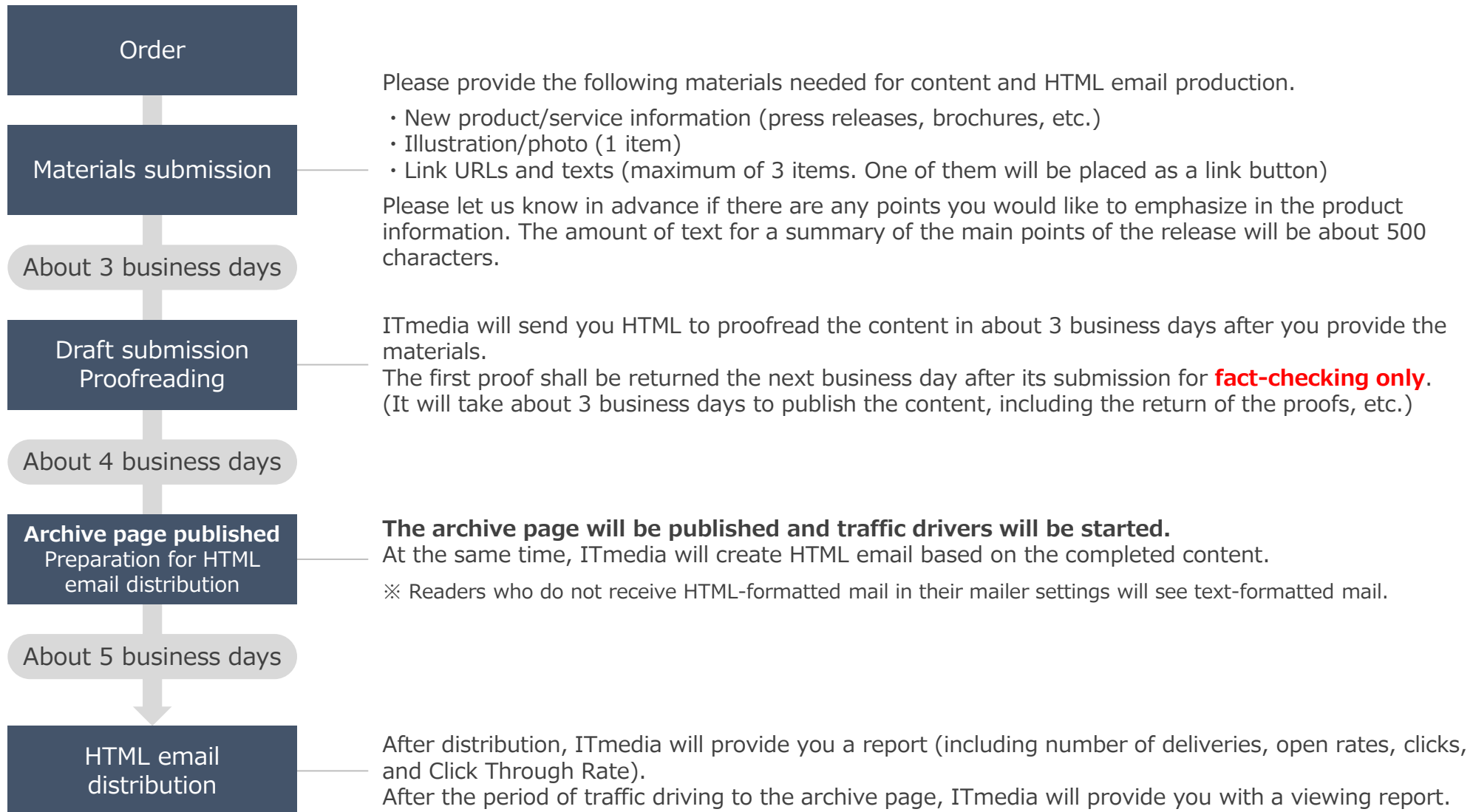
- Web Conference Teleconferencing
- Electronic form
- Printer Multi-function printer
- PC Smart device
- Chat tool
- SFA/CRM
- HR solution
- Accounting solution
- BI/BA
- Distributor/manufacturer solution
- Office facility

Marketing Trend Products

The screenshot shows the ITmedia Business Online website interface. The top navigation bar includes a hamburger menu icon labeled 'メディア', the site name 'ITmediaビジネス ONLINE', and social media icons for Twitter and Facebook. Below the navigation, there is a grid of dark blue boxes containing the following product categories:

- Real estate
- Money
- Business school English conversation
- Liquor beverage food
- Stationery
- Cosmetics for male
- Personal grooming appliances
- Fitness

Schedule



Notes When Using This Program

About content production

- This is a simple advertorial program with no interview. Our editorial staff will summarize key points based on your press releases and product materials.
- Basically, only products/services that are listed on page 3 and 4 will be accepted. In other cases, please contact our sales staff before applying.
- ITmedia may confirm the content in advance, except for announcements of new products and services. Please contact our sales staff for details.
- News information and editorial viewpoints are structured separately. If you would like ITmedia to write an entire news article with an editorial viewpoint, please select standard Advertorial program.
- PR and credit notations will be included in the HTML email and archived page.
- If, after ordering, you wish to make a big change from the agreed-upon content, an additional fee (JPY 30,000) may be incurred.

About HTML e-mail

- ITmedia has confirmed the content visibility with the following mailer.
 - Windows Mail
 - Outlook 2016 or later
 - Thunderbird
 - Gmail for Web/iPhone/Android
- The above is not a guarantee of visibility and may be displayed differently depending on the recipient's operating system or mailer environment. Please note that ITmedia cannot compensate for any display problems that may occur.
- Due to system specifications, content specifications are subject to change without notice. We appreciate your understanding in advance.
- The report items are: Number of deliveries/open rates/clicks/Click Thorough Rate.
- Readers who do not receive HTML-formatted e-mail in their mailer settings will receive a text e-mail containing the production contents and related link URLs.

Cancellation Policies

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.

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 41 days before the seminar opening date: 50% of the advertising fee After 40 days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan	
	Entrusted Seminar	Planning Fee / Operating Fee <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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	