

@IT MONOist



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

- For the expert designers and developers of advanced products -

"@IT 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.

◇1.4 million page views / 300,000 unique visitors



	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Forum Super Banner (Leaderboard)	Top Page, Embedded Development Forum Top & Article Page	Rotation	1 month	100,000	5	\$3,600
		Top Page, Mechanical Design Forum Top & Article Page			70,000	5	\$2,400
		Top Page, Production Management Forum Top & Article Page			30,000	5	
		Top Page, Environmental Technology Forum Top & Article Page			30,000	5	
②	Forum Rectangle (IMU)	Top Page, Embedded Development Forum Top & Article Page	Rotation	1 month	150,000	3	\$4,800
		Top Page, Mechanical Design Forum Top & Article Page	Fix		150,000	2	\$3,600
		Top Page, Production Management Forum Top & Article Page			150,000	1	
		Top Page, Environmental Technology Forum Top & Article Page			150,000	1	
③	Forum Text	Embedded Development Forum Top & Article Page	Fix	1 month	450,000	5	
		Mechanical Design Forum Top & Article Page			350,000	5	\$2,400
		Production Management Forum Top & Article Page			150,000	5	
		Environmental Technology Forum Top & Article Page			150,000	5	
④	PR Below Article	Embedded Development Forum Article Page	Rotation	1 month	200,000	2	\$3,600
		Mechanical Design Forum Article Page	Fix		300,000	1	
		Production Management Forum Article Page			120,000	1	
		Environmental Technology Forum Article Page			120,000	1	
⑤	Welcome Screen	Top Page, Forum Top Page	Fix	1 week	13,000	1	\$4,800

EE Times Japan



<http://eetimes.jp/>

- For the creators of technologies with global electronic engineering -

"EE Times Japan" supports engineers and managers in charge of design projects of electronic products. 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.

◇600,000 page views / 180,000 unique visitors



	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner (Leaderboard)	Top & Article Page	Rotation	1 month	100,000	6	\$4,800
②	Rectangle (IMU)	Top & Article Page	Rotation	1 month	100,000	6	\$4,800
③	Text	Top & Article Page	Fix	1 month	600,000	5	\$3,600
④	PR Below Article	Article Page	Rotation	1 month	250,000	2	\$3,600
⑤	Welcome Screen	Top Page	Fix	1 week	10,000	1	\$3,600
⑥	Multi Size	Top & Article Page, EDN Japan Top, Index & Article Page, Automotive Electronics Top & Article Page	See details in EDN Japan section.				



	Product	Location				Allocation	Term	Est. Impression	Slot	Net Rate
		@IT MONOist	EE Times Japan	EDN Japan	Automotive Electronics					
a	Middle Text	Top & Forum Top	Top & Article	Top	Top	Fix	2 weeks	100,000	2	\$2,400
b	Center Banner	Top & Forum Top	Top	Top	Top	Rotation	1 month	100,000	2	\$3,600
c	Premium Text	Article	Article	Article	Article	Fix	2 weeks	1,000,000	1	\$4,800
d	Career Information	Forum Top & Article	Top & Article	Top, Index & Article	Top & Article	Fix	1 month	2,000,000	3	\$3,600

EE Times Japan x EDN Japan Digital Magazine

- A monthly information source on global electronic engineering -

We publish digital magazines of "EE Times Japan x EDN Japan" for registered subscribers every month. Subscribers of digital magazines are selected by job function and other personal information. Banners are inserted on editorial pages and full-page advertisements with multiple links to your web sites are available.

- ◇EE Times Japan x EDN Japan 67,000 subscribers
- ◇2nd Monday of the month



	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

Email Advertising

Product	Location	Slot	Specification	Subscriber	Issue Date	Net Rate
Engineering Media Consolidated Mail by @IT MONOist & EE Times Japan	Header	2	38 double-byte chars x 5 lines	40,000	Weekly, Thursday	\$1,200
	Middle	2	38 double-byte chars x 5 lines			\$720
	Footer	1	38 double-byte chars x 20 lines			\$960
Electronic Design / Embedded Mail By @IT MONOist Embedded & EE Times Japan	Header	2	38 double-byte chars x 5 lines	37,000	Weekly, Wednesday	\$1,200
	Middle	2	38 double-byte chars x 5 lines			\$720
	Footer	1	38 double-byte chars x 20 lines			\$960
Mechanical Design / Production Management Mail by @IT MONOist	Header	2	38 double-byte chars x 5 lines	4,500	Bi-weekly, Tuesday	\$360
	Middle	2	38 double-byte chars x 5 lines			\$240
	Footer	1	38 double-byte chars x 20 lines			\$240
Environmental Technology Mail by @IT MONOist & EE Times Japan	Header	2	38 double-byte chars x 5 lines	7,500	Bi-weekly, Tuesday	\$600
	Middle	2	38 double-byte chars x 5 lines			\$360
	Footer	1	38 double-byte chars x 20 lines			\$360
EE Times Japan x EDN Japan Digital Magazine Mail	Header	2	38 double-byte chars x 5 lines	67,000	3 times per month, Monday	\$1,800
	Middle	2	38 double-byte chars x 5 lines			\$1,200
	Footer	1	38 double-byte chars x 20 lines			\$1,440
Targeting Email ※	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	Minimum 1,200	Any 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	40,000	Any Weekday	\$7,200
Mechanical Design / Production Management Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	4,500	Any Weekday	\$1,200
Environmental Technology Mail Special Edition	Exclusive	1	Title: 30 double-byte chars Body: 38 double-byte x 100 lines	7,500	Any Weekday	\$2,400

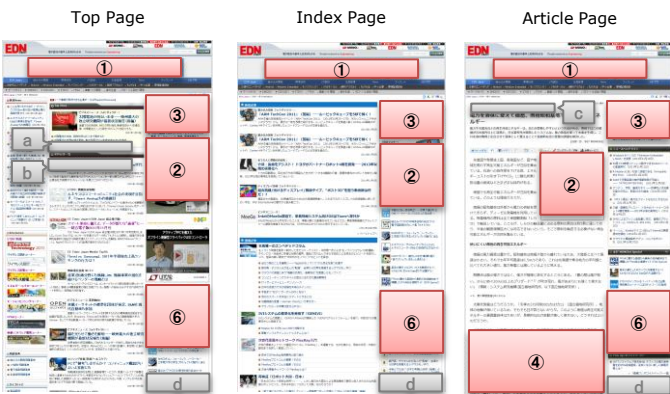
*E-Newsletter or Targeting Mail is text version, not html.
* We do NOT provide the report of clicks except for Targeting Email.

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

-Focusing on Basics and Application of Electronic Design-

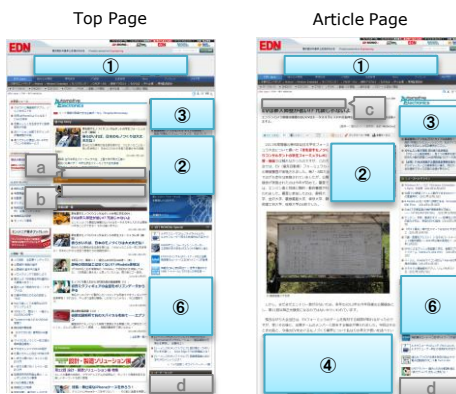
ednjapan.com features in-depth reports by the editorial team with technical background and contributed articles from engineers designing the latest electronics products. Hottest news on electronic devices and design/analysis tools are also provided daily. From analog and noise solution to digital and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

◇400,000 page views / 100,000 unique visitors



Automotive Electronics is a targeted online media covering technologies for "ecology", "safety" and "amenity". The main content is the latest topics in the Japanese automotive industries for developing leading edge vehicles with advanced electronic devices and technologies. Reports from the global editorial network are also provided.

◇45,000 page views / 10,000 unique visitors



*There is no Index page in Automotive Electronics. It consists of Top page and Article page.

	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner (Leaderboard)	EDN Japan Top, Index & Article Page	Rotation	1 month	65,000	6	\$4,800
②	Rectangle (IMU)	EDN Japan Top, Index & Article Page	Rotation	1 month	65,000	6	\$4,800
③	Text	EDN Japan Top, Index & Article Page	Fix	1 month	400,000	5	\$2,400
④	PR Below Article	EDN Japan Article Page	Rotation	1 month	160,000	2	\$3,600

	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
①	Super Banner (Leaderboard)	Automotive Electronics Top & Article Page	Rotation	1 month	45,000	1	\$3,600
②	Rectangle (IMU)	Automotive Electronics Top & Article Page	Rotation	1 month	45,000	1	\$3,600
③	Text	Automotive Electronics Top & Article Page	Fix	1 month	45,000	1	\$1,800
④	PR Below Article	Automotive Electronics Article Page	Rotation	1 month	4,000	1	\$3,600

	Product	Location	Allocation	Term	Est. Impression	Slot	Net Rate
⑤	Welcome Screen	EDN Japan Top & Automotive Electronics Top	Fix	1 week	5,000	1	\$3,600

	Product	Location	Allocation	Term	Category	Net Rate
⑥	Multi Size	Rectangle	EDN Japan Top, Index & Article Page, Automotive Electronics Top & Article Page, EE Times Japan Top & Article Page	Rotation	None Specified	\$0.05 / imp
		W Rectangle		Rotation	None Specified	\$0.09 / imp
		Rectangle		Rotation	Specified *	\$0.08 / imp
		W Rectangle		Rotation	Specified *	\$0.12 / imp

* Category can be selected among following 14 items : "Analog", "Logic", "Processor", "System LSI/Mixed Signal", "Memory", "Software/Dev. tool", "Embedded", "Power", "Components", "T&M", "Communication", "Automotive Electronics", "Industrial Electronics" and "Consumer Electronics".

Product	Location	Slot	Specification	Subscriber	Issue Date	Net Rate
EDN Japan E-Newsletter	Header	2	38 double-byte chars x 5 lines	27,000	Weekly, Wednesday	\$1,200
	Middle	2	38 double-byte chars x 5 lines			\$720
	Footer	1	38 double-byte chars x 20 lines			\$960
EDN Japan Categorized E-Newsletter	Header	2	38 double-byte chars x 5 lines	27,000	Weekly, Friday	\$1,200
	Middle	2	38 double-byte chars x 5 lines			\$720
	Footer	1	38 double-byte chars x 20 lines			\$960
Automotive Electronics E-Newsletter	Header	2	38 double-byte chars x 5 lines	27,000	1 time / month	\$1,200
	Middle	2	38 double-byte chars x 5 lines			\$720
	Footer	1	38 double-byte chars x 20 lines			\$960

*E-Newsletter or Targeting Mail is text version, not html.

* We do NOT provide the report of clicks except for Targeting Email.

Deadline

Material Type	Deadline	Materials to send	Note
Welcome Screen	10 business days before starting	gif : gif file + URL jpg : jpg file + URL Flash : fla, swf, and gif files + URL	·Please check the banner guide especially when you run Flash or Third Party Running. ·When materials are not adjusted to our ad rule(banner guide), it is needed to be corrected according to our modification request. · Outline around the banner is needed for dividing ad area from the editorial. · Loop is Max 3 times. · Alt is not available.
Third Party Running	10 business days before starting	1. Text file of delivery tag 2. fla, swf and gif files* 3. URL * Necessary for running test in advance	
Flash Banner	6 business days before starting	Flash : fla, swf, and gif files + URL	
gif Banner jpg Banner	4 business days before starting	gif : gif file + URL jpg : jpg file + URL	
Mail	4 business days before starting	Text	
Digital Edition	Deadline will be announced with another sheet	gif : gif file + URL jpg : jpg file + URL	

@IT MONOist



	Product	Location	Allocation	Type	Size	KB	Loops	Slot
①	Forum Super Banner (Leaderboard)	Top Page, Embedded Development Forum Top & Article Page	Rotation	Flash/gif/jpg	728x90	Max:30KB	Max: 3	5
		Top Page, Mechanical Design Forum Top & Article Page						
		Top Page, Production Management Forum Top & Article Page						
		Top Page, Environmental Technology Forum Top & Article Page						
②	Forum Rectangle (IMU)	Top Page, Embedded Development Forum Top & Article Page	Rotation	Flash/gif/jpg	300x300 /300x250	Max:50KB	Max:3	3
		Top Page, Mechanical Design Forum Top & Article Page	Fix					2
		Top Page, Production Management Forum Top & Article Page						1
		Top Page, Environmental Technology Forum Top & Article Page						
③	Forum Text	Embedded Development Forum Top & Article Page	Fix	Text	21 double-byte chars x 3 lines	-	-	5
		Mechanical Design Forum Top & Article Page						
		Production Management Forum Top & Article Page						
		Environmental Technology Forum Top & Article Page						
④	PR Below Article	Embedded Development Forum Article Page	Rotation	Flash/gif/jpg	500x300 *Animation is unavailable	Max: 50KB	NG	2
		Mechanical Design Forum Article Page	Fix					1
		Production Management Forum Article Page						
		Environmental Technology Forum Article Page						
⑤	Welcome Screen	Top Page, Forum Top Page	Fix	Flash/gif/jpg	640x480	Max :80KB	NG Max:10 seconds	1

EE Times Japan



	Product	Location	Allocation	Type	Size	KB	Loops	Slot
①	Super Banner (Leaderboard)	Top & Article Page	Rotation	Flash/gif/jpg	728x90	Max:30KB	Max: 3	6
②	Rectangle (IMU)	Top & Article Page	Rotation	Flash/gif/jpg	300x300 /300x250* *From April 2011, we cannot run 336x280	Max:50KB	Max:3	6
③	Text	Top & Article Page	Fix	Text	21 double-byte chars x 3 lines	-	-	5
④	PR Below Article	Article Page	Rotation	Flash/gif/jpg	500x300 *Animation is unavailable	Max: 50KB	NG	2
⑤	Welcome Screen	Article Page	Fix	Flash/gif/jpg	640x480	Max :80KB	NG Max:10 seconds	1
⑥	Multi Size	Top & Article Page, EDN Japan Top, Index & Article Page, Automotive Electronics Top & Article Page	See details in EDN Japan section.					

	Product	Location				Allocation	Type	Size	KB	Loops	Slot
		@IT MONOist	EE Times Japan	EDN Japan	Automotive Electronics						
a	Middle Text	Top & Forum Top	Top	Top	Top	Fix	Text	Max: 28 double-byte chars	—	—	2
b	Center Banner	Top & Forum Top	Top	Top	Top	Rotation	gif/jpg	390x40	Max:12KB	NG	2
c	Premium Text	Article	Article	Article	Article	Fix	Text	Max: 28 double-byte chars	—	—	1

EE Times Japan x EDN Japan Digital Magazine

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

EDN Japan•Automotive Electronics

	Product	Location	Allocation	Type	Size	KB	Loops	Slot
①	Super Banner (Leaderboard)	EDN Japan Top, Index & Article Page	Rotation	Flash/gif/jpg	728x90	Max:30KB	Max: 3	6
②	Rectangle (IMU)	EDN Japan Top, Index & Article Page	Rotation	Flash/gif/jpg	300x300 /300x250* *From April 2011, we cannot run 336x280	Max:50KB	Max:3	6
③	Text	EDN Japan Top, Index & Article Page	Fix	Text	21 double-byte chars x 3 lines	—	—	5
④	PR Below Article	EDN Japan Article Page	Rotation	Flash/gif/jpg	500x300 *Animation is unavailable	Max: 50KB	NG	2

	Product	Location	Allocation	Type	Size	KB	Loops	Slot
①	Super Banner (Leaderboard)	Automotive Electronics Top & Article Page	Rotation	Flash/gif/jpg	728x90	Max:30KB	Max: 3	1
②	Rectangle (IMU)	Automotive Electronics Top & Article Page	Rotation	Flash/gif/jpg	300x300 /300x250* *From April 2011, we cannot run 336x280	Max:50KB	Max:3	1
③	Text	Automotive Electronics Top & Article Page	Fix	Text	21 double-byte chars x 3 lines	—	—	1
④	PR Below Article	Automotive Electronics Article Page	Rotation	Flash/gif/jpg	500x300 *Animation is unavailable	Max: 50KB	NG	1

	Product	Location	Allocation	Type	Size	KB	Loops	Slot
⑤	Welcome Screen	EDN Japan Top & Automotive Electronics Top	Fix	Flash/gif/jpg	640x480	Max:80KB	NG Max:10 seconds	1

	Product	Location	Allocation	Type	Size	KB	Loops	Slot	
⑥	Multi Size	Rectangle	EDN Japan Top, Index & Article Page, Automotive Electronics Top & Article Page, EE Times Japan Top & Article Page	Rotation	Flash/gif/jpg	300x300 /300x250	Max:50KB	Max:3	—
		W Rectangle		Rotation	Flash/gif/jpg	300x600	Max:80KB	Max:3	—

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

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