

# EE Times Japan & EDN Japan Digital Magazine

## Rate Card & Ad Specs

### Schedule

Booking Deadline : 7 business days before the issue date  
 Material Deadline for Ad Feature Privilege : 7 business days before the issue date  
 Ad Material Deadline : 6 business days before the issue date  
 Issue Date : Every second Monday (When it is holiday, next Tuesday.)

### Rate Card

	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner (Leaderboard)	Article Page x 2	Fix	1 issue	-	-	\$3,000
②	Rectangle (IMU)	Article Page x 2	Fix	1 issue	-	-	\$3,000
③	1/3 Vertical	Article Page x 1	Fix	1 issue	-	-	\$4,800
④	Full Page	Between Article Pages	Fix	1 issue	-	-	\$6,000
⑤	Premium Full Page	Front Section	Fix	1 issue	-	2	\$7,200
⑥	Cover Rectangle (IMU)	Cover Page	Fix	1 issue	-	1	\$6,000



### Ad Specs

	Product	Location	Allocation	Type	Size	Loops	Slot
①	Super Banner (Leaderboard)	Article Page x 2	Fix	gif/ jpg	1,514x188	N/A	—
②	Rectangle (IMU)	Article Page x 2	Fix	gif/jpg	625x521/625x625	N/A	—
③	1/3 Vertical	Article Page x 1	Fix	gif/jpg	700x1,000	N/A	—
④	Full Page	Between Article Pages	Fix	gif/jpg	2,150x1,518	N/A	—
⑤	Premium Full Page	Front Section	Fix	gif/jpg	2,150x1,518	N/A	2
⑥	Front Section (IMU)	Cover Page	Fix	gif/jpg	1,098x915/915x915	N/A	1

[Full-page]  
 · Number of Link URL is limited up to 3.

[Banners]  
 · Please provide 1 Link URL.

[Items involved in a report]  
 · Monthly PVs, clicks and CTR are provided.

[Ad feature privilege/Introduction of product for free]  
 (1) Product name (20 double-byte characters) (required)  
 (2) Product photo 1 (aspect ratio 1:1) (required)  
 (3) Body text (34 double-byte characters x 11 lines) + (16 double-byte characters x 5 lines) or less (required)  
 (4) URL for product information page  
 ※ The expressions will be arbitrarily modified based on our advertising standard.

[Contact information]  
 (1) Company name(required), department name  
 (2) Telephone number, email address and URL. (Please prepare at least one or more items among them.)

### Half-Year Calendar

※As ad feature and editorial feature may change, please confirm before the order.

	Issue Date	Editorial Feature	Ad Feature
Jun	Jun. 11 (Mo.), 2012	Networks: LTE connectivity expands infotainment and telematics applications	TECHNO-FRONTIER 2012
Jul./Aug.	Jul. 9 (Mo.), 2012	Smart energy: Are AC Mains-dimmable LED lamps green?	—
Sept.	Sept. 10 (Mo.), 2012	Serial links: Multi-gigabit data link aggregation for next generation systems	Test & Measurement Instruments
Oct.	Oct. 9 (Mo.), 2012	Automotive: Speech recognition cuts driver distraction	—
Nov.	Nov. 12 (Mo.), 2012	Communications: Options for simulating wideband signals	—
Dec.	—	—	—

◇Booking and Inquiry  
 Please contact your local sales representative or send email to "sales@ml.itmedia.co.jp".

ITmedia Inc.  
 7F, JA Building, 1-3-1 Otemachi, Chiyoda, Tokyo 100-6807  
 http://corp.itmedia.co.jp