

Advertorial Push EE Times Japan/EDN Japan

<https://eetimes.itmedia.co.jp/>

<https://edn.itmedia.co.jp/>

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What is Advertorial Push?

Email delivery of your product and service information to our readers in the form of HTML content

Advertorial Push is **one of our advertorial products** that deliver content explaining information about your products and services to ITmedia's registered members who are highly motivated to gather information by placing it in a single, exclusive email advertisement.

We compile the article in a suitable amount of text for email so that it is easy to read even if it arrives by email.

We will also insert the advertorial on the Web page, so that it will not end after email delivery, but will remain as a part of your content. We can also provide additional guidance to the Web page (at an additional charge).

This is new!

- This is a **push-type advertorial product** that uses email, rather than a regular advertorial that uses web text banners as a traffic driver to the content.

Advantages

- Effective promotion of products and services to ITmedia's registered members, who are highly motivated to gather information, becomes possible.
- Since advertorials are sent in the form of a mail magazine, a high open rate can be expected (average open rate of about 15%).
- In addition to providing information via the email newsletter, the advertorial will also be posted on the Web page.
- Since the information will also be posted on the Web, you can consider additional guidance to the Web page after seeing the response to the email newsletter.

“Advertorial Push” Distribution Image/Price

The advertorial production process is almost the same as a regular advertorial, except instead of directing the viewer to the Web, the advertorial is sent via HTML email!

Email image

※Actual design may change.

予測不可能を可能に変える 人流データ活用でデータドリブン実践の「第一歩」を踏み出そう

先行き不透明な時代に、企業が事業を展開するためにはデータの活用が必須だ。「人手なし」「活用できるデータなし」「活用するイメージも湧かない」という壁にぶつかってデータドリブン実践の「第一歩」でつまづく企業は何をすべきか、利用できるデータを提供するサービスを検討するのの一つの手段がもしれない。

世界情勢や社会環境が激動する今、顧客のコースや行動を予測することはますます難しくなっている。先行き不透明な時代に企業が生き残るための判断材料を提供するのがデータ分析だ。しかし、人材不足や活用できる状態にデータが整備されていないことを理由に、データ分析に踏み出せない企業は多い。

2022年11月2日に開催された「リテール未来会議2022-Retail DX Conference-」で、「リテール業界の多様な導入事例から学ぶKDDI人流データ活用」と題してKDDIの山本隆広氏（経営戦略本部 データマネジメント部 部長）が講演した。

山本氏は、新型コロナウイルス感染症（COVID-19）で多くの企業が一気にリモートワークへと切り替えたことに言及し、「オフィス出社が当たり前だった頃にこんなに短期間で働き方が激変するなど、誰も想像しなかっただろう。昨日の常識が明日には通用しない、まさに予測不可能なVUCA（Volatility, Uncertainty, Complexity, Ambiguity）の頭文字を取った略語。予測不可能 時代に入りました」と述べた。

「KDDI Location Analyzer」とは
KDDIの持つ位置情報データと属性データ（ファクトデータ）を活用
商圏および推定来店者の経度の高い分析を可能にするセルフ分析ツール（GIS）

保有データ → 加工・変換 → クラウド型GIS → ご利用者さま

予測不可能を可能に変える「人流データ」とは？

予測不可能な状況下であっても、企業は未来を見越して事業を展開しなければならぬ。どうすればVUCA時代を生き抜くことができるのか。「そのヒントはデータにある」と山本氏は言う。

「変化を察知して予測し続けるには、人の行動など現状を示すデータが必要だ。こう



Content delivery via email

Email:
ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day

※The maximum number of emails may change depending on the number of members joining and leaving the program.

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

Rate

USD 12,000 / 15,000 readers
(excluding tax, gross)

Additional email delivery

USD 96/ 1,000 readers

Specifications

Provided items

- Interview
- Production of 1 advertorial(about 2,000 characters)
- Distribution of content via HTML email
- Content posting in production media

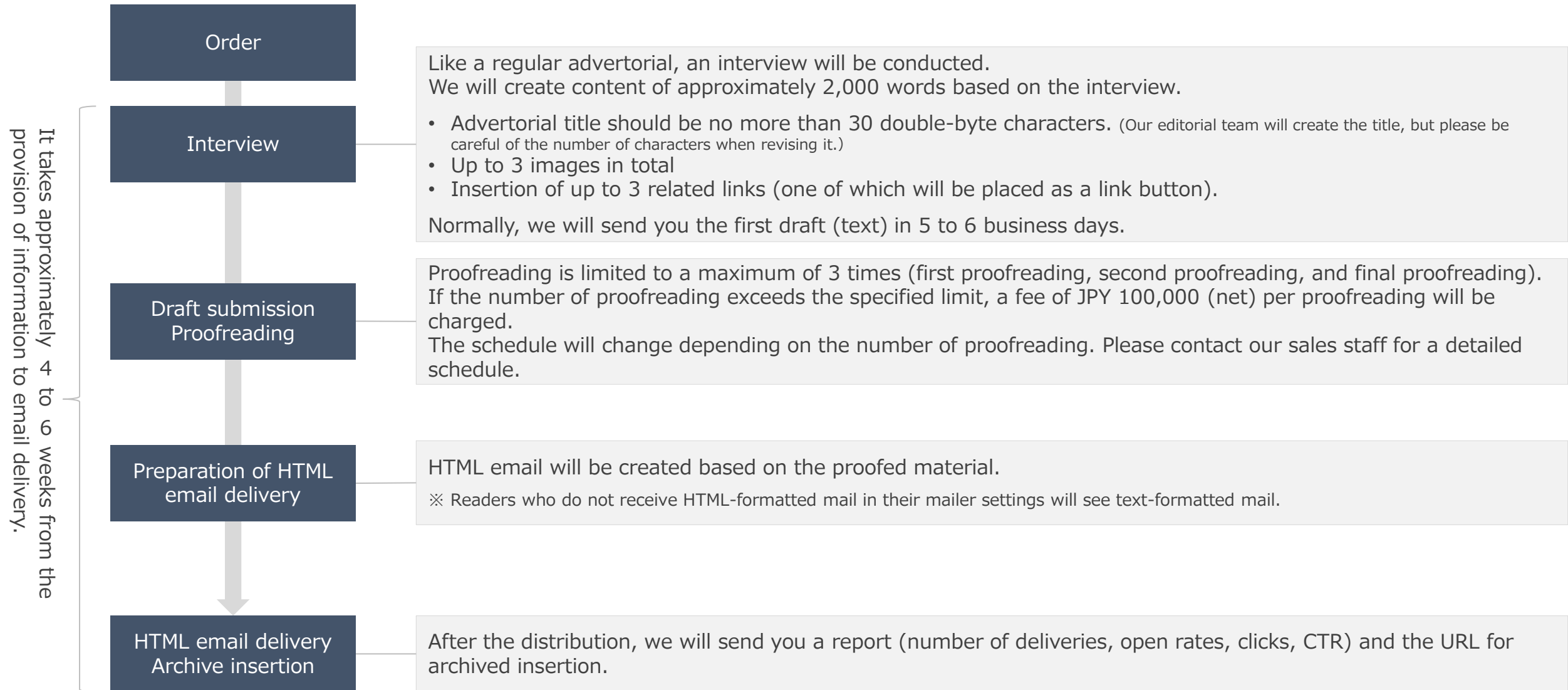
Report

- Number of emails sent
- Email open rate
- Number of clicks of email
- Email Click Through Rate

- After the interview, we will send you a text file to review in approximately 6 business days.
- Please note that there are a number of limitations due to HTML email delivery. Please understand this in advance.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

Like a normal advertorial, ITmedia will create the material after interviewing the advertiser.

Schedule



Restrictions

Since the advertorial is delivered via HTML email, there are restrictions on the production of the advertorial. We will try to keep within these restrictions when creating the material, but we may not be able to meet your request for revisions during the proofreading stage.

Please understand this in advance.

● About Blocks

- An article is composed of multiple blocks.
- A block is a set of 3 items: title (headline) + text + photo (image).
- The number of blocks can be from 2 to 4. (The number of blocks cannot exceed 4.)
- Blocks are always inserted in the order of "title (heading), text, and photo (image)" and the order cannot be changed.

● Restrictions

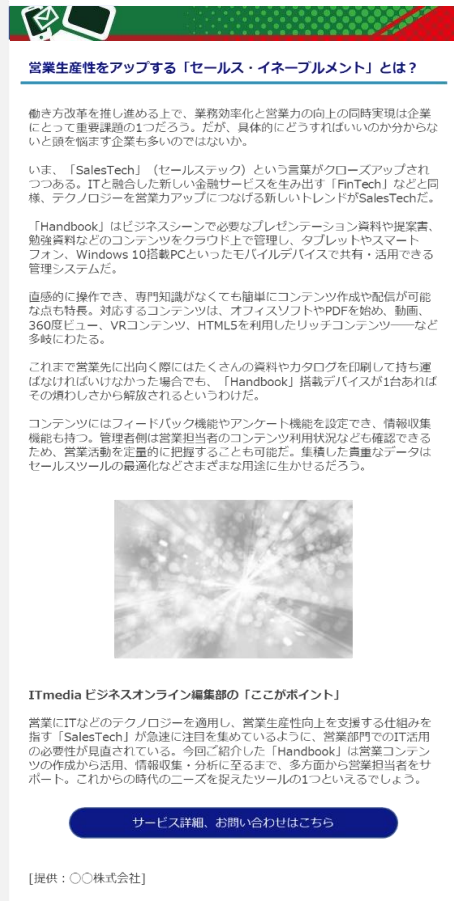
- Title must be no more than 30 double-byte characters (to be used as the title of the email).
- The number of characters must not exceed approximately 2,000 (including headlines).
- Text in articles cannot be decorated (bold, underlining, links, etc.).
- The maximum number of photos (images) is 3.
- You may not add captions to photos (images).
- You may insert up to 3 related links (one of which will be placed as a link button).

“Advertorial Push Light” Distribution Image/Price

Recommended for those who do not want to spend a lot of time and effort and want to deliver the email quickly. This is a simplified version of the Advertorial Push that delivers a higher number of letters instead of "no interview" and "fewer words".

Email image

※Actual design may change.



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

ITmedia will prepare the content based on the materials provided.



Content delivery via email

Email: ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

Rate

USD 10,800 / 50,000 readers
(excluding tax, gross)

Additional email delivery

USD 96 / 1,000 readers

広告仕様

Provided items

- Production of 1 simple advertorial (About 700 characters)
- Distribution of content via HTML email
- Content posting in production media
- ※Interview is not included.

Report

- Number of email sent
- Email open rate
- Number of clicks of email
- Email Click Through Rate

• 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.

• We will send you a text file for your review in approximately 5 business days after we receive the materials.

• Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.

• As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

Schedule

情報ご提供からメール配信までは約3〜5週間かかります

Order

Materials submission

Draft submission
Proofreading

Preparation of HTML
email delivery

HTML email delivery
Archive insertion

Please provide the following materials needed for content and HTML email production.

- New product/service information (press releases, brochures, etc.)
- Illustration/photo (1 item)
- Link URLs and texts (maximum of 3 items. One of them will be placed as a link button)

Please let us know in advance if there are any points you would like to emphasize in the product information. The summary of key points will be approximately 500 characters plus 200 words for the editorial team's point of view.

The schedule and content of the proofreading will be as follows:

- First proof submission (5 business days after the materials are provided) → Return (3 business days after the first proof submission)
 - Second proofs submission (3 business days after return) → Return (2 business days after proofs submission)
- Please note that proofreading is limited to 2 times. If the number of proofreading times exceeds the limit, a fee of JPY100,000 (net) per proofreading will be charged. If the number of proofreading increases, the schedule for publication and email delivery will be adjusted again.

HTML email will be created based on the proofed material.

※ Readers who do not receive HTML-formatted mail in their mailer settings will see text-formatted mail.

After the distribution, we will send you a report (number of deliveries, open rates, clicks, CTR) and the URL for archived insertion.

Additional Traffic Drivers to Archived Web page

There are 3 types of additional guidance to archived web page:
"Guaranteed Page Views", "Behavioral History Targeting", and "Guaranteed Insertion Term".
 Please consider these options along with the normal package.

● Guaranteed page views (no external traffic drivers)

Guaranteed number of page views	1,000	2,000	3,000	4,000
Rate	USD 6,000	USD 9,600	USD 14,400	USD 19,200
Estimated period of accomplishment	1 month	2 months	2 months	2 months

● Behavioral History Targeting (Guaranteed page views / with external traffic drivers)

Guaranteed number of page views	1,000	2,000	5,000	10,000
Rate	Please contact our sales staff.	USD 6,000	USD 12,000	USD 21,600
Estimated period of accomplishment		1 month	1 month	2 months

● Guaranteed Insertion Term (1 month)

Name	Inserted pages	Rate
Top Link	TOP	USD 2,400
Side Link	Top, SubTOP, Article	USD 6,000
Link below Article	Article	USD 2,400



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