



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.

Core users

Engineers and managers in IT business

Monthly page views

14,231,006 (as of November 2011)
(SiteCensus (Nielsen//NetRatings))

Number of unique browsers

3,048,818 (as of November 2011)
(SiteCensus (Nielsen//NetRatings))



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

Advertising Space

Top Page



Theme Site



Advertising rates

Menu	Rate	Specifications
Top Premium Rectangle	JPY2,000,000 per month	400 (w) x 300 (h) pixels, Flash: Up to 45KB, GIF: Up to 35KB Exclusive to 3 advertisers
Rectangle	JPY3.5 per imp.	300 (w) x 250 (h) or 300 (w) x 300 (h) pixels, Flash: Up to 50KB, GIF: Up to 50KB
Side Square Banner	JPY900,000 per month	125 (w) x 125 (h) pixels, Flash: Up to 20KB, GIF: Up to 20KB Exclusive to 4 advertisers
RUN OF ITpro	JPY800,000 per month	300 (w) x 250 (w) or 300 (w) x 200 (w) pixels, Flash: Up to 50KB, GIF: Up to 50KB Exclusive to 8 advertisers
This Week's Topics (Text Ad)	JPY400,000 per week	Within 33 two-byte characters Exclusive to 6 advertisers
Rectangle on a Selected Theme Site	JPY4.0 per imp.	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: Up to 50KB, GIF: Up to 50KB
Text Ad on a Selected Theme Site	JPY150,000 - 300,000 per week JPY250,000 - 500,000 per 2 weeks JPY400,000 - 800,000 per 4 weeks	Within 33 two-byte characters Exclusive to 3-5 advertisers
*E-mail Advertising	JPY150,000 - 250,000	

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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