



Comprehensive portal for business professionals  
**nikkei BPnet**

A comprehensive portal of Nikkei Business Publications, nikkei BPnet, offers a wealth of information for business professionals. By joining forces with Nikkei BP's B-to-B sites, including Nikkei Business Online, nikkei TRENDYnet, ITpro, Tech-On!, PC Online, NMonline and KEN-Platz, it provides analysis and perspectives on news in each specialized field in a speedy and easy-to-understand manner. Since nikkei BPnet users are likely to be highly sensitive to trends, vast amounts of trend and lifestyle-related contents are offered as well. It not only delivers up-to-date topics such as entertainment, fashion and hit products, but covers life-enhancing information such as cars, housing and money from a business viewpoint.



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

**Core users**

Business professionals with keen interest in high-quality information

**Monthly page views**

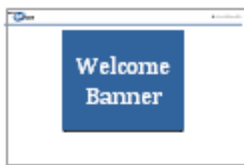
16,341,017 (as of November 2011)  
(SiteCensus (Nielsen//NetRatings))

**Number of unique browsers**

1,938,843 (as of November 2011)  
(SiteCensus (Nielsen//NetRatings))

**Advertising Space**

**Welcome banner**



**Main Site**



**Category Site**



## Advertising rates

Menu	Rate	Specifications
Top Welcome Banner + Top Rectangle	JPY2,000,000 per week	Top Welcome Banner: 640 (w) x 480(h), Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser per week Top Rectangle: 300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser
Top Rectangle	JPY1,600,000 per week	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser
Welcome Banner	JPY2,000,000 per week	640 (w) x 480(h), Flash: 50KB, GIF: 50KB Estimated imp.:300,000
Leaderboard	JPY1.5 per imp.	728 (w) x 90 (h) pixels, Flash: 30KB, GIF: 30KB
Category Leaderboard	JPY1.5-2 per imp.	728 (w) x 90 (h) pixels, Flash: 30KB, GIF: 30KB
1st Text ad (Topics)	JPY500,000 per week	Maximum of 38 two-byte characters Exclusively to 5 advertisers
2nd Text ad (Selection)	JPY400,000 per week	Maximum of 38 two-byte characters Exclusively to 5 advertisers
Rotating Rectangle	JPY2 per imp.	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB
Category Rectangle	JPY2-2.5 per imp.	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB
2nd large Rectangle	JPY1,000,000 per 4 weeks	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 3 advertisers
Rectangle beneath article	JPY500,000 per 4 weeks	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 3 advertisers
Submarine (CPC) Ad	JPY120 per click	Title:Max of 30 two-byte characters Text:Max of 90 two-byte characters 100 (w) x 100 (h) pixels

## Accepted Formats

Nikkei BP only accepts banner ad materials created in GIF, JPEG or FLASH 6, 8, 10 formats for all of our websites.

## Files Required

### For GIF or JPEG format ads:

- GIF or JPEG file
- Link destination URL( to be included in the message body of your e-mail at the time of file submission.)

### For FLASH format ads:

- SWF file: Flash object (Flash version 6, 8, 10)
- FLA file: Flash source file
- GIF or JPEG file: Backup to deliver to users unable to see a particular Flash movie
- Link destination URL shared for both SWF and GIF files (to be included in the message body of your e-mail at the time of file submission)

## Submission Deadline

Material must be submitted ten working days before release to allow time for approval and testing, regardless of whether the ad is to be served by Nikkei BP or a third party.

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