



Advertising Programs

Advertising Programs

Product Name		Rate (JPY)	Lead Collecting Period	Product Outline
1	White Paper Download	400,000	12 weeks	Standard program to obtain leads using your own white paper
2	Product/Service Catalog	200,000	1 year	Standard program to obtain leads using your own product catalog. Bargain rate for product/service catalog only.
3	Lead Selection Program	Initial cost: 0 Lead acquisition: 300,000+	12 weeks	This program allows advertisers to check and select the collected leads before making purchase.
4	Lead Guaranteed Program	500,000+	Approx. 12 weeks (negotiable)	Recommended for those whose purpose is to collect certain number of leads
5	Product/Service Introduction Advertorial with White Paper Download	600,000	12 weeks	A program with a stronger appeal, consisting of a simple advertorial that introduces the product/service from PR point of view and white paper. *The number of white paper can be increased. (JPY200,000/piece).
6	Product/Service Introduction Advertorial with White Paper Download--Additional Traffic Driver Package A	1 million	12 weeks	Program 5 with a 4-week traffic driver
7	Product/Service Introduction Advertorial with White Paper Download--Additional Traffic Driver Package B	1.6 million	12 weeks	Program 6 with a traffic driver that raises awareness
8	Period Extension or Restarting of Lead Collecting (with Traffic Driver)	300,000	12 weeks	A budget program that reuses your previously used content
9	Original Questionnaire Program (up to 5 questions)	200,000	-	Advertisers can add their own questions to a questionnaire users answer when downloading material.
	Original Questionnaire Program (up to 10 questions)	300,000	-	

* Rating information will become available after 2012 as an optional service.

Special Offer Valid through 2011

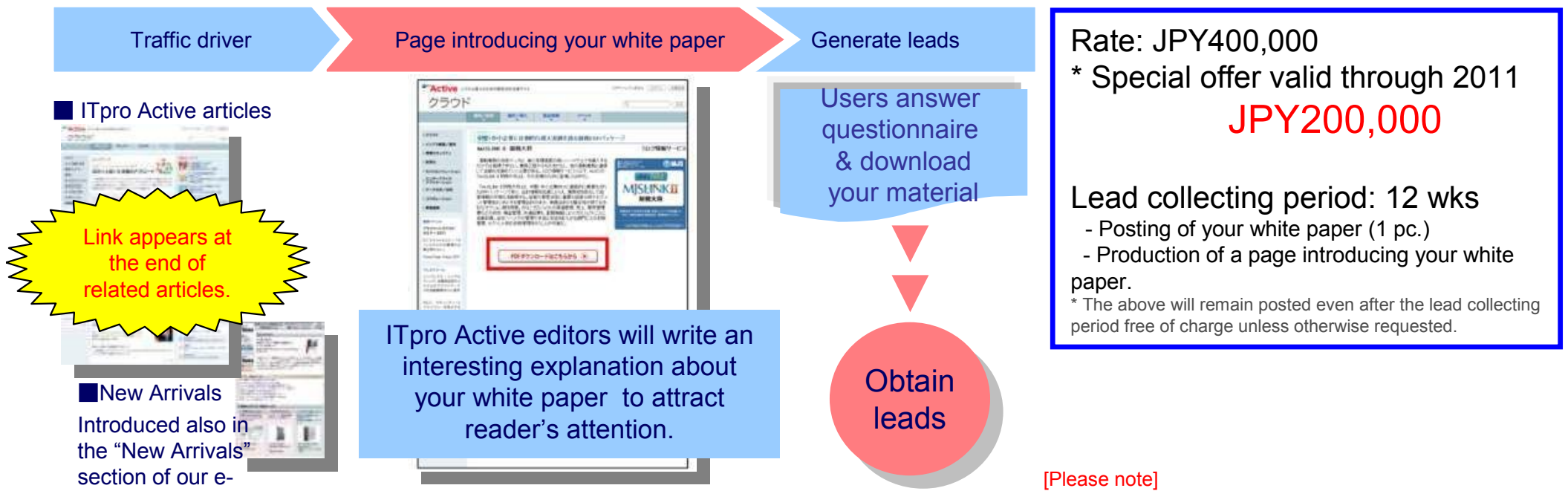
Exclusive offer for advertisers starting this year.
Try now and feel the effect.

Product Name		2011 Special Offer (JPY)	Regular Rate	Lead Collecting Period
1	White Paper Download	200,000	400,000	12 weeks
	x 5 pieces or more (bulk order)	@170,000		
	x10 pieces or more (bulk order)	@150,000		
2	Product/Service Catalog	180,000	200,000	1 year
5	Product/Service Introduction Advertorial with White Paper Download	500,000	600,000	12 weeks
6	Product/Service Introduction Advertorial with White Paper Download--Additional Traffic Driver Package A	900,000	1 million	12 weeks
7	Product/Service Introduction Advertorial with White Paper Download--Additional Traffic Driver Package B	1.5 million	1.6 million	12 weeks

* Rating information will become available after 2012 as an optional service.

1. White Paper Download

Find users who would be interested in your product/service using ITpro Active!
 You can efficiently collect leads by making use of white paper or case report you already have in your website.



Rate: JPY400,000
 * Special offer valid through 2011
JPY200,000

Lead collecting period: 12 wks

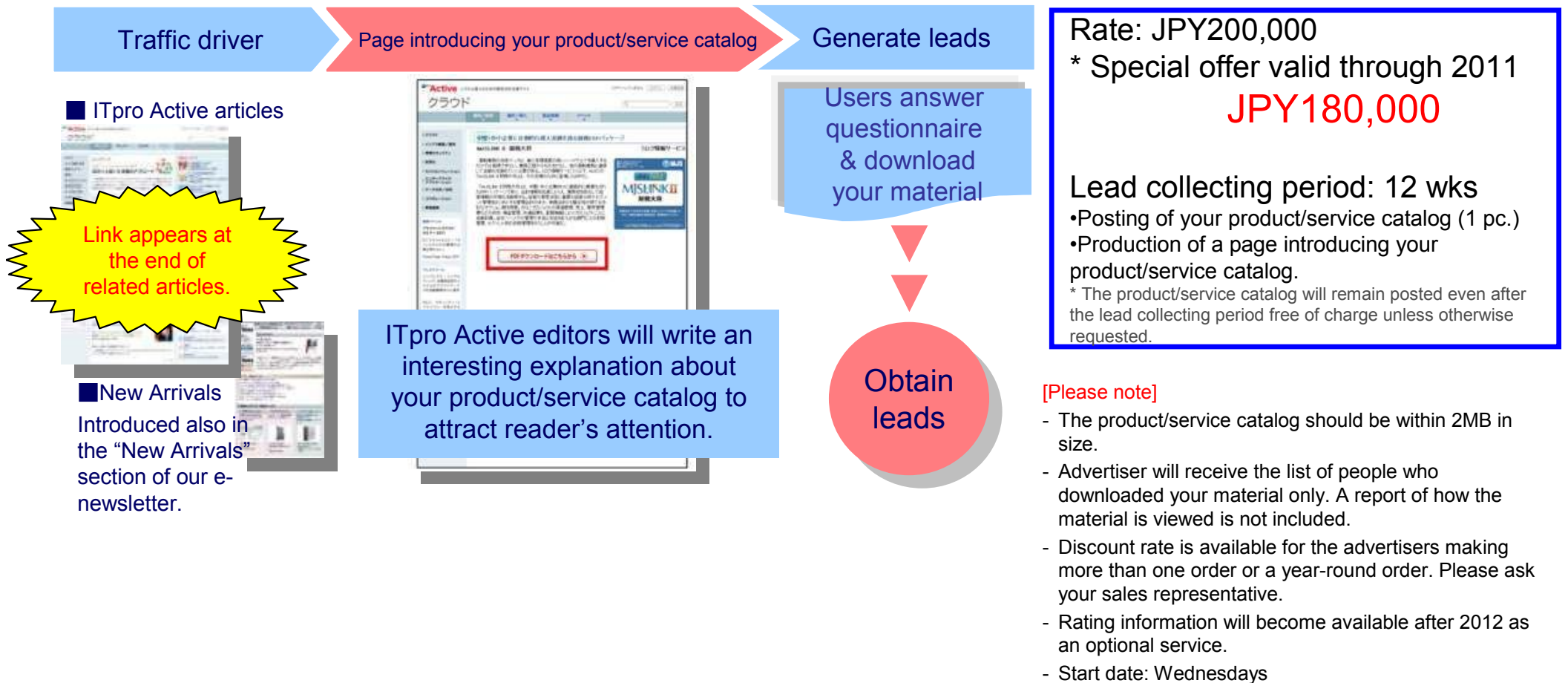
- Posting of your white paper (1 pc.)
- Production of a page introducing your white paper.

* The above will remain posted even after the lead collecting period free of charge unless otherwise requested.

- [Please note]
- The white paper should be within 2MB in size.
 - Advertiser will receive the list of people who downloaded your material only. A report of how the material is viewed is not included.
 - Discount rate is available for the advertisers making more than one order or a year-round order. Please ask your sales representative.
 - Rating information will become available after 2012 as an optional service.
 - Start date: Wednesdays

2. Product/Service Catalog (Part 1 of 2)

We will put up your product/service catalog for readers who are searching product/service information. Users who downloaded your product/service catalog will become your leads.



See the next page for the difference between 'white paper' and 'product/service catalog'.

2. Product/Service Catalog (Part 2 of 2)

The difference between 'white paper' and 'product/service catalog' in ITpro Active

●White paper

For the sake of convenience, ITpro Active defines all the material except 'product/service catalog' as 'white paper'. White paper typically includes descriptions of a specific technology, product, or service; its application; analysis report of its performance compared with your previous models or competitor's products; case report introducing how it is actually used; research report; market analysis and statistics; and presentation materials.

On ITpro Active, 'white paper' can include: description, case report, technical material, research material, and presentation material.

●Product/service catalog

Product/service catalog is a description of or guide to a product or service that conveys the characteristics in an organized manner, covering specifications and basic data.

Title of a page introducing your 'product/service catalog'

Please note that the title of the page introducing your 'product/service catalog' appears as below, showing the word <Catalog> and the name of your product/service only.

Ex. "<Catalog> XX series YY model"

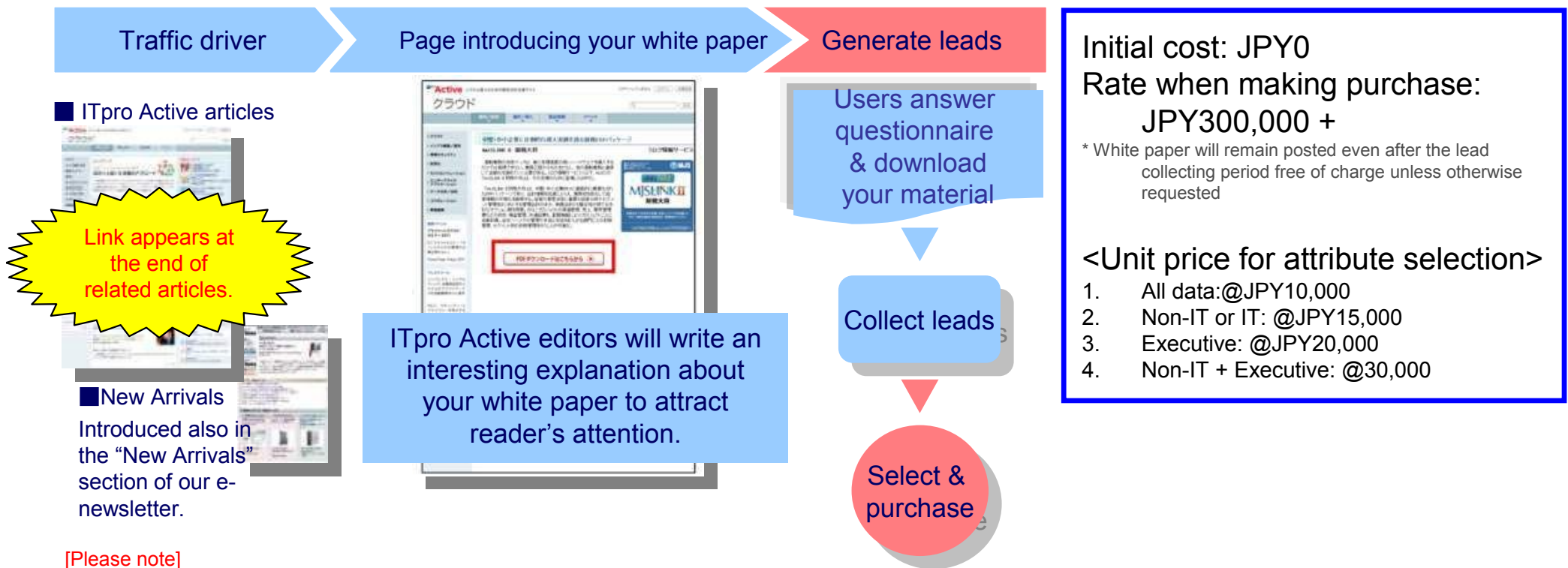
It cannot include any other information.

Ex. "XX series YY model ~~with 50% improved processing performance~~"

*Crossed-out part cannot be included.

3. Lead Selection Program

Advertisers can select and purchase leads they want after checking the number of collected viewers and their attributes. This is an effective program to use if, for example, you want to obtain leads of user companies only.

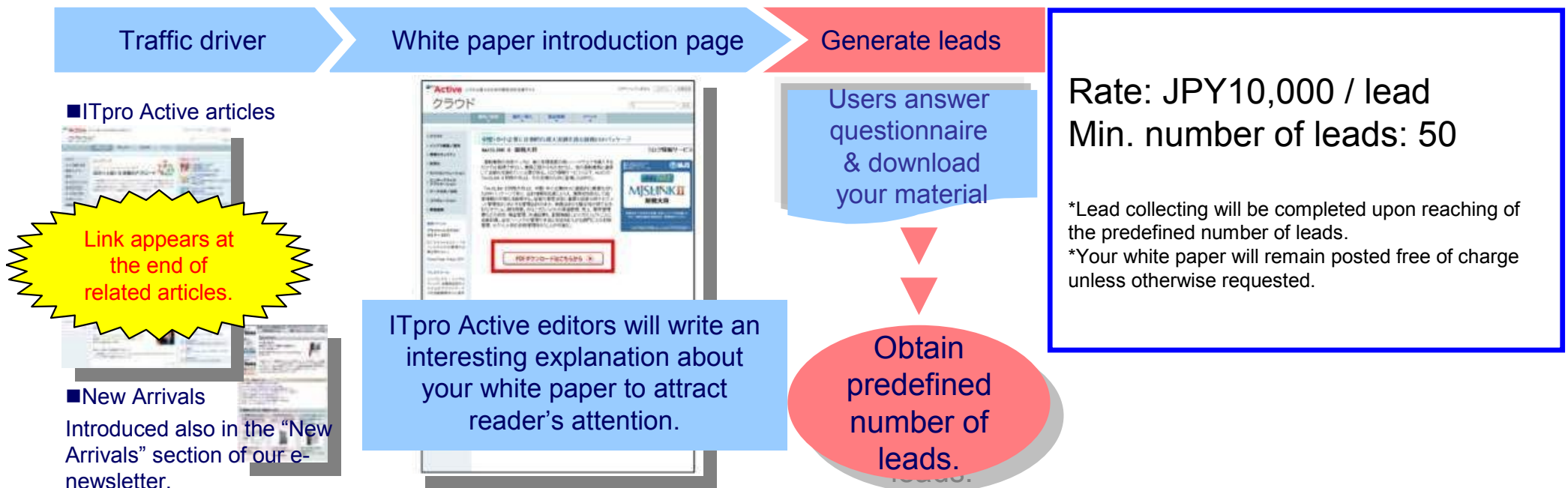


[Please note]

- The program does not allow advertisers to narrow down targets in advance. You can make selection from the list of users collected naturally.
- Please consult your sales rep. before purchasing this program.
- The initial cost is JPY0. You will be charged when purchasing leads.
- The minimum charge will be JPY300,000. The final purchase price will be calculated by multiplying the number of leads by above unit prices.
- New advertisers may not be able to make more than three orders of this program simultaneously. Please ask your sales representative.
- The white paper should be within 2MB in size.
- Advertiser will receive the list of people who downloaded your material only. A report of how the material is viewed is not included.
- Rating information will become available after 2012 as an optional service.
- Start date: Wednesdays

4. Lead Guaranteed Program

Lead Guaranteed Program guarantees a predefined number of leads to the advertiser. Suitable for advertisers considering using ITpro Active for the first time or wishing to obtain a certain number of leads without fail.

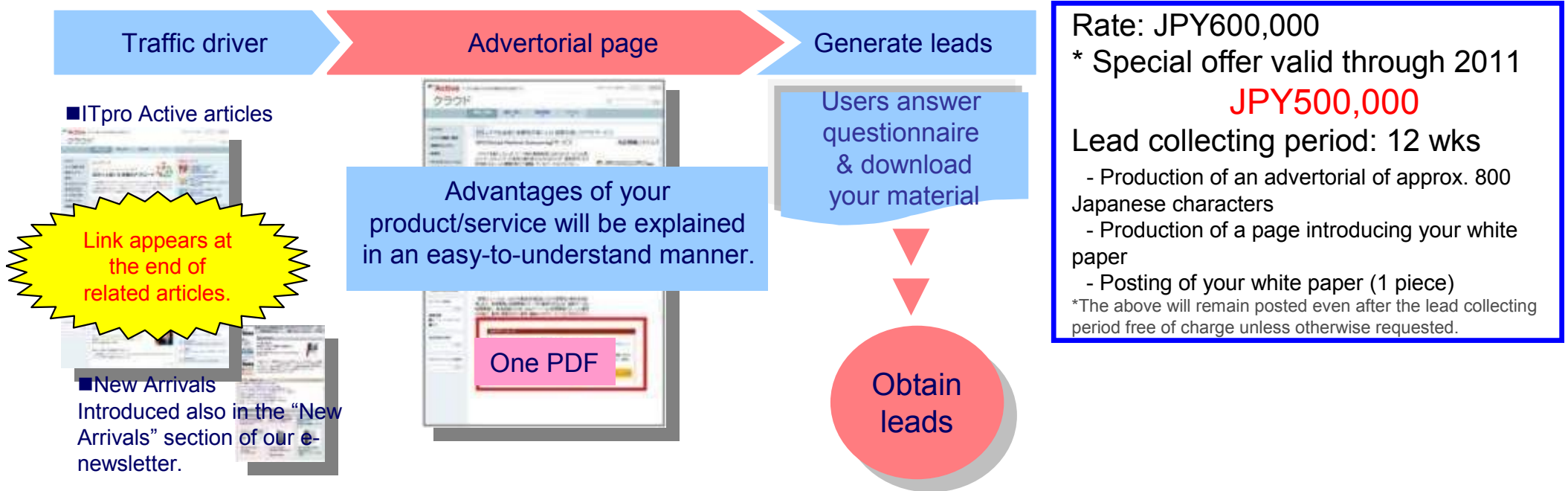


[Please note]

- Give your white paper material and the number of leads you wish to obtain to your sales rep.
- The white paper material is subject to preview by ITpro; it may not be accepted depending on its content or the types of products that it covers.
- The length of the lead collecting period and the target lead number will be decided upon consultation.
- The predefined number of leads are guaranteed and will be charged at JPY10,000 per lead.
- We aim to obtain the target number of leads within 12 weeks, unless otherwise requested.
- Should the number of leads obtained fail to reach the guaranteed number within the above period, the leads obtained will be provided to the advertiser at JPY10,000 per lead.
- Lead collecting will end upon reaching the predefined number of leads; additional leads may be purchased at JPY10,000 per lead upon the advertiser's request.
- The white paper should be within 2MB in size.
- Advertiser will receive the list of people who downloaded your material; detailed report on how your page is viewed is not included in this program.
- The rating information will become available after 2012 as an optional service.
- Start date: Wednesdays.

5. Product/Service Introduction Advertorial with White Paper Download

An advertorial introducing your product/service (approx. 800 – 1,000 Japanese characters) will help deepen understanding and interest among viewers and lead them to download your white paper. Enables you to collect hot leads!



[Please note]

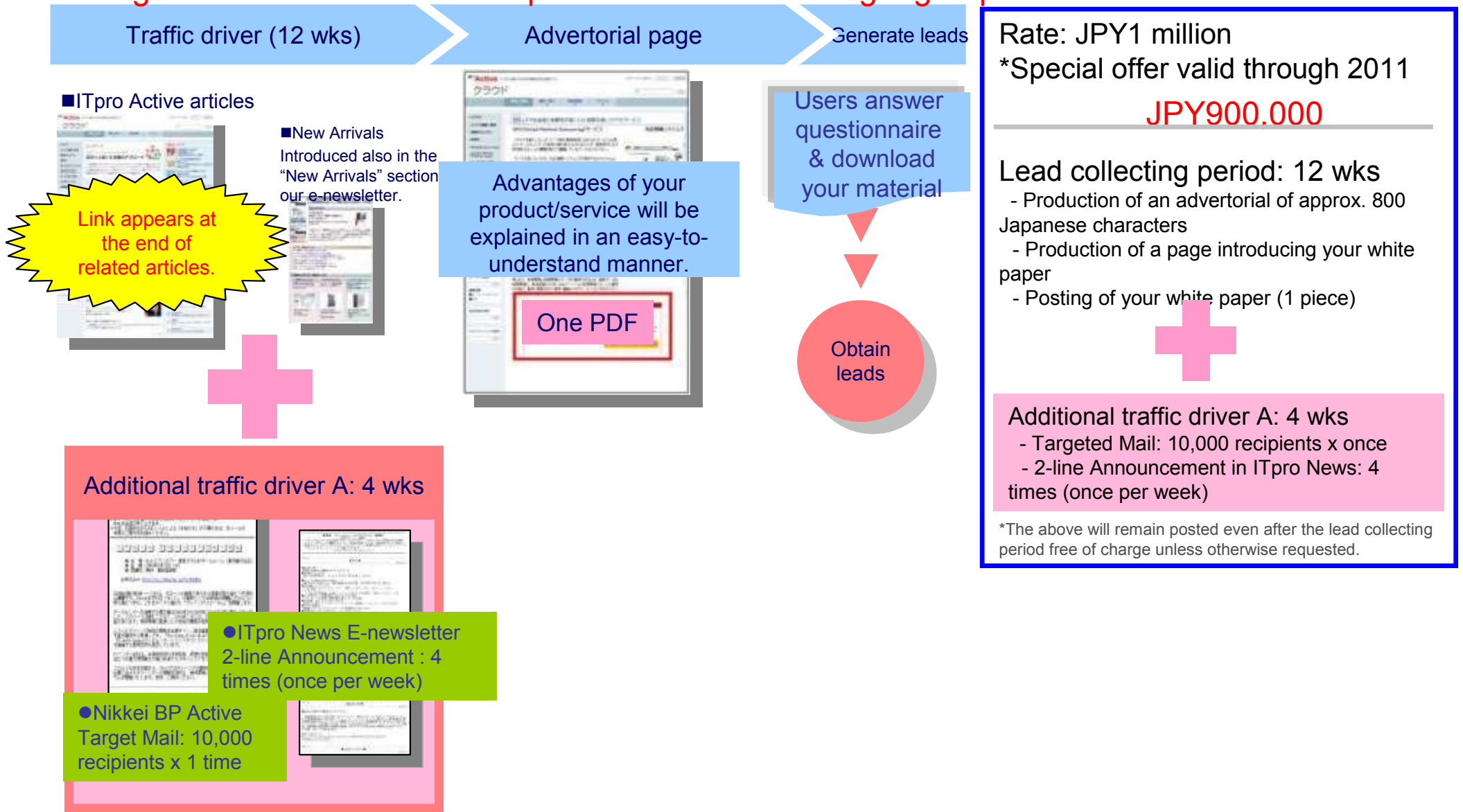
- The white paper should be within 2MB in size.
- We will write the advertorial based on the material that you submit. No additional interviews will be conducted.
- Each advertorial can cover one product/service only. It cannot be made to cover more than one product/service or case studies.
- Advertiser will receive information on the PVs of the advertorial (to be sent online) and the list of people who downloaded your material; report on traffic driver results will not be provided in this program.
- Rating information will become available after 2012 as an optional service.
- Start date: Wednesdays.

6. Product/Service Introduction Advertorial

with White Paper Download - **Additional Traffic Driver Package A**

Four-week traffic driver is added to the “Product/Service Introduction Advertorial with White Paper Download” program.

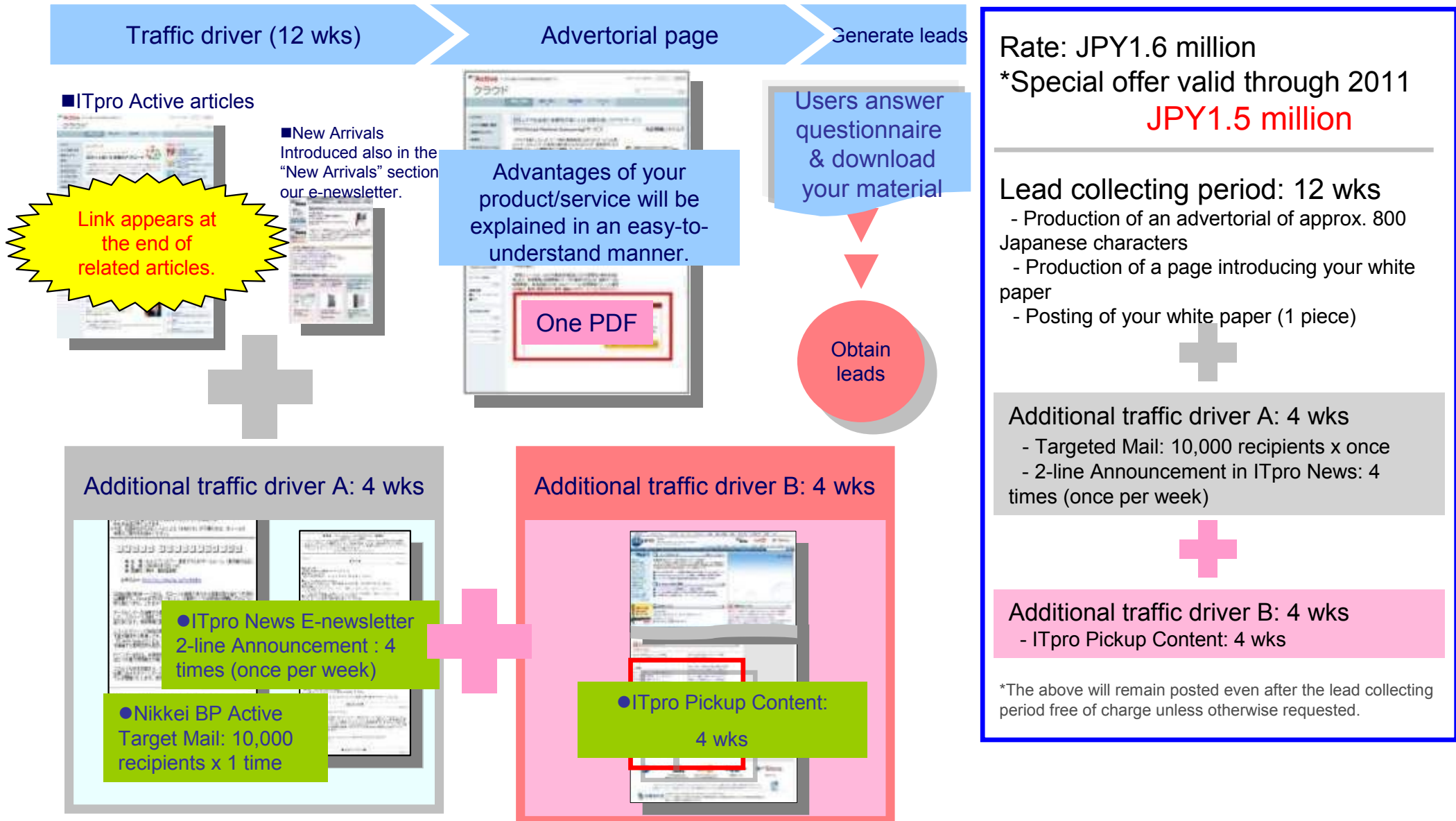
Targeted Mail will be sent to ITpro readers and the target group to boost leads.



7. Product/Service Introduction Advertorial

with White Paper Download - **Additional Traffic Driver Package B**

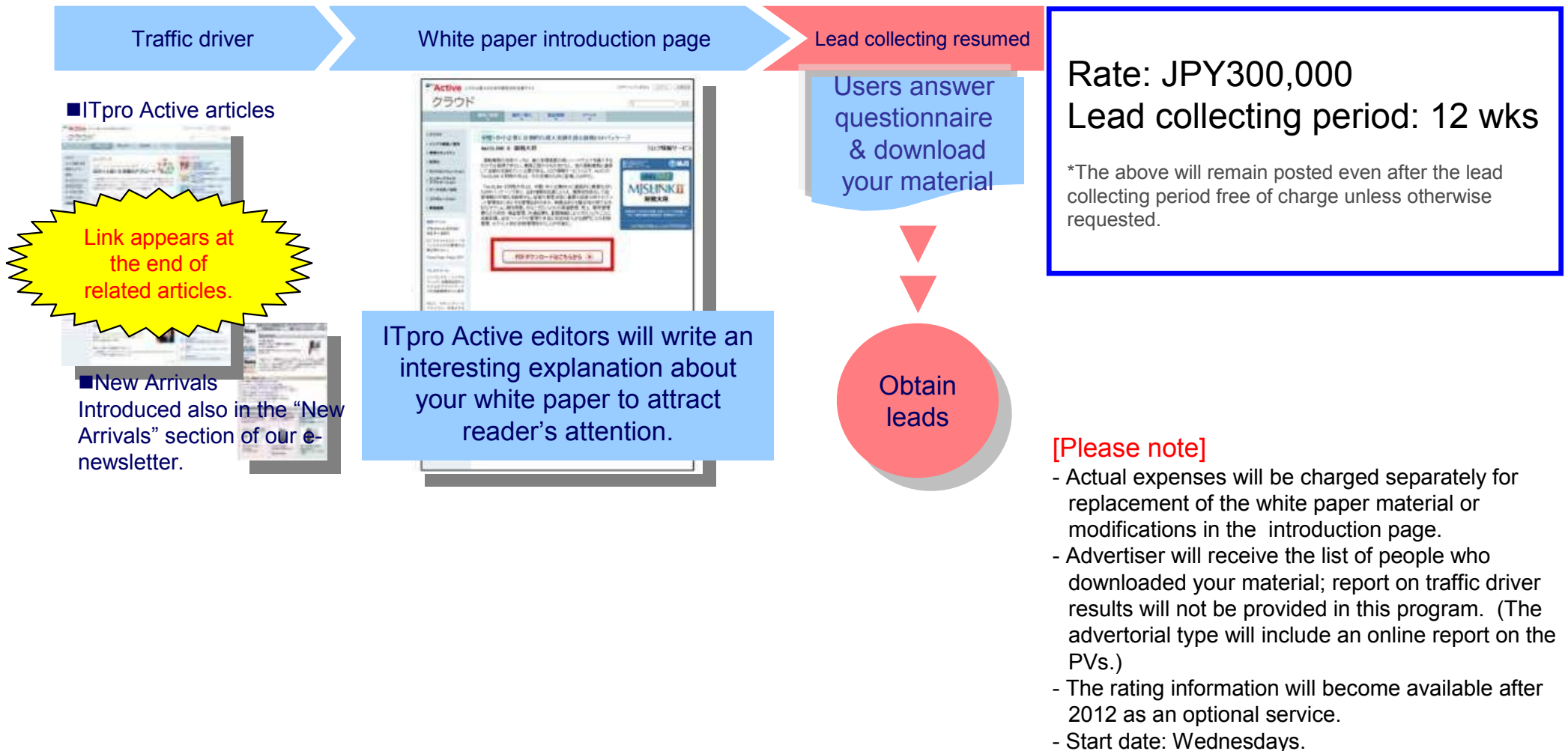
Additional traffic driver to increase the reader's awareness of the advertorial is added to the "Additional Traffic Driver Package A" program.



8. Period Extension or Restarting of Lead Collecting (with Traffic Driver)

Extended lead collecting will catch all the prospective customers with different budget periods.

Reuse of the used content enables lead collecting at a lower cost.
The same rate will apply to both white paper and advertorial programs.



9. Original Questionnaire Program Part 1 of 2

With an additional charge, you can make your own questionnaire that readers are required to answer upon downloading your material.

Rate:
 Up to 5 questions: JPY200,000
 Up to 10 questions: JPY300,000

White paper introduction page
 Catalog introduction page

Readers answer the questionnaire to proceed to downloading



Standard questionnaire

Uniform format asking about the intention and purpose of introducing the system, etc.



Customized questionnaire

You can make your own questionnaire; may include space for the respondents to enter their opinions. Please contact your sales rep for detail.

9. Original Questionnaire Program Part 2 of 2

Questionnaire setting guideline

Option choosing setting:

- Radio button (“chose only one” type)
- Check box (“chose all that apply” type)

How many options may be put for a question:

- You may put as many options as you like, but not so many as to perplex the respondents.

Space to enter opinions:

- Space to enter opinions may be set either among answer choices to a question (“other”) or as independent space to let respondents enter whatever they would like to say.

* In either case, the space size will be up to 100 Japanese characters.

Other limitations

- It is advised that each question be made short and up to the point, within 100 Japanese characters at a maximum.
- Too long answer choices may not be acceptable.
- Original questionnaires are subject to our preview; we may ask for modifications.

10. Multiple-page Advertorial (Leads are obtained from viewers of advertorial)

ITpro Active advertorial may contain a detailed account of your product/service or how it is actually used, a message from a key person in your company, etc.

Enables you to collect hot leads!

This program will start in 2012.
Detail will be announced shortly.

Multiple-page advertorial (top)

The rest of advertorial



Top page of your ITpro Active advertorial

Login



Page 2

Page 3

Obtain leads

*Advertorial is made in a same format with editorial pages.

11. Editorial Content Program

(Readers of a specific article can become your leads)

A completely new type of program that allows you to obtain a list of people who viewed a specific article on ITpro Active of your choice.

This program will start in 2012.
Detail will be announced shortly.

■ Editorial page (top)

View the rest of article
*Article of your choice only



Top page of ITpro Active article

Login



Page 2

Page 3

Obtain leads