



ITmedia Inc.

Special Advertorial Feature

Engineering Top Interview



May 2024

ITmedia Inc
Sales Division

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Overview

Engineering Top Interview

This advertorials convey engineering top messages directly to next-gen leaders.

Please utilize the advertorial for sharing not only product strategies, but also road maps or highly recommended products for these leaders.

Features

Professional editor of EETimes / EDN Japan write advertorial

Technical editor who write regularly on EETimes / EDN Japan will interview and write the advertorial.

Insertion images or photos of products / road maps

Engineers strongly prefer to see images or photos capable of imaging the technology and products. By inserting them into the advertorial effectively, it holds the attention of engineers.

Gross Rate

Limited 10 Customers

USD 9,600 (not including consumption tax)

Text: 1,500 -2,000 Japanese characters

Photo / Image: 1 or 2

Including the cost of interview/advertorial production.

The interview must be held in or around Tokyo.

The Traffic driver will be inserted into all the pages of MONOist / EE Times Japan / EDN Japan. After the one-month insertion, an access report of the advertorial page and the traffic driver will be provided.

Top interview (Advertorial)



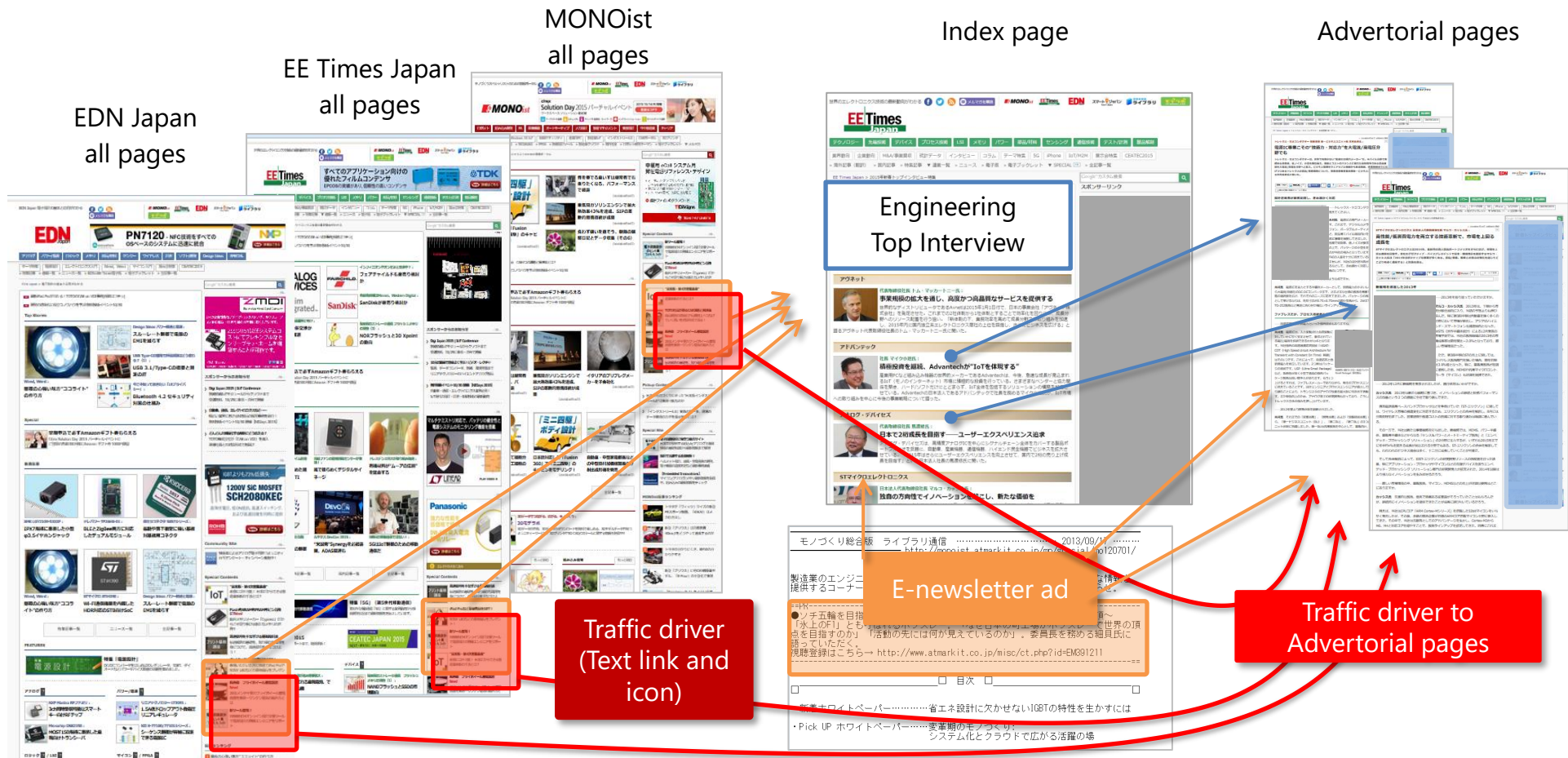
Index page



Note : These screenshots are visual images and they are not actual advertorials of this feature.

Page Structure / Traffic Drivers

The index page will be inserted for the advertorial pages, and links of text and icon for the index page will be inserted into the all pages of MONOist/EE Times Japan/EDN Japan as a traffic driver. After the one-month insertion, access report of the index page and the advertorial pages will be provided.



Note : These screenshots are visual images and they are not actual advertorials of this feature.

Past Results (Engineering Top Interview 2023)

Our technology - Product strategy 2023

https://eetimes.itmedia.co.jp/ee/special/ee230801/tec_interview_2023/index.html

【Advertisers in 2023】

- SanKen Electric
- TE Connectivity
- Torex Semiconductor
- Nishinbo Micro Devices
- Rochester Electronics

Advertisers before 2023 *Other than above :

- Analog Devices
- Infineon Technologies
- Teledyne LeCroy Japan
- Tokyo Cosmos Electric
- Nordic Semiconductor
- Nihon Dempa Kogyo
- Litepoint Japan
- Lattice Semiconductor

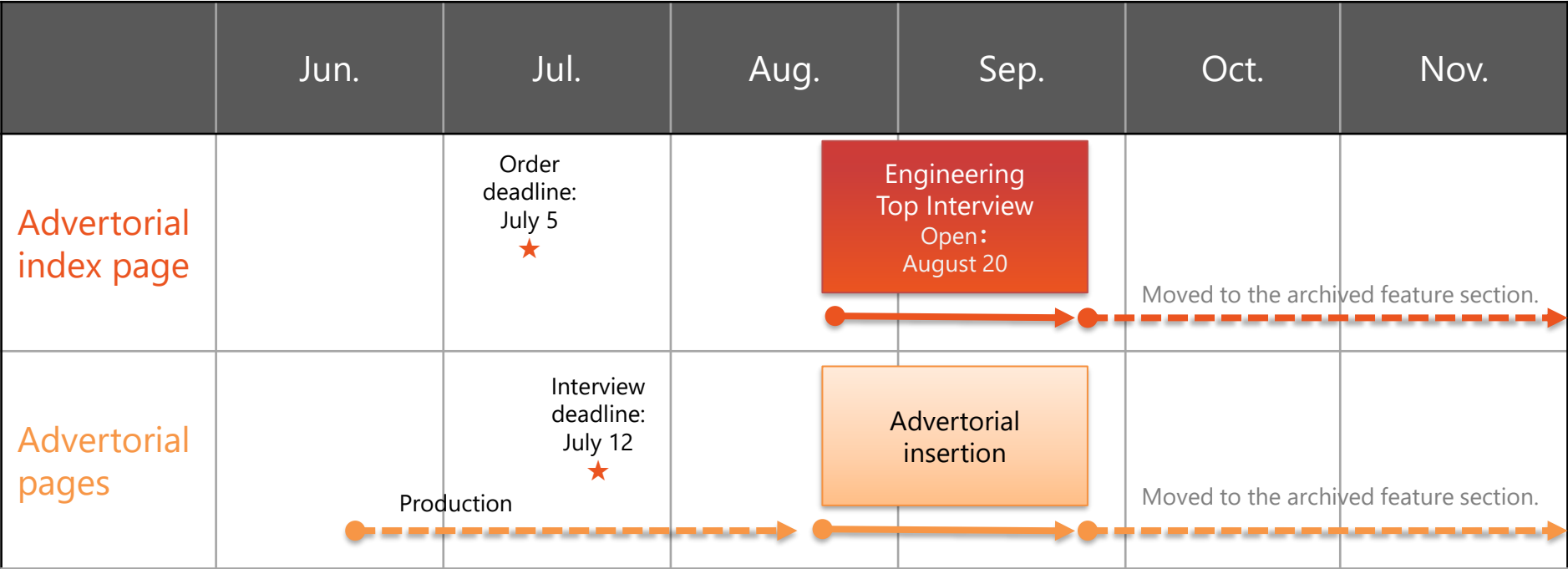
The screenshot displays the EETimes Japan website's special section for the 2023 Engineering Top Interview. The main article, titled 'わが社の技術/製品戦略 2023' (Our Technology/Product Strategy 2023), features interviews with executives from several semiconductor companies. The right sidebar lists the participating companies with their logos: TOIREX, TE Connectivity, Nishinbo, Rochester Electronics, and SanKen. The bottom of the page includes a copyright notice for ITmedia, Inc. 2023.

Schedule

Order deadline : July 5, 2024

Interview deadline : July 12, 2024

Insertion period : August 20, 2024 – September 20, 2024

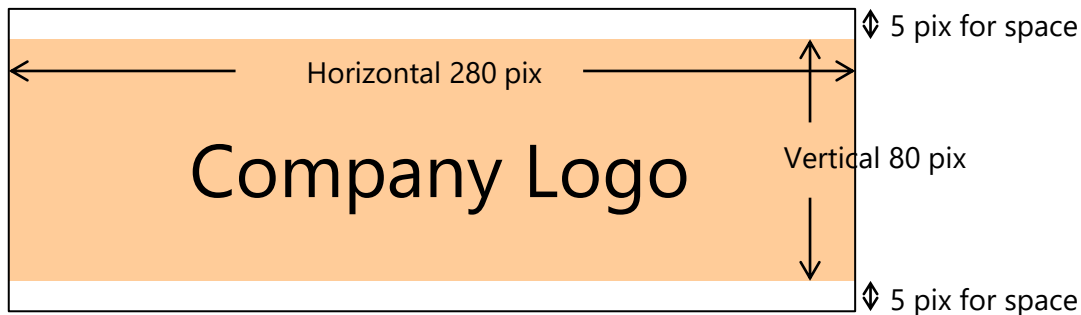


Company Logo Spec

■ Please send the company logo based on the following spec.



■ When inserting the logo, ITmedia adds 5 pixel space into top and bottom of the company logo respectively in order to avoid too much adjacency with other logos.



Appendix

Scheduled in January 2025 : New year top interview advertorial feature

MONOist / EE Times Japan / EDN Japan will have the special advertorial feature on engineering top interview in January 2025.

Please also consider to run this feature with engineering top interview.

Insertion period (tentative) : Mid. January 2025 – Mid. February 2025

Basic plan gross rate : TBD

10 advertisers of New year top interview 2024

https://eetimes.itmedia.co.jp/ee/special/ee240102/top_interview_2024/index.html

- ABLIC
- ADLINK
- Corestaff
- DigiKey
- ETAS
- Ferrotec Holdings
- Nishinbo Micro Devices
- Nordic Semiconductor
- onsemi
- Torex Semiconductor





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