

General information site for IT professionals

# ITpro



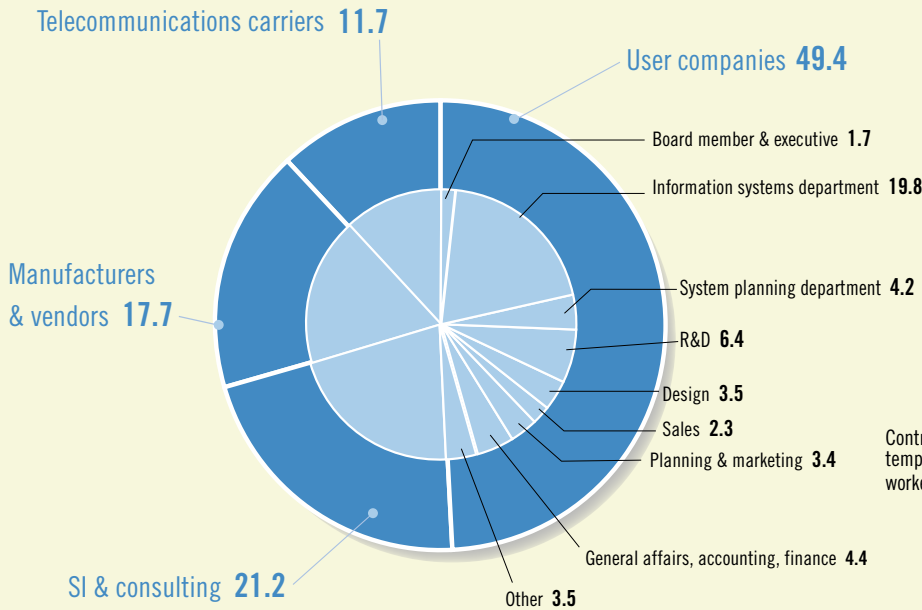
*ITpro* is a free registration site for all professionals engaged in information and network systems. Its content covers a broad range of topics varying from the latest news from around the world to information on practical solutions, products/services, terminologies and case studies. With over 80% accessing the site at work and 45% making daily visits, *ITpro* is clearly a must-visit portal for the IT profession.

<http://itpro.nikkeibp.co.jp>

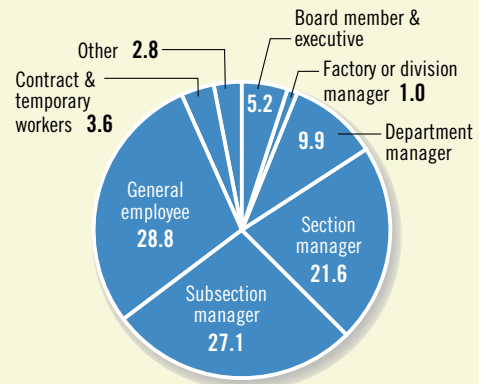
Monthly pageviews: 14,709,618 (as of October 2010)  
 Number of unique browsers: 3,084,423 (as of October 2010)  
 (Data from SiteCensus (Nielsen//NetRatings))

## USER PROFILE

### TYPE OF BUSINESS AND RESPONSIBILITY (%)



### POSITION IN COMPANY (%)



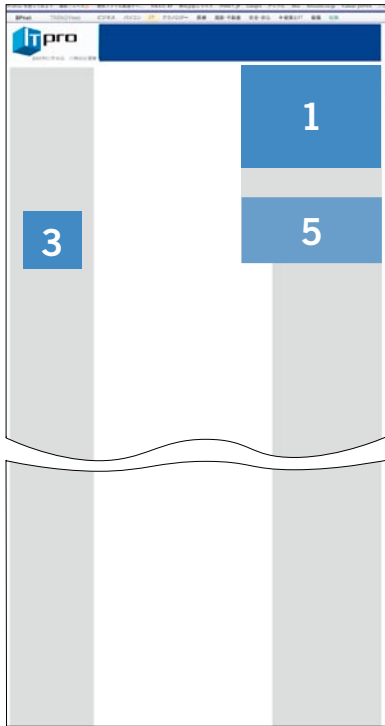
More than 60% are management level or above

Extensive coverage of various industries  
 Over 50% work for user companies

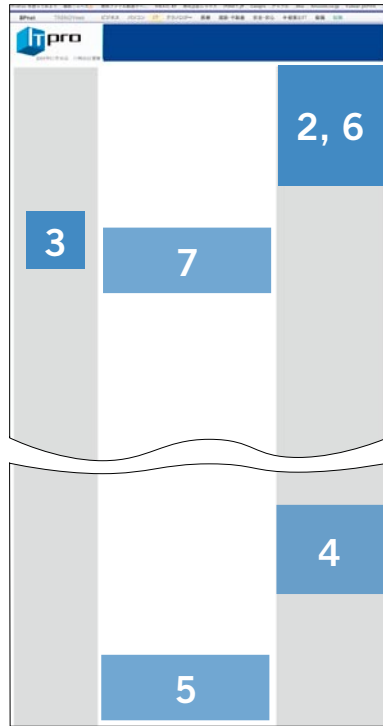
From the user profile survey conducted on December 2009 by Nikkei BP Consulting

# Ad Space and Rates

Top Page



Theme Site



## BANNERS AND TEXT ADS

### 1. Top Premium Rectangle

**2,000,000 yen/month**

Appears in rotation on top page

Exclusive to 3 advertisers

400 x 300 (W x H) pixels, Flash up to 45 KB, GIF up to 35 KB

### 2. Rectangle

**3.5 yen/imp**

Appears in rotation on article page

300 x 300 (W x H) or 300 x 250 (W x H) pixels

Flash up to 40 KB, GIF up to 20 KB

### 3. Side Square Button

**900,000 yen/month**

Appears in rotation on almost all pages including the top page

Exclusive to 4 advertisers

125 x 125 (W x H) pixels, Flash up to 20 KB, GIF up to 15 KB

### 4. RUN OF ITpro

**800,000 yen/month**

Appears in rotation on article pages

Exclusive to 8 advertisers

300 x 250 (W x H) or 300 x 200 (W x H) pixels

Flash up to 40 KB, GIF up to 20 KB

### 5. This Week's Topics (Text Ad)

**400,000 yen/week**

Appears on almost all pages

Exclusive to 6 advertisers

Within 33 two-byte characters

From Tuesday to the following Monday

### 6. Rectangle on a Selected Theme Site

**4.0 yen/imp**

Appears in rotation on a selected theme

300 x 300 (W x H) or 300 x 250 (W x H) pixels

Flash up to 40 KB, GIF up to 20 KB

#### Enterprise:

Management

Information System

#### Network

Development

Security

\* Advertisement on a selected theme appears in rotation under the selected theme only. Some pages may not be available for advertisement.

### 7. Text Ad on a Selected Theme Site

Appears on a selected theme

Placement starts on every Tuesday

Up to 3 Advertisers (For Enterprise, up to 5 advertisers)

Within 33 two-byte characters (Some client environments lead to automatic text wrapping.)

Enterprise - management, information systems:

**300,000 yen/week, 500,000 yen/2 weeks,**

**800,000 yen/4 weeks**

Network, Software development, Security:

**150,000 yen/week, 250,000 yen/2 weeks,**

**400,000 yen/4 weeks**

#### ■ FOCUS Sponsor

**300,000 yen/month, 800,000 yen/3 months**

468 x 60 (W x H) pixels

Flash up to 20 KB, GIF up to 15 KB

# Ad Space and Rates

## E-MAIL ADVERTISING

### Header Ad

38 two-byte characters x 5 lines

### Center Ad

38 two-byte characters x 10 lines

### ITpro-News Mail

Number of mails: 154,722 (as of Oct. 2010)

Distributed every weekday

**Header Ad:** 200,000 yen

**Center Ad:** 180,000 yen

### ITpro-Enterprise Mail

Number of mails: 196,335 (as of Oct. 2010)

Distributed every weekday

**Header Ad:** 250,000 yen

**Center Ad:** 200,000 yen

### ITpro-Selfup Mail

Number of mails: 146,567 (as of Oct. 2010)

Distributed every Thursday

**Header Ad:** 150,000 yen

**Center Ad:** 150,000 yen

### ITpro-Network Mail

Number of mails: 114,677 (as of Oct. 2010)

Distributed every Thursday

**Header Ad:** 150,000 yen

**Center Ad:** 150,000 yen

### ITpro-Solution Provider Mail

Number of mails: 48,542 (as of Oct. 2010)

Distributed every other Wednesday

**Header Ad:** 150,000 yen

**Center Ad:** 100,000 yen

### ITpro-Security Mail

Number of mails: 77,493 (as of Oct. 2010)

Distributed every Thursday

**Header Ad:** 150,000 yen

**Center Ad:** 150,000 yen

\* Click count available for 50,000 yen (non-commissionable) by request at the time of order booking.

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