

Nikkan Kogyo Shimbun
Group Site

Information for Internet Advertising

Nikkan Kogyo Shimbun Ltd.

Internet advertising for opening the door to your company

The Nikkan Kogyo Shimbun Business Line (<http://www.nikkan.co.jp>)

Business Line, Nikkan Kogyo Shimbun's main website, currently has 2.1 million page views per month. Our website is an effective instrument for announcing new services and products, and for drawing visitors to your company's website.

TOP PAGE

A: Leaderboard Banner: 728 x 90

(Full Banner: 468 x 60)

B: Square Banner: 200 x 200

C: Button: 120 x 60

D: Text Banner: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

Advertising Rates and Provisions

All Pages									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
A	Leaderboard Banner	Rotation	10	1	One Month	¥500,000	Allowed	Up to 30kb	Width 728 pixels
	(¥350,000)					Height 60 pixels			
	Full Banner					¥300,000			Width 468 pixels
						(¥200,000)			Height 60 pixels
Top Page									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
B	Square	Rotation	5	1	One Month	¥300,000 (¥200,000)	Allowed	Up to 30kb	Width 200 pixels Height 200 pixels
C	Button	Regular	3	2	One Month	¥300,000 (¥200,000)	Allowed	Up to 30kb	Width 120 pixels Height 60 pixels
D	Text Banner	Regular	2	3	10 Days	¥200,000	--		*1

*1: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

* Rates listed in parentheses are applicable for ads that run for 3 months or longer.

News and Other Pages

E: Square Banner: 200 x 200

F: Button: 120 x 60

G: Large Skyscraper: 160 x 600

H: Text Banner: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

Advertising Rates and Provisions

News and Other Pages									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
E	Square	Rotation	5	1	One Month	¥200,000 (¥150,000)	Allowed	Up to 30kb	Width 200 pixels Height 200 pixels
F	Button	Regular	2	2	One Month	¥200,000 (¥150,000)	Allowed	Up to 30kb	Width 120 pixels Height 60 pixels
G	Large Skyscraper	Rotation	3	1	One Month	¥300,000 (¥200,00)	Allowed	Up to 30kb	Width 160 pixels Height 600 pixels
H	Text Banner (News page only)	Regular	3	3	10 Days	¥100,000			*1

*1: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

* Banner size is either as recommended by JIAA (Japan Internet Advertising Association) or is the global standard.

* Rates listed in parentheses are applicable for copies that run for 3 months or longer.

How to Submit a Copy

Submitting a Copy

It is required that date file of advertising should be submitted by FD (Floppy Disk), CD, MO (Magneto-Optical Disk, or e-mail (E-mail address is bline@nikkan.co.jp). Ads will be rotated on a weekly basis.

Date of Submission

Copies should be submitted one week before posting date (excluding Saturdays, Sundays, and holidays).

Access Report

We provide advertisers with an access report that details impressions, clickthrough count, and click rate.

Advertising Creation and Website Links

1. Business Line visitors can click on your advertisement to be linked directly to advertiser websites. Alternatively, we can also host the relevant pages on Business Line.
2. Please inform us of any changes to the advertising copy or linked URLs one week before the date of change.

We respond to the needs of booming industries by distributing technical information through specialized websites.

The Nikkan Kogyo Shimbun

Machine Tools and Tooling Navi [<http://www.nikkan.co.jp/mt-navi>]

This website extracts articles from Nikkan Kogyo Shimbun's Machine and Robot Technology page, as well as from magazines and books published by Nikkan Kogyo Shimbun Ltd. It also lists advertising features and article series. Various past news articles are available for browsing, and the website is directly connected with business. This website can be utilized as a business tool for sending and receiving information. 300,000 page views/month.

J: Leaderboard Banner: 468 x 60

K: Button: 150 x 30

L: Text Banner: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

Advertising Rate

Machine Tools and Tooling Navigator (Common to all pages)									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
J	Leaderboard Banner	Rotation	5	1	One Month	¥100,000	Allowed	Up to 30kb	Width 468 pixels Height 60 pixels
K	Button	Regular	10	10	One Month	¥100,000	Allowed	Up to 30kb	Width 150 pixels Height 30 pixels
L	Text Banner	Regular	3	3	10 Days	¥100,000	Allowed		*1

*1: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

* Buttons should be in GIF format. Animated GIFs are also allowed.

Robonable [http://www.robable.jp]

Robonable* is a specialized website for Robot Technology, a current hot topic in industry. This website distributes information on the present and future of service and industrial robots and contains many contributions from prominent industry figures that cannot be seen on other websites. 200,000 page views/month.

* Robonable is a portmanteau of the words “robot” and “enable”.

M: Leaderboard Banner: 468 x 60

N: Button: 153 x 30

Advertising Rates and Provisions

Robonable (Common to all pages)									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
M	Leaderboard Banner	Rotation	5	1	One Month	¥100,000	Allowed	Up to 30kb	Width 468 pixels Height 60 pixels
N	Button	Regular	10	10	One Month	¥100,000	Allowed	Up to 30kb	Width 153 pixels Height 30 pixels

* Buttons should be in GIF format. Animated GIFs are also allowed.

* Information regarding copy submission, copy deadlines, and access reports are as per Business Line.

Metroguide.jp [<http://www.metroguide.jp>]

This is the official website of Metro Guide, published by Nikkan Kogyo Shimbun Ltd., which distributes information about enjoying Tokyo.

Metro Guide is a free paper with one million copies published each month. It is a pioneering free paper in this field, and enjoys stable popularity from a large readership. This site is the internet version of the Metro Guide and boasts 90,000 monthly accesses with 810,000 monthly page views. The defining characteristic of Metroguide.jp is that many of its visitors read the website thoroughly. We encourage you to use this communication tool to reach an active urban populace.

A: Button: 170 x 48

B: Text Banner: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

C: Information Space (Text Banner): English: Up to 450 single-byte characters including spaces.

Japanese: Up to 500 double-byte characters including spaces.

D: Content Banner

E: Cooking Tie-up

Advertising Rates and Provisions

Metroguide.jp									
	Name of Item	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
A	Button	Regular	3	3	One Month	¥30,000	Allowed	Up to 10kb	Width 170 pixels Height 48 pixels
B	Text Banner	Regular	3	3	One Month	¥10,000	Not Allowed	--	*1
C	Information Space	Regular	1	1	One Month	¥50,000	Not Allowed	--	*2
D	Content Banner	Regular	1	1 (each)	One Month	¥30,000	Allowed	Up to 30kb	Width 468 pixels Height 60 pixels
E	Cooking tie-up	Regular	4	4	One Week	¥30,000	Not Allowed	--	

*1: English: Up to 60 single-byte characters including spaces.

Japanese: Up to 35 double-byte characters including spaces.

*2: English: Up to 450 single-byte characters including spaces and 3 photos.

Japanese: Up to 500 double-byte characters including spaces (Japanese) and 3 photos.

*B: There are two types of text banners: one that links to a website and one that links to a PDF file.

*D: Content Banner only appears in a specific type of content section, such as "Special Articles," and "Metro Community."

*E: Cooking Tie-up is a section in which a dish is made from one of a supporting company's products.

New Product Information [<http://www.shinseihinjoho.jp>]

This website is a search engine for electronics, mechatronics, materials, new products, and new technology.

The New Product Information website is the online version of New Product Information Magazine and New Product Information Card. Those who visit this website can browse and search articles and advertisements published in the magazine. Additionally, registered users are able to request product-related brochures. Advertisers and companies who are registered in the brochure request system are able to check detailed brochure requests and process related data from special screens.

A: Catalog Click: Catalog data or 10 hard copies.

B: Information Flash: One photo, up to 500 double-byte characters in Japanese (English is 450 single-byte characters) as an article, index, and/or URL

C: Full Banner: 468 x 80

D: Button: 120 x 60

E: Top Page Button: 120 x 60

Advertising Rate

New Product Information								
	Name of Item	Type of Exposure	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
A	Catalog Click	Opens a new window from button	As Requested	One Month	¥90,000	--	--	Date of catalog or 10 original copies
B	Information Flash	Random Rotation	20	One Month	¥90,000	--	--	*1
C	Full Banner	Regular	1	One Month	¥120,000	Allowed	Up to 30kb	Width 468 pixels Height 60 pixels
D	Button	Regular	4	One Month	¥60,000	Allowed	Up to 30kb	Width 120 pixels Height 60 pixels
E	Top Page Button	Regular	4	One Month	¥50,000	Allowed	Up to 30kb	Width 120 pixels Height 60 pixels

*1: One photo, up to 500 double-byte characters in Japanese (English is 450 single-byte characters) as an article, index, and/or URL.

*Notice: Regarding Copyrights

When running an advertisement on the New Product Information Magazine and or New Product Information Card, all contents are published on the New Product Information Web Book. Please read and consent to the content of the "Online Use" page regarding specifications for copyrighted data before submission.

NK business ADD Magazine [<http://www.nkadd.jp>]

This website specializes in small and medium-sized enterprises (SMEs) and MONODZUKURI (manufacturing and craftsmanship). The site distributes a wide variety of corporate PR information about our company's vaunted products and services. There are also many fulfilling articles such as "Japan's MONODZUKURI Journey" in which Nikkan Kogyo Simbun reporters' detail regional MONODZUKURI information throughout Japan, and "MONODZUKURI Design Class", a series to which up-and-coming industrial designers contribute articles.

It is possible to post on this website as content to introduce about details of your business activities. An A4 size spot (297mm x 210mm) starts from ¥130,000 (including production costs).

A: Full Banner: 468 x 60

B: Button: 160 x 80

Advertising Rate

NK Business ADD Magazine									
	Name of Items	Type of Exposure	Appearing Companies	No. of Ad Spaces	Period	Rate	Loop	File Size	Copy Size
A	Full Banner	Rotation	5	1	One Month	¥200,000 (¥150,000)	Approved	Up to 30kb	Width 468 pixels Height 60 pixels
B	Button	Regular	7	7	One Month	¥100,000 (¥80,000)	Approved	Up to 30kb	Width 160 pixels Height 80 pixels

* Rates listed in parentheses are applicable for copies that run for three months or longer.

Business Line Media Data

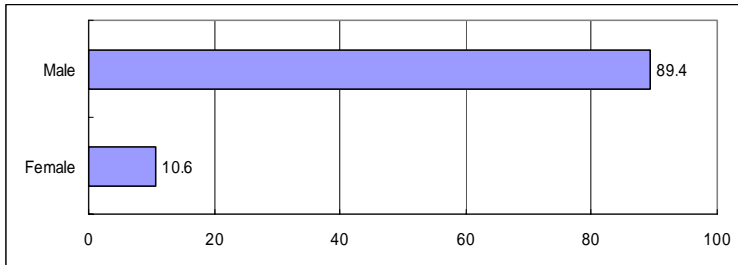
Start of Service	June 3, 1996
Number of Total Hits	40,690,603
Page Views	2,175,559
Total Number of Visits	667,549

(For July, 2007)

User Profiles

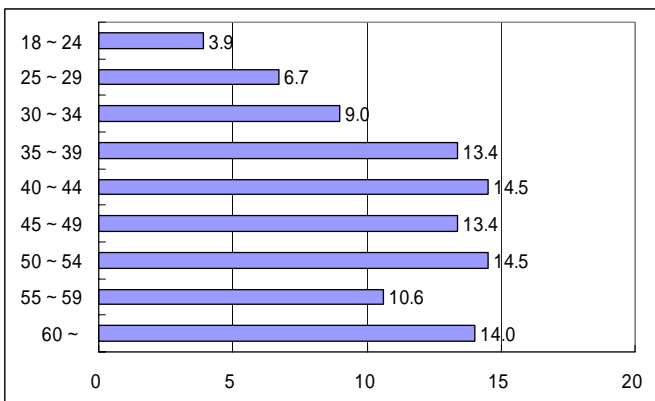
<Ratio of male to female users>

About 90% are male users.



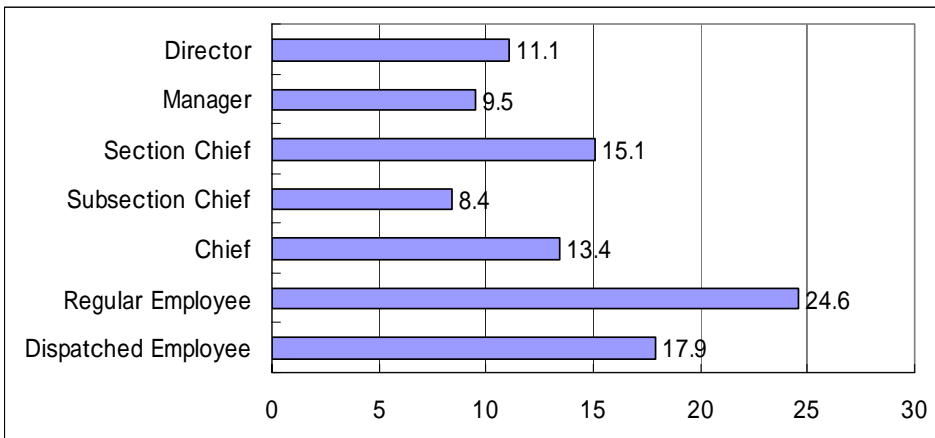
<Age Composition>

Our readers form the backbone of companies.



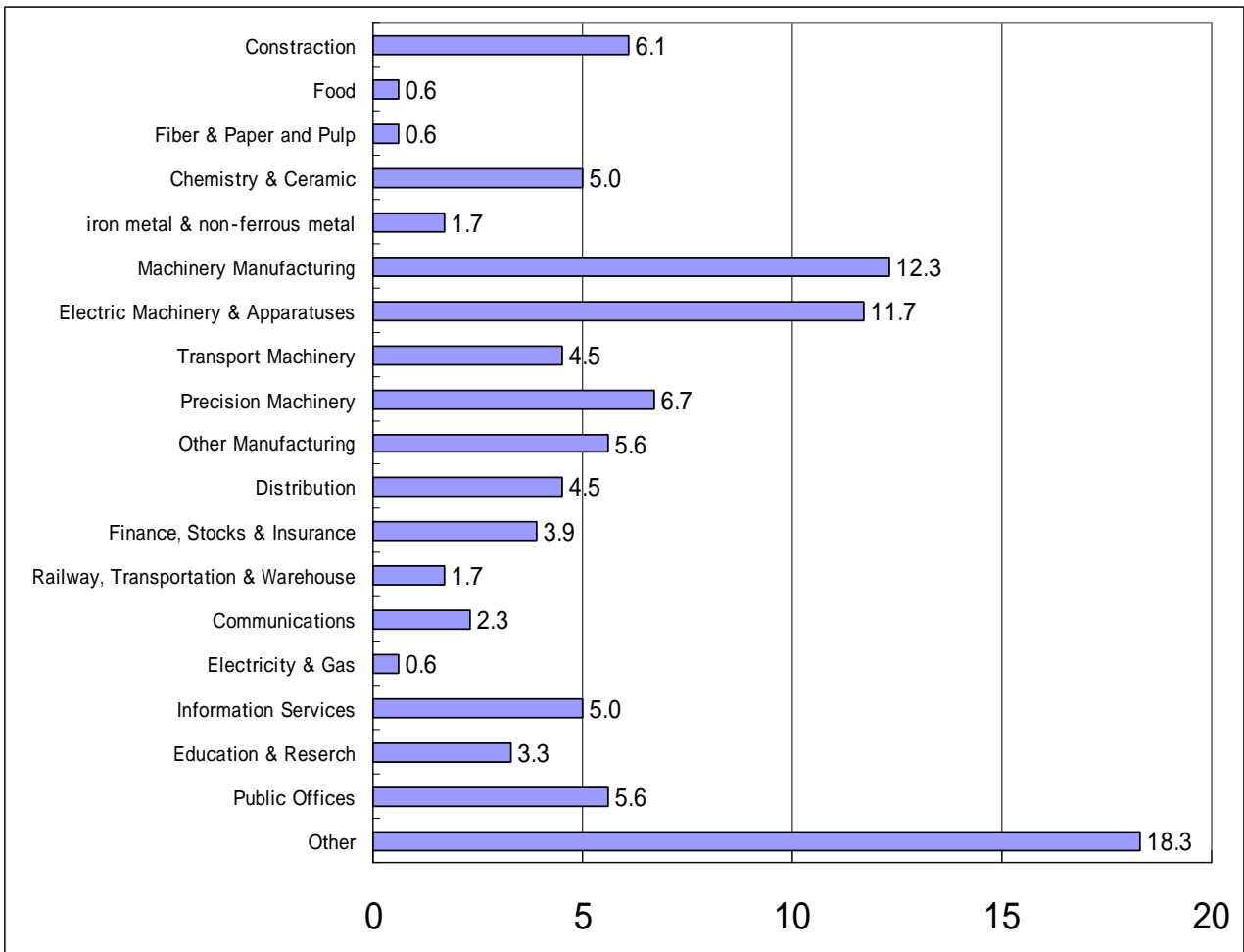
<Managerial Positions>

Our newspaper is supported by readers in a wide range of positions.



<Type of Industry>

A high percentage of our readership is employed in industries related to machine manufacturing and electric machinery/devices.



<Access Frequency>

About 70% of readers check our website every day or several times a week.

