



<http://monoist.atmarkit.co.jp/>

– For the expert designers and developers of advanced products –

“MONOist” helps engineers to solve problems in the daily design and development work. It publishes in-depth technical reports covering basics and applications, with visual charts, on the hottest topics. The audiences can get the latest and technically-analyzed content including product news and design guides.

◇3,112,115 Page Views / 1,104,661 Unique Browsers (As of July, 2021)



	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner	Top Page	Fixed	1 month	100,000	1	\$7,200
②	W Super Banner	Top Page			100,000	1	\$9,600
③	Rectangle	Top Page			100,000	1	\$9,600
①	MONOist ALL Super Banner	MONOist ALL	Rotation	1 week	Guaranteed	-	① CPM \$36 ② CPM \$60 ③ CPM \$48
②	MONOist ALL W Super Banner						
③	MONOist ALL Rectangle						
④	Welcome Screen	Top Page & Article Page	Rotation	1 week	Guaranteed (Minimum 20,000)	-	CPM \$180
⑤	Gate Pack	Top Page	Fixed	1 week	26,000	1	\$12,000

– For the creators of technologies with global electronic engineering –

“EE Times Japan” supports engineers and managers in charge of electronic design projects. It reports the latest trends around the world on semiconductor, electronic component, display, networking, software, design/test tool and green energy. The content includes product tear-down's, top interviews and global news.

◇1,612,947Page Views / 587,983 Unique Browsers (As of July, 2021)



	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner	EE Times Japan Top & Article Page	Rotation	1 month	Guaranteed	-	CPM \$48
②	W Super Banner	EE Times Japan Top & Article Page	Rotation	1 month	Guaranteed		CPM \$60
③	Rectangle	EE Times Japan Top & Article Page	Rotation	1 month	Guaranteed		CPM \$48
④	Welcome Screen	EE Times Japan Top & Article Page	Rotation	1 week	Guaranteed		CPM \$180
⑤	Gate Pack	EE Times Japan Top	Fixed	1 week	20,000	1	\$9,600

– Focusing on the Basics and Application of Electronic Design –

ednjapan.com features in-depth reports by the editorial team with technical background and contributed articles from engineers designing the latest electronics products. The hottest news on electronic devices and design analysis tools are also provided daily. From analog and noise solution to digital and software, the content covers information for Japanese engineers to refer in the daily design activities.

◇552,091 page views / 183,956 unique visitors (As of July, 2021)



	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner	EDN Japan Top & Article Page	Rotation	1 month	Guaranteed	-	CPM \$48
②	W Super Banner	EDN Japan Top & Article Page	Rotation	1 month	Guaranteed		CPM \$60
③	Rectangle	EDN Japan Top & Article Page	Rotation	1 month	Guaranteed		CPM \$48
④	Welcome Screen	EDNJapan Top & Article Page	Rotation	1 week	Guaranteed		CPM \$180
⑤	Gate Pack	EDNJapan Top	Fixed	1 week	4,600	1	\$4,800

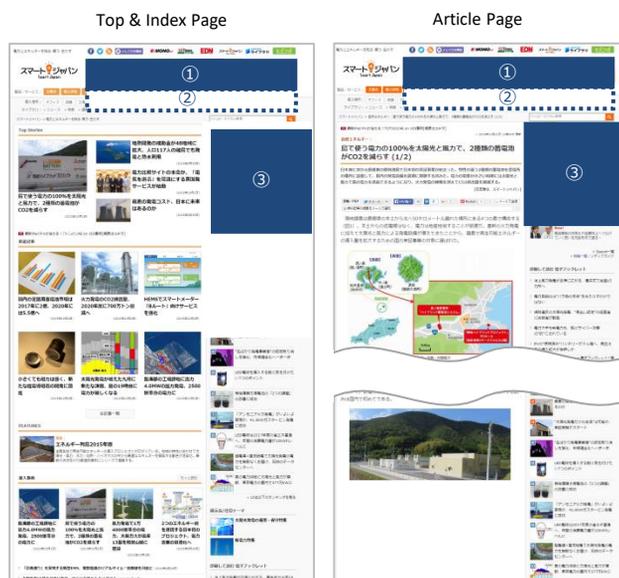


http://www.itmedia.co.jp/smartjapan/

- Full of latest information for savings of power consumption and effective utilization of energy.

"Smart Japan" provides valuable news and articles concerning power savings, electricity storage and power generation. Main readers are people in charge of power savings in private companies/public organizations, service providers who offer solutions to such users, and manufacturers who develop and provide products/technologies to such users and service providers.

◇500,412Page Views / 230,250Unique Browsers (As of July, 2021)



	Product	Location	Allocation	Term	Impression	Slot	Net Rate
①	Super Banner	Smart Japan Top, Index & Article page	Rotation	1 month	Guaranteed		CPM \$24
		Smart Japan Index & Article page					CPM \$36 (Category Specified)
②	W Super Banner	Smart Japan Top, Index & Article page	Rotation	1 month	Guaranteed		CPM \$48
		Smart Japan Index & Article page					CPM \$60 (Category Specified)
③	Push Down Super Banner	Smart Japan Top, Index & Article page	Rotation	1 month	Guaranteed		CPM \$72
		Smart Japan Index & Article page					CPM \$84 (Category Specified)
④	Rectangle	Smart Japan Top, Index & Article page	Rotation	1 month	Guaranteed		CPM \$36
		Smart Japan Index & Article page					CPM \$48 (Category Specified)
⑤	Welcome Screen	Smart Japan Top & Article Page	Rotation	1 week	Guaranteed		CPM \$180
⑥	Gate Pack	Smart Japan Top (Super Banner and Rectangle will be inserted to Article Page, too)	Rotation	1 week	(Estimated) 18,000	1	\$12,000

"Smart Japan" banner program is basically sold as **impression basis**. We offer guaranteed impressions per month. Clients can specify even categories of news/articles for the banner insertion, so that they can promote their brand efficiently.

Category	Related Keyword
1) Recyclable energy	: Solar power, Wind power, Power conditioner, etc.
2) Energy-saving equipments	: LED, Storage battery, Air conditioner, etc.
3) Smart city	: Efforts of city and region, Practical use of Information Technology, Management of energy, etc.
4) Power supply	: Liberalization of electric power retail system, Legal system, Smart meter, etc.
5) EV・FCV	: Electronic vehicle, Fuel-cell vehicle, Hydrogen vehicle, etc.



This ad can provide great impact by playing big size movie contents in the top location on MONOist, EETimes & EDN Japan and Smart Japan.

Still image

Location	Slot	Term	Impression	Net rate
TOP / Articles	1	1 week ~	Guaranteed (Minimum 5,000 imp~)	CPM \$72

- Dimension : W970 × H250
- File size : Less than 150KB
- File type : gif, jpg  
(※ unavailable LOOP / ALT)
- Animation : Less than 10 seconds
- Maximum publications : 3
- Number of replacement : 1 time on publication period
- Termination of manuscript : before 10 business days



↑  
Movie will be started with pushing down the contents under the navigations. Switch audio ON/OFF with left side button, close the movie with right side button.

Click the initial size banner to replay with expanded.

MOVIE



※After click the CLOSE button



Movie

Location	Slot	Net rate	Specification
TOP / Articles	1	CPM \$120 ※We will accept orders from more than \$12,000.	▼Expanded size W970px × H400px ▼Initial size W970px × H250px

▼ Specifications

Ad components	File Type	File Size	Dimension	Remarks	Deadline
①Movie file	mp4	Less than 2GB	970px × Within 400px	Within 30 seconds	20 business days prior to delivery
②Banner	gif, jpg	Less than 150KB	970px × Within 400px (Same dimension as movie file)	-	

▼ Notes

- Audio defaults to OFF.
- The number of publications, impressions and price we can offer will vary depending on other advertisements. Please contact us in detail.
- Welcome Screen may deliver at the same time.
- Prices are not including consumption tax.
- Prices and specifications may change without prior notice.
- When we create a reminder banner, additional fee will be charged.
- Report items: imp, click, play count (rate), 1/4 play count (rate), 2/4 play count (rate), 3/4 play count (rate), play completion count (rate)
- Writing clearly that the movie will be played in the reminder banner. Is recommended However, please prepare it as a different material from the substitute image.
- If the movie size is smaller than 950 x 400, the movie is displayed in the center of location, and the empty space is displayed in black. Also, if you create it with a size of 950 x 400, the buttons on the lower left and right will be superimposed on the creative.



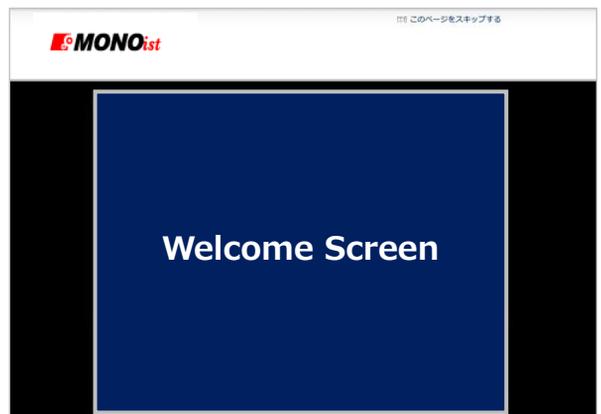
Welcome Screen is large sized banner [width 640 × height 480], display on home page for readers who is accessed each channel. Sponsor can transmit the effective message for readers.

#### ▼ Specifications

- Banner size : W 640× H 480
- File size : Less than 15KB
- File format : gif / jpg (※It is not available ROOP and ALT)
- Animation : Within 10 seconds
- Display Frequency : Once in 12 hours per 1UB (At most, twice a day)
- Maximum publications : 3
- Number of replacement : 1 time on publication period
- Termination of manuscript : before 10 business days

#### ▼ Restriction

- Publication hour cannot be specified.
- Third-party's advertisement may not be published.
- Link destination will be displayed on the new window.
- Readers redirected to the page who accessed in 15 seconds.



Location	Slot	Term	Impression	Net rate
MONOist TOP / Articles	1	1 week ~	Guaranteed Minimum 20,000 imps~	CPM \$180
Articles (Specific industry)	Impression guaranteed	1 week ~	Guaranteed Minimum 5,000 imp~ <small>※It depends on specific conditions</small>	CPM \$960

#### ▼ Specific company name

- Please send us the company official names.

#### ▼ Specific industry

- Please select below (possible multiple selects)

Agriculture	Manufacture of transportation equipment	credit card business
Forestry	Miscellaneous manufacturing industries	Financial products transaction dealers and futures
Fishery (except for Aquaculture)	Production, transmission and distribution of electricity	commodity transaction dealers
Aquaculture	Production and distribution of gas	Financial auxiliaries
Mining / Quarrying / Stone and gravel	Heat supply	Insurance institutions, including insurance agents, brokers and services
Construction work, general including public and private construction work	Collection, purification and distribution of water, and sewage collection, processing and disposal	Real estate agencies
Construction work by specialist contractor (except equipment installation work)	Communications	Real estate lessors and managers
Equipment installation work	Broadcasting	Goods rental and leasing
Manufacture of food	Information services	Scientific and development research institutes
Manufacture of beverages, tobacco and feed	Internet based services	Professional services, N.E.C
Manufacture of textile mill products	Video picture, sound information, Character information production and distribution	Advertising
Manufacture of lumber and wood products, except furniture	Railway transport	Technical services, N.E.C
Manufacture of furniture and fixtures	Road passenger transport	Accommodations
Manufacture of pulp, paper and paper products	Road freight transport	Eating and drinking places
Printing and allied industries	Water transport	Food take out and delivery services
Manufacture of chemical and allied products	Air transport	Laundry, beauty and bath services
Manufacture of petroleum and coal products	Warehousing	Miscellaneous living-related and personal services
Manufacture of plastic products (except otherwise classified)	Services incidental to transport	Services for amusement and hobbies
Manufacture of rubber products	Postal industry (including mail delivery services)	School education
Manufacture of leather tanning, leather products and fur skins	Wholesale trade, general merchandise	Miscellaneous education, learning support
Manufacture of ceramic, stone and clay products	Wholesale trade(textile and apparel)	Medical and other health services
Manufacture of iron and steel	Wholesale trade(food and beverages)	Public health and hygiene
Manufacture of non-ferrous metals and products	Wholesale trade(building materials, minerals and metals, etc)	Social insurance and social welfare
Manufacture of fabricated metal products	Wholesale trade(machinery and equipment)	Postal services
Manufacture of general-purpose machinery	Miscellaneous wholesale trade	Cooperative association, N.E.C
Manufacture of production machinery	Retail trade, general merchandise	Waste disposal business
Manufacture of business oriented machinery	Retail trade (dry goods, apparel and apparel accessories)	Automobile maintenance services
Electronic parts, devices and electronic circuits	Retail trade (food and beverage)	Machine, ETC. repair services, except otherwise classified
Manufacture of electrical machinery, equipment and supplies	Machinery and equipment	Employment and worker dispatching services
Manufacture of information and communication electronics equipment	Miscellaneous retail trade	Miscellaneous business services
	Nonstore retailers	Political, business and cultural organizations
	Banking	Religion
	Financial, institutions for cooperative organizations	Miscellaneous services
	Non-deposit money corporations, including lending and	Foreign government services
		National government services
		Local government services
		Industries unable to classify



MONOist, EE Times Japan, and EDN Japan provide readers with “Smart Phone View” which has optimized layout for smart phone.



	Product	Location	Allocation	Term	Impression	Slot	Net Rate
①	Smart Phone Rectangle	Top, Index & Article page	Rotation	At will	(Guaranteed) 100,000 or more	-	CPM \$42
②	Smart Phone Text	Article page	Fixed	1 month	(Estimated) 970,000	2	\$2,400

Email Advertising

Product	Location	Slot	Specification	Subscriber	Issue Date	Net Rate
Engineering Media Consolidated Mail by MONOist/EE Times Japan/EDN Japan	Header	2	38 double-byte chars x 5 lines	193,000	Weekly, Thursday	\$1,800
Electronic Design / Embedded Mail by MONOist Embedded/EE Times Japan/EDN Japan	Header	2	38 double-byte chars x 5 lines	124,000	Weekday	\$1,800
Automotive Mail by MONOist	Header	2	38 double-byte chars x 5 lines	56,000	Bi-weekly, Wednesday	\$1,200
Mechanical Design Mail by MONOist	Header	2	38 double-byte chars x 5 lines	37,000	Bi-weekly, Tuesday	\$600
Engineering Management Mail by MONOist	Header	2	38 double-byte chars x 5 lines	61,000	Bi-weekly, Tuesday	\$1,200
Targeting Email	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	Minimum 2,400	Weekday	\$1.0 per subscriber
Engineering Media Consolidated Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	161,000	Any Weekday	\$13,440
Electronic Design / Embedded Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	103,000	Any Weekday	\$11,400
Automotive Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	47,000	Any Weekday	\$4,560
Mechanical Design Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	31,000	Any Weekday	\$3,480
Engineering Management Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	50,000	Any Weekday	\$5,760
Factory Automation Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	26,000	Any Weekday	\$2,400
Medical Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	11,000	Any Weekday	\$2,400

\*Email Advertising is text version. For html format, please contact your sales reps.

\*We do NOT provide the report of clicks except for Targeting Email and Special Edition Mail.



Smart Japan provide readers with “Smart Phone View” which has optimized layout for smart phone.

Top & Article Page



	Product	Location	Allocation	Term	Impression	Slot	Net Rate
①	Smart Phone Rectangle	Top & Article page	Rotation	1 month	(Guaranteed) 100,000 or more	-	CPM \$42

Email Advertising (Smart Japan)

Product	Location	Slot	Specification	Subscriber	Issue Date	Net Rate
Smart Japan Mail	Header	2	38 double-byte chars x 5 lines	34,000	Weekday	\$1,200
	W Header	1	38 double-byte chars x 10 lines			\$2,400
Smart Japan Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	30,000	Any Weekday	\$3,600

\*Email Advertising is text version, not html.

\*We do NOT provide the report of clicks except for Targeting Email and Special Edition Mail.

Materials to Be Provided and Deadline

Material Type	Deadline	Materials to Be Provided	Note
gif Banner jpg Banner	4 business days before starting	gif : gif file + URL jpg : jpg file + URL	<ul style="list-style-type: none"> <li>Please check the banner guide especially when you run Third Party Ad Serving.</li> <li>When materials are out of our ad specifications, it is necessary to be revised according to our modification request.</li> <li><b>Frame border around the banner is required for the purpose of dividing ad area from the editorial.</b></li> <li><b>For gif animation banner except Welcome Screen, the time of animation is max 30 seconds and loop is max 3 times. For Welcome Screen, the time of animation is max 10 seconds and no loop. Gif animation banner for digital edition is not available.</b></li> <li><b>Alt is not available.</b></li> <li>Translation service is not included.</li> </ul>
Third Party Ad Serving	10 business days before starting	1. Text file of the third party ad serving 2. Jpg and gif files* 3. URL * Necessary for running test in advance	
Welcome Screen	10 business days before starting	gif : gif file + URL jpg : jpg file + URL	
Text for Web Text Banner	4 business days before starting	Text + URL	
Text for Email Ad	4 business days before starting	Text (URL must be included in the material)	

Ad Spec (MONOist / EE Times Japan / EDN Japan / Smart Japan Web)

Product	Size	KB	Loops	ALT	Type
Super Banner	728x90	Max:150KB	Max:3	N/A	gif/jpg
W Super Banner	728x180	Max:150KB	Max:3	N/A	gif/jpg
Push Down Super Banner	Alternative gif : 728x90 Reminder : 728x90 Push Down : 728x300	Max:150KB Max:150KB Max:150KB	Max:3	N/A	Third Party Running
Rectangle	300x300/300x250	Max:150KB	Max:3	N/A	gif/jpg
Welcome Screen	640x480	Max:150KB	N/A within 10 seconds	N/A	gif/jpg
Gate Pack	<ul style="list-style-type: none"> <li>◆Gate (Header) -990 x 80, Max:150KB, Animation : Within 30 seconds -File: GIF/jpeg</li> <li>◆Gate (Background) -1280x 600, Max : 200KB, Animation : N/A, -File: gif/jpeg</li> <li>- Set banner creative to both sides with <b>145pix</b></li> <li>*Provide Super banner and Rectangle, too.</li> </ul>		Gate(Header) Max:3  Gate(Background) N/A  Super Banner/ Rectangle Max : 3	N/A	Gate(Header) gif/jpg  Gate(Background) gif/jpg

Ad Spec (Engineering Media Smart Phone View / Smart Japan Smart Phone View)

Product	Size	KB	Loops	ALT	Type
Smart Phone Rectangle	300x300/300x250	Max:150KB	—	N/A	gif/jpg

※Animation gif/jpg is NOT available for Smart Phone View.

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