

ASCII.jp

media outline



ASCII.jp

<http://www.ascii.jp/>

target audience

IT managers, CIOs, and IT professionals

monthly page views

28 million (as of Jun.2007)

unique users

2.2 million (as of Jun.2007)

source: publisher's own data 2007

site category

The portal website of ASCII.jp consists of seven categorized sites as follows;

IT Business

All IT news and information featured by Case Studies, Tech Focus, Training Updates, IT Comments, and IT Buyers' Guides

Digital

Updates and reviews on consuming digital products, such as PC, Server, OS/Software, Hardware, and Digital Cameras

Industry Trends

In-depth stories on IT market

Data Center

White papers, surveys, and statistics on the market

"AKIHABARA" Report

Up-to-date reports from the most unique electronics town, Akihabara

Tech Terms

Updates on IT tech terms powered by search engines

ASCII Online Shopping

Online shops organized by ASCII provide the best-selling products chosen from the world

about IT Business site

The website "IT Business" consists of eight key themes as follows;

News

Covers all news and events in the IT market

Enterprise

Updates on database , applications servers, storages, ERM, CRM, and related products on IT management & architecture

IT Management

Series of columns contributed by specialist for IT managers

Career Development

Learning and consultations for job-finders in the IT market

Networking

Updates on Mobiles, internet tech, wireless LAN, ethernet, and other networking solutions

Securities

Updates on firewalls, VPN, security holes, viruses, and security management.

VPN Focus

Updates and case studies on VPN systems for enterprise

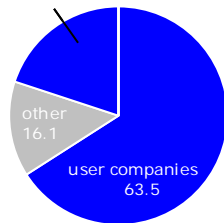
Linux/Unix/Open Sources

Latest tech and products on Linux, Unix, and open sources

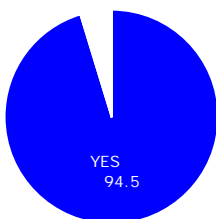
readership profile source: profile study Aug.2007

user companies : 63.5%

Vendors, manufactures 20.4

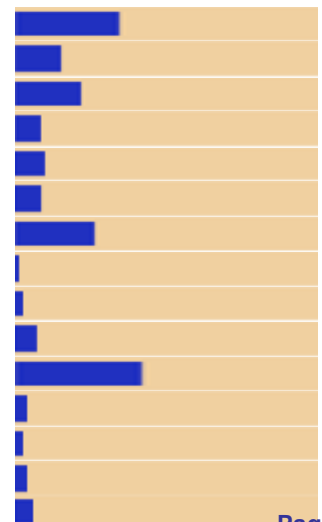


IT purchasing decision makers : 94.5%



job functions

corporate	17.9%
corporate planning	7.9%
information systems	11.4%
general affairs/legal	4.3%
HR	5.0%
accounting/finance	4.6%
sales	13.6%
purchase	0.7%
PR/advertising	1.4%
product development	3.6%
R&D/research	21.8%
manufacturing	1.8%
specialist professions	1.4%
other professions	1.8%
consultant	2.9%



ASCII.jp

banner ad : space & ad rates 2008

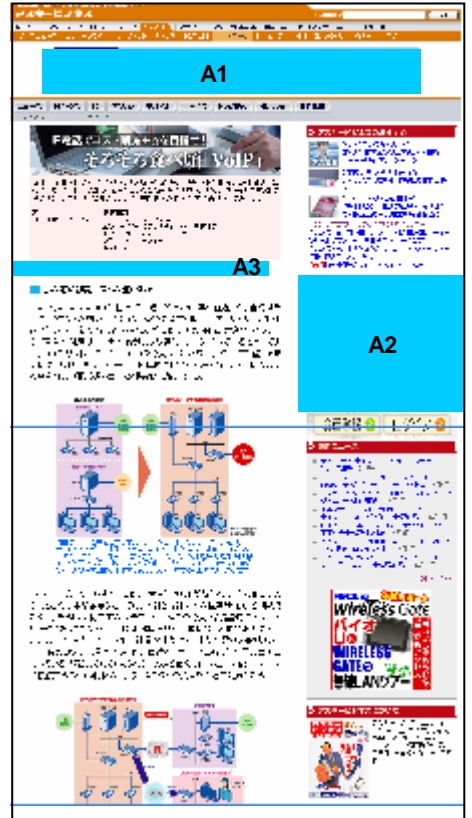
top page



categorized site top page



categorized site article page



- T1 : large banner**
\$6,000 / week
 - appears fixed but alternatively (max.2 ads) on the top page
 - 728 x 90 pixels
 - 500,000 PV /week (estimated)
- T2 : rectangle banner**
\$15,000 / week
 - appears fixed on the top page
 - 300 x 250 pixels
 - 1,000,000 PV /week (estimated)
- T3 : text ad**
\$5,000 / week
 - appears fixed on the top page
 - 38 full-size characters x 1 line
 - 1,000,000 PV /week (estimated)
- T4 : square banner**
\$10,000 / week
 - appears fixed on the top page
 - 200 x 200 pixels
 - 1,000,000 PV /week (estimated)

- C1 : large banner**
\$4,000 / week
 - appears fixed on the top page of the categorized site
 - 728 x 90 pixels
 - 200,000 PV /week (estimated)
- C2 : rectangle banner**
\$5,000 / week
 - appears fixed on the top page of the categorized site
 - 300 x 250 pixels
 - 250,000 PV /week (estimated)
- C3 : text ad**
\$5,000 / month
 - appears fixed on the top page of the categorized site
 - 38 full-size characters x 1 line
 - 800,000 PV /week (estimated)
- C4 : square banner**
\$4,000 / week
 - appears fixed on the top page of the categorized site
 - 200 x 200 pixels
 - 200,000 PV /week (estimated)

- A1 : large banner**
\$6,000 / 500,000 PV
\$10,000/1,000,000 PV
\$16,000/2,000,000 PV
 - appears in rotation through all article pages within ASCII.jp
 - 728 x 90 pixels
 - each PV stated above guaranteed
- A2 : rectangle banner**
\$6,000 / 500,000 PV
\$10,000/1,000,000 PV
\$16,000/2,000,000 PV
 - appears in rotation through all article pages within ASCII.jp
 - 300 x 250 pixels
 - each PV stated above guaranteed
- A3 : text ad**
\$2,000 / week
 - appears fixed on the article page of the categorized site
 - 38 full-size characters x 1 line
 - 200,000 PV /week (estimated)

ASCII.jp

email ad opportunity : space & ad rates 2008

An ad opportunity in email newsletter as follows;

media outline

- title : Weekly ASCII Business E-mail Newsletter (WASBEN)
- target : IT manager and IT professionals
- frequency : weekly
- number of readership : 60,000 (as of Jun. 2007)

ad opportunity : header text ad

- \$1,500 /week, within 38 full-size character x 5 lines
- \$3,500 /week, within 38 full-size character x 11 lines

specifications

- 1) All banner ad materials should be sent in GIF format less than in the range from 25KB to 50KB
- 2) Animation available.
- 3) FLASH maybe approved after the technical check in advance at ASCII.
- 4) All texts ad materials should be sent formatted in Japanese full-size characters.
- 5) Due dates:
Reservation : 10 business days before the run date
Material : 5 business days before the run date

Materials to be sent to Nobu Suzuki

Via email : no-suzuki@asciimw.jp

Via hard mail :

Nobu Suzuki

Manager of Sales Div. 2

ASCII MEDIA WORKS Inc.

1-13-5 Kudankita, Chiyoda-ku, Tokyo 102-8584 Japan

Tel +81.3.6888.5555 FAX +81.3.6888.5556

READY-TO-RUN JAPANESE MATERIAL POLICY:

ASCII MEDIA WORKS accepts **ready-to-print Japanese materials only** in no matter way digitally or not. No obligations has ASCII for translation, material replacement, and any paid or no-paid services with regard to production and/or corrections of materials. Thanks in advance for cooperation.

lead-generation programs 2008

Dedicated Channel (microsite)

The microsite would include White papers, other downloadable content, and other features. Many of these can be set up as lead-generating (ie registration required) if that is the marketing objective. Approximate cost is around \$45,000 monthly, this includes set up and management of content, and one million impressions monthly in traffic drivers to the micro-site.

Edm and newsletters

As with most publishers, these options are also available with links to lead-gen downloadable content. Rates depend on creative and database size variables.

Events

ASCII can arrange events targeting your preferred audience. An example would be One-day Seminar:

- 100 names - IT Managers
 - 4-5 seminar slots in totally 4-5 hours starting at around 1 p.m.
 - 4 star hotel in Tokyo
 - Moderated by editorial teams of ascii Magazine or NETWORK Magazine
 - Independent analysts making 30 minutes presentation of market research
- Invitation by ASCII MEDIA WORKS at \$64,000 gross