ITmedia Inc.

TechTarget Japan / Keyman's Net

Targeting Mail Service

2020 October Version

Targeting Mail

Exclusive Email advertisement that can specify delivery target with readers' attribute and action history

This is an exclusive type of email advertisement that can be delivered to specific targets based on the readers' attribute and action history of TechTarget Japan and Keyman's Net members.
Please use it to promote the posted contents or drive traffic to the campaign site

Rate / Specification

Rate per Delivery: JPY 300,000 or more

【Breakdown】
○ Basic Rate:　　　　　　　　JPY 100,000
○ Rate per Person:　　　　　@JPY 100
　　　　　　　　　　　　　　　　　@JPY 200 (When company names are specified.)

○ Reminder Email Delivery: JPY 50,000 per Delivery（Up to Twice）
　　Sending additional emails to non-click readers （Excluding unsubscribed readers.）

Delivery Time and Date

(JST) at 9AM, 10AM, 11AM, 12AM, 1PM, 3PM or 4PM on business days

Ad Material Specification

- Email Title : 30 double-byte characters or less
- Body : 38 double-byte characters or less per 1 line. 100 lines or less.
- URLs : 20 URLs or less
- Report : Number of Clicks (7-days report from the email delivery date)
- Ad Material Deadline: By 6:00 PM (JST) on the 3 business days before the delivery date
- For more regulations, please visit
  http://corp.itmedia.co.jp/corp/ad/regulation_format.html

Segment Field (1)

Advertisers can choose segments from the following fields when sending Targeting Mail.

"Number of Employees," "Job Title," "Revenue," "Size of IT-related Budget," "Work Location," "Decision-Making Position," "Job Function," "Industry," "Interests (Based on Article Browsing History)," "Interests (Selected by Users When Registering)," "Interests (Based on Vendor Content Browsing History)" and "Client's Content Browsing History"

※ Advertisers can select as many items as they like within the same segment field.
※ The difference between "Interests (Based on Article Browsing History)," "Interests (Selected by Users When Registering)" and "Interests (Based on Vendor Content Browsing History)" are as follows.

- Interests (Based on Article Browsing History):   Interests based on <u>editorial</u> article browsing history   (e.g., readers who browse editorial articles on Servers & Storage → Target audience of "Server & Storage")
- Interests (Selected by Users When Registering):   Interests selected by users when they register membership (e.g., Readers who check "Virtualization" in the interest section when registering as a member → Target audience of "Virtualization")
- Interests (Based on Vendor Content Browsing History): Interests based on vendor content browsing history   (e.g., Readers who browse vendor's whitepaper tagged with "Cloud" → Target audience of "Cloud")

Industry	Agriculture/Forestry/Fishery/Mine	Information Technology Consulting	Self-employed Doctor
	Construction	Other Information Processing/Information Services	Doctor
	Trading Company	Telecommunication Carrier	Dentist
	Computer (hardware manufacturer)	Information Service Provider/Internet Data Center/SaaS/Cloud service provider	Nurse
	Computer (software manufacturer)	Other Communication Services	Medical Processor
	Electronic Components/Devices/Electronic Circuits	Computer-related product distributor/Reseller	Caregiver/Visiting Nurse
	Electric-related Product Manufacturer	Other Whole seller/Reseller	Others (Occupational Therapist, Physical Therapist)
	Automotive/Transportation-related Manufacturer	Infrastructure (Electricity/Gas/Heat Supply/Water)	Other Services
	Industrial/Office usage-related product Manufacturer	Transportation/Postal Service	Government/Civil Service/Association
	Foods/Chemical/Pharmaceutical Manufacturer	Finance/Insurance company	Other Business
	Materials/Energy-related Manufacturer	Real Estate/Lease Company	Freelance Profession
	Other Manufacturer	Hotel/Food Services	Housewife/Househusband
	Packaged Software	Daily life-related Services/Entertainment	Student
	System Intergreter	Special Technical Services	Unemployed
	Contracted Development/Information Processing	Newspaper/Publisher/Broadcast/Media/Advertisement	
	Embedded Software	Education/Learning Aid Services	

Segment Field (2)

Job Function			
Management/Corporate Planning	Logical and Circuit Design (Analog)	Accounting
Environmental Measure/Environmental Program Promotion	Logical and Circuit Design (Digital)	Materials and Procurement
Internal Information System (CIO/Manager)	Mechanical Design (Machinery/Body)	Advertising/Marketing
Internal Information System (Planning/Procurement)	Other Designs	Public Relations/Investor Relations
Internal Information System (Development/Operation/Maintenance)	Analysis/Simulation	Design/Creative
Internal Information System (Others)	Embedded Software Development (Project Management / Architect)	Sales/Other Services
Information Technology Consultant	Embedded Software Development (Design / Programming)	Other specialist
Information Technology Architect	Embedded Software Development (Testing/Quality Assurance)	Other general office worker
Project Manager	Manufacturing / Production	Housewife/Househusband
System Analysis/System Design	Precaution Management/Process Management	Student
Programming/Testing	Quality Assurance	Unemployed
Maintenance/Operation	Other Engineering and Manufacturing related	
Other Information System related	General Affairs	
Product Planning	Human Resources/Internal Education	
Research	Legal/Intellectual Property/External Affairs	
Development	Finance	

Number of Employees		Job Title		Revenue	
Less than 10		Executive			Less than 50 million yen
10 to 49		Senior Executive Manager			50 to 100 million yen
50 to 99		Director			100 million to 1 billion yen
100 to 299		Manager			1 to 5 billion yen
300 to 499		Assistant Manager/leader			5 to 10 billion yen
501 to 999		Employee/office staff			10 to 50 billion yen
1,000 to 1,999		Contracted/commissioned/dispatched			50 to 100 billion yen
2,000 to 4,999		Part timer			100 to 1,000 billion yen
5,000 to 9,999		Unemployed			1,000 billion yen or above
10,001 or above		Others		Work Location	47 Prefectures
Non-corporate organization					Abroad
Not Applicable					

Segment Field (3)

Interests (Based on Article Browsing History)	Interests (Selected by Users When Registering) / Interests (Based on Vendor Content Browsing History) ※Lists are common.			
Cloud	Cloud Computing	Information Leak Measures	Knowledge Management	Outsourcing
Virtualization	IaaS/PaaS/BaaS	Encryption	Workflow	CTI/Help Desk
Server & Storage	Smartphone/Tablet	Endpoint Security	EIP	CRM
Smart Mobile	PDA/Mobile Device/Cellular	Anti-spyware	Enterprise Search	SFA
Networking	Desktop PC	Spam Protection	Content and Document Management	EC-related Applications
System Ope Mgmt	Note PC	Phishing measures	Office Software	Marketing-related Tools
Management and IT	Thin Client	Targeted Attack	DBMS	CMS
Small and Medium Enterprises and IT	POS Terminal	Firewall	Database Access	Web Access Analysis
Security	Server Virtualization	UTM	BI/BA/OLAP	Client Device Management
ERP	Desktop Virt. /VDI/DaaS	IDS/IPS	Data Warehousing	Integrated Operations Management
Data Analysis	Application Virtualization	DoS Attack Countermeasures	Data Mining/Statistical Analysis	IT Asset Management
CRM & SFA	Virtual Environment Mgmt	Quarantine Network	Big Data	Performance Management
Information System	PC Virtualization	Cloud Security	Remote Access	Identity Management
System Development	Storage Virt. /SDS	Zero Trust	Network Management	OS
Medical IT	SDN/Network Virtualization/SD-WAN	Authentication Server	Bandwidth Management	Directory Services
Education IT	AI/Machine Learning/Deep Learning	Access Management	Routers	ERP
	RPA	One-time Passwords	Switches	Inventory Management
Client's Content Browsing History	Wireless LAN/WAN/Wi-Fi	Single Sign-on	Bandwidth Control Devices	SCM
	IA Server/PC Server	Digital Signature/Watermarking/PKI	Load Balancers/ADCs/Load Balancing	Sales Management
Advertisers can specify or exclude members who have viewed their contents in the past 6 months.	UNIX Server	Biometric Authentication	WAN/Web Acceleration	EDI/Distribution BMS
	Off-Computer/Mainframe	Authentication Devices	VPN	Human Resources/Payroll
	Disk Storage	MDM/EMM	Wide Area Ethernet	Finance and Accounting
	SSD/Flash Storage	Log Management	M2M/IoT/RFID (IC tags)	Electronic Medical Records
	SAN	Trail Management	Project Management Tools	Receipt Computer
	NAS	Vulnerability Countermeasures	Development support services	Ordering System
	Optical Disk Devices	Database Security	Analytics/Design Tool	Medical Image Filing System
	Tape Device	Physical Security	Development Tool	Medical Cloud
	Cloud Storage	Security Standards/Policies	Testing/Debugging/Tuning Tools	Regional Medical Cooperation Systems
	Hyper-converged/Composable Infrastructure	Risk Management	Screen design/form design tools	Medical Reservation System
	Power Supplies/Air Conditioning/Racks	Unified Communications	Rich Client	Hospital Management Systems
	Hosting Services	VoIP Gateways	Web Server/Application Server	Nursing/Welfare Related Systems
	Data Center	IP Telephony/IP-PBX	Web Services	School Administration Software/Services
	HPC/Grid Computing	Video/Video Conferencing	Library/Component	ICT Learning Support Software/Services
	Backup Devices	Web Conferencing	EAI/ETL	Learning and Education Support Software/Services
	Backup Software	Email	Mobile Development	Classroom Support Hardware
	Disaster Recovery	Instant Messaging/Chat	DevOps	School Infrastructure Construction Support Products
	Virtualized Backup	Enterprise Social	BPM/BAM	
	Mobile Security	Groupware	IT Management/IT Strategy Solutions	

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee ・Until 41 days before the seminar: 50% of the advertising fee ・Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. ・Venue Fee/ ITmedia's Operating Fee ・Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research

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