ITmedia Inc.

Advertorials & Related Contents on One Microsite

Guide of Middle Page (Template-type)

ITmedia NEWS

ITmedia ビジネス ONLINE
(ITmedia Business Online)

ITmedia エンタープライズ
(ITmedia Enterprise)

@IT
atmarkIT

TechTarget Japan

キーマンズネット
(Keyman's Net)

MONOist

EE Times Japan

EDN Japan

Tech Factory

ITmedia Inc.
Professional Media Planning Division
2021 Edition

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Middle Page (Template-type)

- A base for bringing together a variety of advertorials and sending brand messaging -

Opening a page which brings together sponsored and related editorial contents, etc. in media, we promote the themes your company focuses on and your brand messaging over the medium- to long-term.

*Insertion Example

Points

- ✓ Speedy production & insertion with a dedicated template complete with required elements
- ✓ From page creation to operation and updates, leave it all to us

■ Insertable media

- ITmedia NEWS ・ITmedia Business Online
- ITmedia Enterprise ・@IT
- TechTarget Japan, ・Keyman's Net ・MONOist ・EE Times Japan
- EDN Japan ・ TechFactory (Please select 1 among these media)

■ Provided content

- Creation and insertion of Middle Page (1HTML)
- Middle page update operation

■ Inserted content

The following content may be indexed on the Middle Page:

- Advertorials inserted into media
- Images and text (campaigns, event information, etc.)

Please contact us for details.

*Traffic drivers to the Middle Page are provided as a separate menu. Please see the next pages for model plans.
*For ordering the Middle Page program, simultaneous insertion of advertorial or lead generation program is mandatory.

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Example of Page Structure

Template-type

Below is a guide to the components required for Middle Page production.

*Structure image

① Header art

The header art is the face of the site. We will propose titles and materials according to your desired image.

② Abstract

A summary which describes the theme of this Middle Page.

③ Advertorial articles' links

Links to advertorials such as new and past advertorial articles, white papers and videos can be inserted.
Icons, titles and text are re-used from the link source.

④ Related editorial articles' links

Editorial articles related to the page theme can be linked to. Icons, titles, and text are re-used from the link source.
Our editorial team select these related editorial articles.

⑤ Side Column

Links to external sites can be inserted.
Please provide materials when using banners, icons, etc. for links. (If you request us to create materials, an additional fee will be charged.)

● Other

Parts other than ① - ⑤ in the structure is outside the scope of template–type Middle Page.

When viewed on a smartphone, components are displayed vertically in order, from main column to side column. The header art is reduced. (*Display of some customization is not supported)
The page includes the special logo of inserted media, the PR label, the name of the advertiser and the term of validity for inserted content as credits.

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Template-type

Flow of Traffic Driving

Readers will be guided from media to your Middle Page and advertorials. Reader engagement is increased by promoting reader migration between the middle page and advertorial content through mutual links.

Traffic drivers on media, e-Newsletters, etc.

Guide of readers
*Guaranteed term of traffic driving package

Your Middle Page

Mutual links

Your Advertorials

Guide of readers
*Traffic drivers vary depending on the advertorial programs.

*Traffic drivers to the Middle Page are provided as a separate menu. Please see the next pages for model plans.
*For ordering the Middle Page program, simultaneous insertion of advertorial or lead generation program is mandatory.

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Package Plan on ITmedia NEWS

ITmedia NEWS

Template-type

A package plan for inserting the Middle Page (template-type) on ITmedia NEWS.

Menu		Term	Number of items
Advertorials	Creation & insertion of/traffic driving to new advertorial articles on ITmedia NEWS ➢ 10,000 guaranteed page views per 1 advertorial ➢ Interview is included ➢ Duration of traffic driving: guaranteed 1 week minimum to 2 months ➢ *Traffic driving ends once guaranteed page views are achieved.	-	2
Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• ITmedia NEWS Top Link • ITmedia NEWS Side Link • ITmedia NEWS Link below Article	1 month	3
Total quote	JPY 6,000,000-	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on ITmedia Business Online

(ITmedia Business Online)

Template-type

A package plan for inserting the Middle Page (template-type) on ITmedia Business Online.

Menu		Term	Number of items
Advertorials	Creation & insertion of/traffic driving to new advertorial articles on ITmedia Business Online ➢ 10,000 guaranteed page views per 1 advertorial ➢ Interview is included ➢ Duration of traffic driving: guaranteed 1 week minimum to 2 months ➢ *Traffic driving ends once guaranteed page views are achieved.	-	2
Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• ITmedia Business Online Top Link • ITmedia Business Online Side Link • ITmedia Business Online Link below Article	1 month	3
Total quote	JPY 6,000,000 (gross, excluding tax)		

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on ITmedia Enterprise

ITmedia エンタープライズ (ITmedia Enterprise)

Template-type

A package plan for inserting the Middle Page (template-type) on ITmedia Enterprise.

Menu		Term	Number of items

Advertorials	• ITmedia Enterprise Special (insertion term guaranteed)
	Creation & insertion of new advertorial articles (interview included, 3,000-4,000 Japanese characters, 1-2 illustrations)
	• Traffic drivers below:
	  • ITmedia Enterprise Top Link (1 month)
	  • ITmedia Enterprise Side Link (1 month)
	  • ITmedia Enterprise Link below Article (2 weeks)
	  • @IT Link below Article (2 weeks)
		1 month	2

Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• ITmedia Enterprise Top Link • ITmedia Enterprise Side Link • ITmedia Enterprise Link below Article • ITmedia Executive Side Link • ITmedia Executive Link below Article	1 month	3
Total quote	JPY 5,250,000	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- ITmedia Enterprise advertorials are also available with a guaranteed page views plan. Please inquire with our sales staff for possible themes, guaranteed number of page views and pricing.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on @IT

Template-type

A package plan for inserting the Middle Page (template-type) on @IT.

Menu		Term	Number of items

Advertorials	• @IT Special (insertion term guaranteed)
	Creation & insertion of new advertorial articles (interview included, 3,000-4,000 Japanese characters, 1-2 illustrations)
	• Traffic drivers below:
	  • @IT Top Link (1 month)
	  • @IT Side Link (1 month)
	  • @IT Link below Article (2 weeks)
		1 month	2

Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• @IT Top Page Corner Link • @IT Side Link • @IT Link below Article	1 month	3
Total quote	JPY 5,200,000	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- @IT advertorials are also available with a guaranteed page views plan. Please inquire with our sales staff for possible themes, guaranteed number of page views and pricing.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on TechTarget Japan

Template-type

A package plan for inserting the Middle Page (template-type) on TechTarget Japan.

Menu		Term	Number of items
Lead generation	• LG LeadGen. Segment (The number of guaranteed leads depends on the conditions.)	-	-
Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• TechTarget Side Link	1 month	3
Total quote	JPY 3,200,000 (gross, excluding tax)		

- For implementation, a minimum of 3 months of Middle Page insertion and LG LeadGen. Segment are required.
- Please contact us if you have any requests for segment settings, etc.
- How to proceed the campaign (required contents and lead generation plan) will be decided by mutual agreement upon separate discussion.
- For lead generation, we will introduce your company's contents to your target audience via email.
- Creation of only the Middle Page cannot be carried out. Please also order it insertion and traffic drivers.
- As an option for the LeadGen. Segment, we also provide a content creation program for lead generation, such as advertorials and white papers. Please contact our sales staff. (Content creation program is charged for separately from the above)
- Because TechTarget Japan is a membership website, we recommend that you use open website such as @IT/ITmedia Enterprise for the purpose of big page views of the Middle Page.

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Package Plan on Keyman's Net

(Keyman's Net)

Template-type

A package plan for inserting the Middle Page (template-type) on Keyman's Net.

Menu		Term	Number of items
Lead generation	• LG LeadGen. Segment (The number of guaranteed leads depends on the conditions.)	-	-
Creation/insertion of the Middle Page (template-type)	• Creation of original design (design meeting, submission of 1 layout, wireframe production, coding) • Assignment of creative director • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	・Keyman's Net Side Link	1 month	3
Total quote	JPY 4,950,000 (gross, excluding tax)		

- For implementation, a minimum of 3 months of Middle Page insertion and LG LeadGen. Segment are required.
- Please contact us if you have any requests for segment settings, etc.
- How to proceed the campaign (required contents and lead generation plan) will be decided by mutual agreement upon separate discussion.
- For lead generation, we will introduce your company's contents to your target audience via email.
- Creation of only the Middle Page cannot be carried out. Please also order it insertion and traffic drivers.
- As an option for the LeadGen. Segment, we also provide a content creation program for lead generation, such as advertorials and white papers. Please contact our sales staff. (Content creation program is charged for separately from the above)
- Because Keyman's Net is a membership website, we recommend that you use open website such as @IT/ITmedia Enterprise for the purpose of big page views of the Middle Page.

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Package Plan on MONOist

MONOist

Template-type

A package plan for inserting the Middle Page (template-type) on MONOist.

Menu		Term	Number of items

Advertorials	• MONOist Special (insertion term guaranteed)
	Creation & insertion of new advertorial articles (interview included, 3,000-4,000 Japanese characters, 1-2 illustrations)
	• Traffic drivers below:
	  • EM All Side Link (1 month)
	  • MONOist Top Link (1 month)
	  • MONOist Link below Article (1 month)
	  • MONOist Smartphone View Smartphone Link (1 month)
		1 month	2

Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• EM All Side Link (Special Site) • MONOist Top Link • MONOist Link below Article	1 month	3
Total quote	JPY 4,300,000	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- MONOist advertorials are also available with a guaranteed page views plan. Please inquire with our sales staff for possible themes, guaranteed number of page views and pricing.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on EE Times Japan/EDN Japan

Template-type

A package plan for inserting the Middle Page (template-type) on EE Times Japan or EDN Japan.

Menu		Term	Number of Items

Advertorials	• EE Times Japan/EDN Japan Special (insertion term guaranteed)
	Creation & insertion of new advertorial articles (interview included, 3,000-4,000 Japanese characters, 1-2 illustrations)
	• Traffic drivers below:
	  • EM All Side Link (1 month)
	  • EE Times Japan or EDN Japan Top Link (1 month)
	  • EE Times Japan or EDN Japan Link below Article (1 month)
	  • EM Smartphone View Smartphone Link (1 month)
		1 month	2

Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• EM All Side Link (Special Site) • EE Times Japan or EDN Japan Top Link • EE Times Japan or EDN Japan Link below Article	1 month	3
Total quote	JPY 4,300,000	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and at least 2 advertorials are required.
- Creation of only the Middle Page cannot be carried out. Please also order advertorials and traffic drivers.
- Please note that a guaranteed page view plan of the Middle Page is not available.
- EE Times Japan/EDN Japan advertorials are also available with a guaranteed page views plan. Please inquire with our sales staff for possible themes, guaranteed number of page views and pricing.
- Additional fees may be charged depending on the content of the creation.

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Package Plan on TechFactory

Template-type

A package plan for inserting the Middle Page (template-type) on TechFactory.

Menu		Term	Number of items
Lead generation	• LG LeadGen. Segment (The number of guaranteed leads depends on the conditions.)	-	-
Compiled advertorials	LeadGen. Basic/Segment content creation option (data collection included, 3000-4000 characters, 1-2 illustrations)	-	1
Creation/insertion of the Middle Page (template-type)	• Template-based design creation • Setting links to contents such as advertorials and editorial articles • Creation of materials for Middle Page such as title, abstract, header art, etc.	-	1
Maintenance/updating of the Middle Page	• Page management, such as link replacement (updated twice a month)	1 month	3
Middle Page traffic driver package	• EM All Side Link (Special Site) • MONOist, EE Times Japan or EDN Japan Top Link • MONOist, EE Times Japan or EDN Japan Link below Article	1 month	3
Total quote	JPY 3,500,000	(gross, excluding tax)	

- For implementation, a minimum of 3 months of Middle Page insertion and LG LeadGen. Segment are required.
- Please contact us if you have any requests for segment settings, etc.
- How to proceed the campaign (required contents and lead generation plan) will be decided by mutual agreement upon separate discussion.
- For lead generation, we will introduce your company's contents to your target audience via email.
- Creation of only the Middle Page cannot be carried out. Please also order it insertion and traffic drivers.
- As an option for the LeadGen. Segment, we also provide a content creation program for lead generation, such as advertorials and white papers. Please contact our sales staff. (Content creation program is charged for separately from the above)
- Because TechFactory is a membership website, we recommend that you use open website such as MONOist/EE Times Japan/EDN Japan for the purpose of big page views of the Middle Page.

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Positions of Traffic Drivers to the Middle Page

Template-type

When inserting the Middle Page on ITmedia NEWS

ITmedia NEWS home page

ITmedia NEWS article pages

Middle Page

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Positions of Traffic Drivers to the Middle Page

ITmedia Business Online

Template-type

When inserting the Middle Page on ITmedia Business Online

ITmedia Business Online home page

ITmedia Business Online article pages

Middle Page

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Positions of Traffic Drivers to the Middle Page

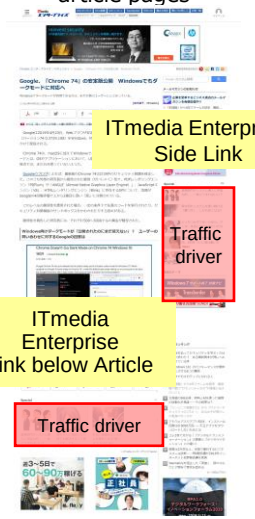
(ITmedia Enterprise)

Template-type

When inserting the Middle Page on ITmedia Enterprise

ITmedia Enterprise
home page

ITmedia Enterprise
article pages



ITmedia Executive
Article pages

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Positions of Traffic Drivers to the Middle Page

Template-type

When inserting the Middle Page on @IT

@IT home page

@IT article pages

When inserting the Middle Page on TechTarget Japan

TechTarget Japan home page

TechTarget Japan article pages

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Positions of Traffic Drivers to the Middle Page

(Keyman's Net)

Template-type

When inserting the Middle Page on Keyman's Net

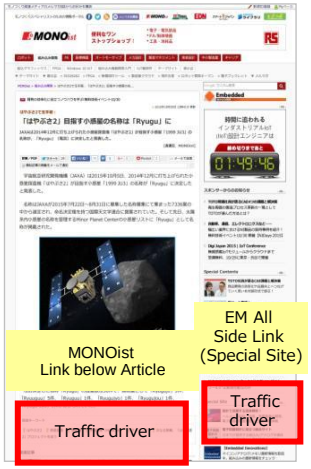
Keyman's Net
article pages

When inserting the Middle Page on MONOist

MONOist
home page

MONOist Forum
home page

MONOist/EE Times Japan/EDN Japan
article pages



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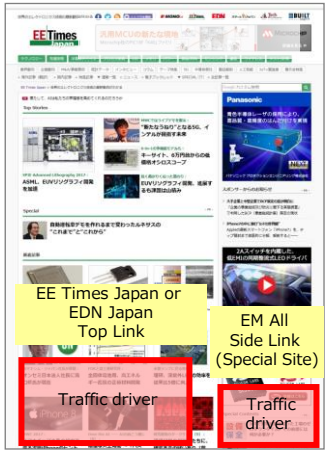
Positions of Traffic Drivers to the Middle Page

Template-type

When inserting the Middle Page on EE Times Japan/EDN Japan

EE Times Japan or EDN Japan home page

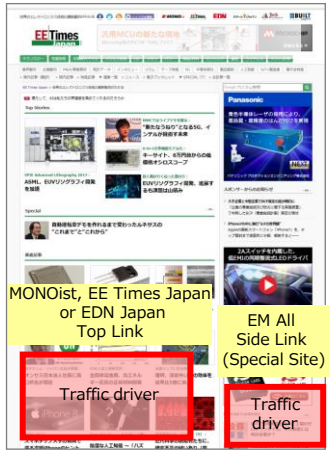


EE Times Japan or EDN Japan article pages

MONOist article pages

When inserting the Middle Page on TechFactory

MONOist, EE Times Japan or EDN Japan home page



MONOist, EE Times Japan or EDN Japan article pages

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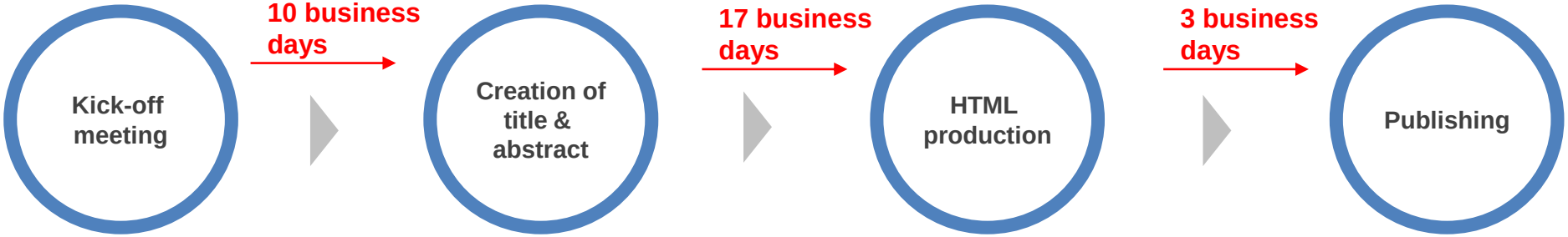
Middle Page Production Flow

We will consult with you and provide a quote regarding the schedule depending on the content to be produced, the number of days required to check copy, etc.

(Estimated production term is about 1 month or more)



・Confirmation of requirements and purpose

・Submission of title/abstract proposal
・Return of title/abstract proposal
・Decision on title/abstract proposal
・Submission of URLs of desired contents to be inserted

・Submission of first HTML proof
・Return of first proof
・Submission of HTML revision, copy of traffic drivers
・Return of revision, copy of traffic drivers
・Submission of final HTML proof
・Return of final proof
・Proofs Approval

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Attention

About advertorials

- From the standpoint of reader affinity, we recommend that you use basically the same media for Middle Page and advertorials. You can insert links to other media in the Middle Page and advertorials.
- Copyright of created advertorials belongs to us and our production staff (writers, camera operators, etc.).
- Secondary use of advertorials requires our consent in advance. In addition, prior consent from our company is required for use beyond the scope of use permitted by our company.
- Advertorials produced via these plans may be used for secondary use free of charge if there are no modifications (limited to use on the websites under the jurisdiction of the advertiser, citation of sources required)
- Use of printed matter will incur secondary usage fees, so please contact our sales representative if you wish to use it.

About Middle Page

- The URL is under the media domain in which it is inserted.
- Depending on the content creation, we may charge an additional fee.
- Contents to be submitted as a report are as follows:
  Page views, unique browsers, average time spent, traffic driver results, number of clicks on external links, daily page views and unique browsers (TechTarget Japan, Keyman's Net, and TechFactory do not have reports)
- Secondary use of illustrations and photographs within a page shall be handled the same as for advertorials.
- We do not deliver HTML sources.

About traffic drivers to Middle Page

- Please note that the contents of traffic driver packages are subject to change depending on product revisions and availability.

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Cancellation Policies

Advertising Menu			Cancellation Fee
Middle Page Advertorial			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)
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)
		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
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee
		Advertorial	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

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