

Tech-On! Technology portal for engineers supporting Japan's manufacturing sector

Tech-On! delivers a wide range of information on electronics and mechanical technologies and industry trends in manufacturing, useful for our core readers of engineers working at the forefront of the Japanese manufacturing industry. The fields covered include automobiles, digital consumer electronics, communications equipment, and semiconductors. Together with e-newsletters sent from Nikkei Electronics, Nikkei Monozukuri, Nikkei Automotive Technology, and Green Device, Tech-On! is used as a handy and efficient tool for gathering information.



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

Core users

Engineers in manufacturing sectors

Monthly page views

7,829,253 (as of November 2011)
(SiteCensus (Nielsen//NetRatings))

Number of unique browsers

1,000,036 (as of November 2011)
(SiteCensus (Nielsen//NetRatings))

Advertising Space

Welcome Banner



Theme Site Welcome Banner



Main Site

Theme / Magazine / Closeup Site

Advertising rates

Menu	Rate	Specifications
Main Site		
Welcome Banner	JPY1,200,000 per 2 weeks JPY2,000,000 per 4 weeks	640 (w) x 480 (h) pixels, Max. 12 seconds, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser
All Text Ad	JPY350,000 per week	38 two-byte characters x 1 line Exclusive to 5 advertisers
Main Site Rotating Leaderboard	JPY500,000 per month Estimated imp.: JPY100,000 per month	728 (w) x 90 (h) pixels, Flash: 30KB, GIF: 30KB
Main Site Rotating Rectangle	JPY650,000 per month Estimated imp.: JPY100,000 per month	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB
Main Site Fixed Skyscraper	JPY1,100,000 per month	160 (w) x 800 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser
Main Site Fixed Short Banner	JPY800,000 per month	200 (w) x 33 (h) pixels, Flash: 20KB, GIF: 15KB Exclusive to 2 advertisers
Main Site Fixed Text Ad	JPY600,000 per month	Within 38 two-byte characters Exclusive to 5 advertisers
ALL		
All Rotating Rectangle	JPY600,000 per month Estimated imp.: JPY1,800,000 per month	300 (w) x 300 (h) pixels, Flash: 20KB, GIF: 50KB 2 advertisers in rotation Appears on almost all pages including the top page
All Text Ad	JPY350,000 per week Estimated imp.: JPY1,200,000 per month	38 two-byte characters x 1 line Exclusive to 5 advertisers
Side Square Banner	JPY450,000 per month Estimated imp.: JPY1,500,000 per month	125 (w) x 125 (h) pixels, Flash: 20KB, GIF: 20KB 3 advertisers in rotation
Theme / Magazine / Closeup Site		
Theme Site Welcome Banner	JPY700,000 per 2 weeks JPY1,200,000 per 4 weeks	640 (w) x 480 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser Animation display time limit: 12 seconds Infinite loops are not acceptable
Theme Site Rotating Leaderboard	JPY350,000 per month	728 (w) x 90 (h) pixels, Flash: 30KB, GIF: 30KB
Theme Site Fixed Rectangle	JPY550,000 per month	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 2 advertisers
Theme Site Fixed Skyscraper	JPY650,000 per month	160 (w) x 800 (h) pixels, Flash: 50KB, GIF: 50KB Exclusive to 1 advertiser
Theme Site Fixed Text Ad	JPY280,000 per month	Within 38 two-byte characters Exclusive to 5 advertisers
*E-mail Advertising		
Nikkei Electronics NEWS	Header Ad JPY250,000	38 two-byte characters x 5 lines Number of mails : 150,695
*Distributed every business day	Special E-mail JPY1,100,000	Title : Up to 25 two-byte characters Text : 38 two byte characters x 50 lines
Nikkei Monozukuri NEWS	Header Ad JPY200,000	38 two-byte characters * 5 lines Number of mails : 114,799
*Distributed every business day	Special E-mail JPY950,000	Title : Up to 25 two-byte characters Text : 38 two byte characters x 50 lines
Nikkei Automotive Technology NEWS	Header Ad JPY200,000	38 two-byte characters x 5 lines Number of mails : 106,197
*Distributed every Wednesday	Special E-mail JPY950,000	Title : Up to 25 two-byte characters Text : 38 two byte characters x 50 lines

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.

Contacts

Nikkei Business Publications, Inc.

Tokyo

International Sales Department
1-17-3, Shirokane, Minato-ku
Tokyo 108-8646, Japan
Tel: 81-3-6811-8035
Fax: 81-3-5421-9058
E-mail: i-sales@nikkeibp.co.jp
Homepage: <http://www.nikkeibp.com>

BP Advertising (Shanghai) Company Limited Shanghai

Hirohisa Hagiwara, Executive Director
Ryogo Hirohisa, Director
Unit G, 4th Floor,
Zao Fong World Trade Building,
No.369 Jiang'Su Road,
Changning District,
Shanghai, 200050 P.R.C.
Tel: 86-21-6032-1540
Fax: 86-21-6171-3702
E-mail: hagi@nikkeibp.co.jp
E-mail: rhirosaw@nikkeibp.co.jp

Nikkei Business Publications Asia Ltd.

Hong Kong

Kevin Wong, Sales Manager
Mayuko Kawano, Sales Manager
Room No.209, 2F, Stanhope House,
734 King's Road, Quarry Bay, Hong Kong
Tel: 852-2575-8301
Fax: 852-2574-8175
E-mail: kevin@nikkeibp.com.hk
E-mail: kawano@nikkeibp.com.hk
Homepage: <http://www.nikkeibp.com.hk>

Taipei

Jiro Ikai, Sales Manager
6F-7, No.150 Roosevelt Rd. Section 2
Taipei 10084, Taiwan
Tel: 886-2-2369-0196
Fax: 886-2-2369-0197
E-mail: ikai@nikkeibp.com.hk

Nikkei Business Publications Europe Ltd.

London

Matt Findel-Hawkins, Sales Director
Alison Wood, Sales Manager
Suite 2B, Elsinore House
77 Fulham Palace Road
London W6 8JA, U.K.
Tel: 44-20-7936-2855
Fax: 44-20-8741-8903
E-mail: info@nikkeibp.co.uk