

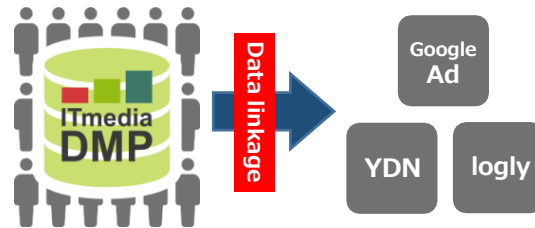
# ITmedia Cost Per Click (CPC) Banner Program

**Guaranteed CPC rates and number of clicks.**  
**Using audience data from specialized media to deliver ads.**

Banner insertion in the target media within ITmedia



Audience targeting and banner insertion via external services



By using media browsing history for segmentation, it is possible to deliver ads to "people who are interested."  
 Even when expanding audience data, the quality of the underlying data is different, so high performance can be maintained.

※In order to ensure the safety of the posted pages, ITmedia operate using our own whitelist.

## Basic plan

### CPC JPY 400 guarantee

Minimum order: JPY 1M (2,500 click guarantee)

Rate	Guaranteed clicks	Estimated insertion term	CPC
JPY 1,000,000	2,500	4 weeks	JPY 400
JPY 2,000,000	5,000		
JPY 3,000,000	7,500	8 weeks	
JPY 4,000,000	10,000		

## Behavior Targeting plan

### CPC JPY 500 guarantee

Minimum order: JPY 1M (2,000 click guarantee)

Rate	Guaranteed clicks	Estimated insertion term	CPC
JPY 1,000,000	2,000	4 weeks	JPY 500
JPY 2,000,000	4,000		
JPY 3,000,000	6,000	8 weeks	
JPY 4,000,000	8,000		

※ For seminar audience creation, please ask ITmedia for other advertisement brochure.

※ Due to temporary restrictions on advertising related to the new coronavirus, banners that are reminiscent of the new coronavirus are not allowed.

# Program Details / Implementation Conditions

## ■ Media

ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget Japan, Keyman's Net, TechFactory, MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT

Ads will be displayed to the above media visitors and their similar users. (via Google Display Network, Yahoo Display Network and logly)

With the Behavioral Targeting Plan, ads will only be displayed to users who meet the behavioral history targeting criteria specified by client in the media listed above.

## ■ About where to post

- It will be decided at the discretion of ITmedia.
- Advertisements may not appear in all of the media listed above.
- We do not accept publication only in media within ITmedia. In order to ensure the safety of the posted pages, we operate using our own whitelist.

## ■ Targeting segments

- In principle, behavior targeting is used. A minimum of approximately 100,000 Unique Browsers that match the criteria is required.
- Attribute targeting cannot be supported.

## Examples of targeting segments

- Users who read the articles related to "measures for information leak"
- Users who read the articles related to "AI"
- Users who read the articles related to "general affairs / human resources"

## ■ Insertion term

- The insertion term for completion is a rough estimate. (Depending on the conditions and circumstances, the campaign may be completed in a shorter period or in more than two months.)
- **This product guarantees CPC and clicks, but does not guarantee the insertion term.**

## ■ Report

- The reports include "impressions", "clicks" and "CTR" for each material.
- The number of clicks will be measured by ITmedia ad server and reported by the ad network as official figures, and only the total number will be reported.
- Please contact ITmedia sales representative for the progress of the number of clicks during the term.
- Screenshots of banner inserting will not be submitted.

## ■ Other precautions

- Please finalize your targeting conditions and submit banner materials at least 5 business days prior to the insertion start.
- This program may not be available depending on the products / services.
- Please note that this program may be difficult to offer depending on available banner inventories. Please be sure to inquire ITmedia before ordering.
- Once the guaranteed number of clicks has been completed, IT Media will stop running the ads at any timing.
- If your materials do not pass the review by the external service, ITmedia may not be able to implement this program even after placing the order.

# Banner Specifications and Precautions

## ■ Banner material specifications

Banner	Banner size (Wide x Hight)	File size	File format
Rectangle ★Mandatory	300 x 250 pix.	Up to 150KB	Gif / jpg
Billboard ★Mandatory	970 x 250 pix.		
Superbanner	728 x 90 pix.		
W Superbanner	728 x 180 pix.		
W Rectangle	300 x 600 pix.		
In-lead (still image)	640 x 300 pix		

## About banner materials

- The material (including the URL of the landing page) must be prepared in the requested size above.
- Up to 3 materials on each banner can be inserted at the same time.
- Animated gifs cannot be posted under this plan.
- Banner materials require frame borders that serve as a boundary to editorial contents.
- Only single-byte alphanumeric characters and \_ (single-byte underscore) can be used for banner file names. (Within 20 characters)  
Double-byte characters and symbols such as kanji, hiragana, katakana and @ cannot be used in file names.
- Please be sure to use lowercase letters for file extensions.
- It is not possible for companies other than Olympic and Paralympic related sponsors to post or distribute advertisements related to or reminiscent of the Olympic and Paralympic Games.
- **Due to temporary restrictions on advertising related to the new coronavirus, banners that are reminiscent of the new coronavirus are not allowed.**

## About link URLs

- URLs with parameters can be posted.
- URLs that are redirected, such as shortened URLs, cannot be posted.
- Only http/https protocols can be used for the link URLs; ftp and other protocols cannot be used.

## Other

- Simultaneous insertion of third-party tags and tags for measurement are not available.
- Alt text cannot be specified.
- If you use a URL that is encoded in Japanese, it may not be displayed as intended depending on the environment of users' browsers.
- Due to browser specifications (limitations on the number of characters in the script) and other factors, it may not work as expected.
- Depending on the user's environment settings, it may not be possible to display as expected.

# Cancellation Policy

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.

Product		Cancellation charge	Major products (please contact us for products other than those listed below)	
Display ads and e-mail ads		Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements	
Articles Planning Special (Tie-up story advertising)		Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up	
Reed Gen	Guaranteed number of cases	To acquire leads	Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options	Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options	Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper	Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None	LeadGen. Segment long-term use plan	
Seminar	Set seminar	Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA	
	Commissioned seminars	Planning costs and operational costs <ul style="list-style-type: none"> <li>• Up to 41 days before the date: 50% of advertising charges</li> <li>• Within 40 days of the event: 100% of advertising charges</li> </ul> In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. <ul style="list-style-type: none"> <li>• Venue fee</li> <li>• Our outsourcing fee</li> <li>• Other costs incurred by customizing your offer</li> </ul>	Commissioned seminars	
Other	ABM report	First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report	
	Custom article brochures, printing	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing	
	Video production	Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production	
	Custom Research	Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research	