

Trusted Media For Trusted Brands

Nikkei Online Edition

Advertising Guide

Jan. – Mar. 2024 Edition

Digital Business, NIKKEI Inc.

Dec 18, 2023 Edition

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Peak season rate

The peak season rate, which is a 20% increase from the non-peak rate, will be applied to the following period:

- Campaigns starting between 2/26/2024 to 4/1/2024.
- Applicable conditions: Even if a campaign begins outside this period (i.e. 2/25), if it runs for 5 or more days in March, peak season rate will be applied.

※ The rate does not apply to targeted newsletter ads.

■ Display Ads

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■ Option

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■ Simultaneous Placement in Print and Digital Edition

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※ Product specifications are subject to change.

Display Ads

Double Rectangle (MPU)
1st Rectangle (MPU)
Run of NIKKEI Rectangle
Mobile Rectangle (MPU)
Targeted Rectangle (MPU) by Nikkei ID
Targetable Attribute Categories
Targeted Rectangle (MPU): Site Category

Double Rectangle (MPU)

Display

PC

Targeting

Peak season rate

NIKKEI



※The above image is for illustration. Actual design may change.

- Twice the size of a standard rectangle/MPU.
- Recommended for those who want to significantly improve their ad recognition rate using an impactful approach.
- By using an impactful creative, you can expect a higher cost performance than with a standard size rectangle/MPU (based on NIKKEI delivery results).

Product	Rate (JPY/imp)	Location
Nikkei Online Edition HP	4.5	Homepage Only
Nikkei Online Edition	3.0	All, excl. Life
NIKKEI Corporate Information DIGITAL	0.9	NIKKEI Corporate Information Digital
Nikkei ID Targeting Double Rectangle (MPU)*	Audience targeting options available utilizing Nikkei ID holders' demographic attribute data such as position, industry, salary, company size, etc. For details see page 21.	

- ※ Minimum order of 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ For audience targeting options and details, please see 'Targeting Rectangle' page.
- ※ If you target a news section, 0.5 yen/imp will be added to the above rates.
- ※ In the case of section targeting in the Nikkei Online Edition, 0.5 yen/imp will be added to the above rates.
- ※ In the case of section targeting, targeting by Nikkei ID will be unavailable.
- ※ Peak rate will be applied based on the campaign period.

Product Overview

Period	Any	Start Date	Any Weekday
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Display Areas	1	# Advertisers Permitted	—
Creative Specs.	Please see the Creative Specifications section in the appendix of this guide.		
# Simultaneous Creatives Permitted	※Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives to be provided at same time all at once)
Creative Deadlines	Creative Pre-Insertion Review: 13 business days prior; Final Submission Deadline: 8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Upon pre-insertion review, there are cases where NIKKEI may refuse and/or request changes to the creative.

Revised Feb. 1, 2023

1st Rectangle (MPU)

Display

PC

Targeting

Peak season rate

NIKKEI



※The above image is for illustration. Actual design may change.

- Can be placed on the homepage of almost all sections of the Nikkei Online Edition.
- Recommended to those who want to appeal to businesspeople efficiently and reliably.
- Audience targeting options available with Nikkei ID
(Excludes Nikkei Online homepage and Nikkei Company Information DIGITAL section)

Product	Rate (JPY/imp)	Location
Nikkei Online Edition HP	3.0	Homepage Only
Nikkei Online Edition	2.0	All, excl. Life
NIKKEI Corporate Information DIGITAL	0.6	NIKKEI Corporate Information DIGITAL
Nikkei ID Targeting Rectangle (MPU)*	Audience targeting options available utilizing Nikkei ID holders' demographic attribute data such as position, industry, salary, company size, etc. For details see page 21.	

- ※ Minimum order of 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ For more details on audience targeting please see the Nikkei ID Targeting Rectangle (MPU) page.
- ※ If you target a news section, 0.5 yen/imp will be added to the above rates.
- ※ In the case of section targeting in the Nikkei Online Edition, 0.5 yen/imp will be added to the above rates.
- ※ In the case of section targeting, targeting by Nikkei ID will be unavailable.
- ※ Peak rate will be applied based on the campaign period.

Product Overview

Period	Any	Start Date	Any Weekday
Guarantee	Impressions Guaranteed	Display Type	Rotation
Display Areas	1	# Advertisers Permitted per Period	—
Creative Specs	Please see the Creative Specifications section in the appendix of this guide.		
# Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives to be submitted together)
Deadline	8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Revised Aug. 29, 2022

Run of NIKKEI Rectangle

Display

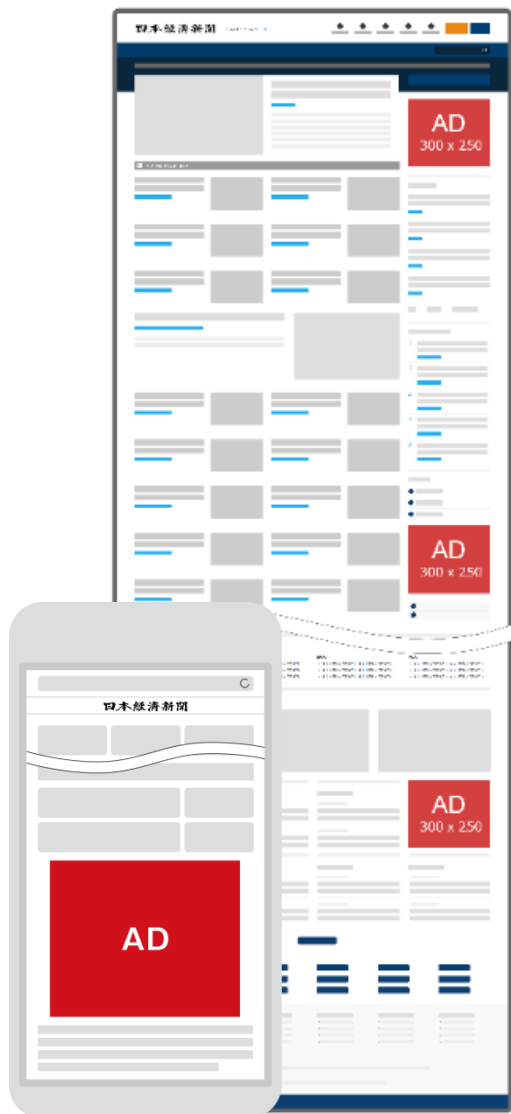
PC

Peak season rate

Targeting

Mobile

NIKKEI



- Advertisement is displayed at random in any rectangle (MPU) space.
- Our delivery method ensures high visibility, reliably delivering on impressions.

Product	Rate (JPY/imp)	Location (Sections)
Run of NIKKEI Rectangle	1.0	Nikkei Online Edition, Nikkei Reskilling and other Nikkei services, NIKKEI Corporate Information DIGITAL, Nikkei Online Edition Mobile, Nikkei Online Edition App (HTML5 creatives and ads served by 3 rd party distribution will not be delivered to the Nikkei Online Edition App)
Run of NIKKEI Rectangle (Nikkei Online Edition Only)	1.5	Nikkei Online Edition, Nikkei Online Edition Mobile, Nikkei Online Edition App
Run of NIKKEI Rectangle (Device Designation)	X 120%	-
Nikkei ID Targeting Rectangle (MPU)	Audience targeting options available utilizing Nikkei ID holders' demographic attribute data such as position, industry, salary, company size, etc. For details see page 21. ※Applicable to Run of NIKKEI, Run of NIKKEI (Nikkei Online Edition Only)	

- ※ Minimum order of 500,000 JPY.
- ※ Ad may not appear in every ad space. Ads served using 3rd party delivery will not appear on the Nikkei Online Edition App.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ For more details on audience targeting please see the Nikkei ID Targeting Rectangle (MPU) page.
- ※ For those interested in section targeting, please use 1st Rectangle (MPU) or Targeting Rectangle (MPU) with site category targeting.
- ※ Peak rate will be applied based on the campaign period.

Product Overview

Period	Any	Start Date	Any Weekday
Guarantee	Impressions Guaranteed	Display Type	Rotation
Display Areas	1	# Advertisers Permitted per Period	-
Creative Specs.	Please see the Creative Specifications section in the appendix of this guide.		
# Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives must be submitted together)
Deadline	8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Delivery reports for this product detail overall combined performance and don't include the location of all delivered impressions.

Revised Oct. 5, 2023

※The above image is for illustration. Actual design may change.

Mobile Rectangle (MPU)

Mobile

Targeting

Display

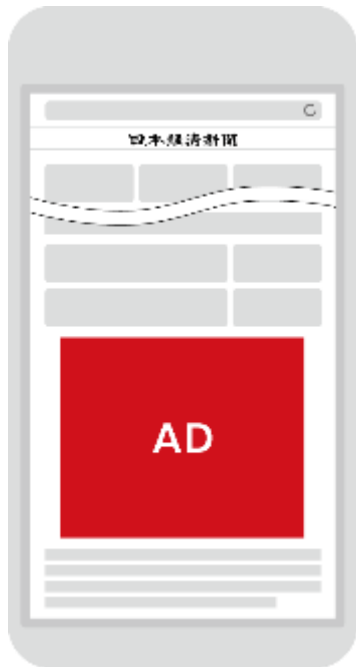
Peak season rate

NIKKEI

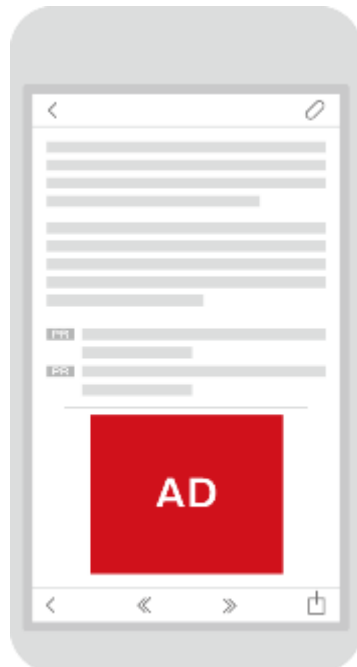
- Delivers a rectangle (MPU) to mobile smart devices, which is displayed beneath article pages on the NIKKEI Online Mobile Edition and NIKKEI Online App.
- Our delivery method ensures high visibility, reliably delivering on impressions.



Nikkei Online Edition Mobile



Nikkei Online Edition App



Product	Rate (JPY/imp)	Location
Run of NIKKEI Rectangle	1.2	Nikkei Online Edition Mobile, Nikkei Online Edition App, Other Nikkei Services
Run of NIKKEI Rectangle-Mobile & App ONLY	1.8	The Nikkei Online Edition Mobile, The Nikkei Online Edition App
Run of NIKKEI Rectangle-Section Targeting	Rectangle MPU is available. Please see the relevant pages for the above products.	

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery is not accepted.
- ※ It is not possible to designate between mobile and app editions.
- ※ OS designation is determined by the user agent, and incurs a 150% rate increase. Running an ad or URL link based on the OS incurs a 120% increase in rate.
- ※ Peak rate will be applied based on the campaign period.

Creative Specifications

Period	Any	Start Date	Any Weekday
Guarantee Type	Impression Guarantee	Display Type	Rotation
Display Areas	1	# Advertisers Permitted	-
Image Size (W×H)	300 x 250 pixel	File Type · Size	GIF, JPEG, PNG 600×500 pixel, >=150KB (Retina compatible)
# Simultaneous Creatives	※ Up to 4 (count includes creative replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all submitted together)
Deadline	8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Revised Oct. 5, 2023

Targeted Rectangle (MPU) by Nikkei ID

Display

PC

Peak season rate

Targeting

Mobile

NIKKEI

- When targeting 2 Nikkei ID demographic attributes, the rate will be the same as segment 1 (i.e. 200% base rate). However, if all segments are from Segment 3, rate will be 144% base rate.
- Choosing 3 Nikkei ID demographic attributes, or adding a trait under Segment 1, will be 300% base rate.
- When custom segments are combined with Nikkei ID attributes, a 150% premium fee will be applied to each segment fee.
(Example: Reading Tendency Segment x High Income Group = 150% x 200% = 300%)
- When utilizing multiple targeting options, please contact NIKKEI prior to order placement to check availability during desired insertion period.
- Minimum order for each segment (including multiple attributes) is 500,000 JPY. We do not accept combining multiple segments to meet minimums.
- We offer the option to target female readers. Please contact your sales representative for further details.
- Depending on the campaign period, peak season rate (120% total cost) may apply. Refer to page 17 for more details.

	Segment Name	Trait, Browsing History	Run of Nikkei Rectangle	Run of Nikkei Rectangle (Nikkei Online Edition)	1 st Rectangle (Nikkei Online Edition)	Double Rectangle (Nikkei Online Edition)
	Ad placement and devices may vary. For more information, refer to each product's respective page.					
Segment 1 (200% base rate)	2 Nikkei ID attributes or Segment 2 package + one attribute		2.0 JPY/imp (@1.0 x 200%)	3.0 JPY/imp (@1.5 x 200%)	4.0 JPY/imp (@2.0 x 200%)	6.0 JPY/imp (@3.0 x 200%)
	Enterprise Executives	Company size > 1,000 people, General Manager or above				
	SME Top Management	Company size < 1,000 people, Business Management				
	High Income	Household income: 10,000,000+ JPY OR Doctor, Lawyer, Accountant, etc.				
	Nikkei Online Edition Paid Member					
	Country					
Segment 2 (150% base rate)	1 Nikkei ID attribute OR one of the following:		1.5 JPY/imp (@1.0 x 150%)	2.25 JPY/imp (@1.5 x 150%)	3.0 JPY/imp (@2.0 x 150%)	4.5 JPY/imp (@3.0 x 150%)
	General Manager or Above	Rank: General Manager or above				
	ITDM	Management or C-Suite, Corporate Planning, or IT department				
	Manufacturing Industries	Industry: Automotive and transportation; electronics and electronic parts; heavy machinery; materials; food, drugs, and cosmetics; other manufacturing				
	Custom Segment	User reading trends, reading history, article keywords, etc. (does not include customization based on Nikkei ID attributes listed above)				
Segment 3 Location/Age (120% base rate)	Tokyo/Kanagawa/Chiba/Saitama/Osaka/etc.		1.2 JPY/imp (@1.0 x 120%)	1.8 JPY/imp (@1.5 x 120%)	2.4 JPY/imp (@2.0 x 120%)	3.6 JPY/imp (@3.0 x 120%)
	Greater Tokyo Region/Chubu/Kansai					
	20s/30s/40s/50s/60+					

Targetable Attribute Categories

Category	Sub-Target	Category	Sub-Target	Category	Sub-Target
Region	Greater Tokyo (Tokyo, Chiba, Saitama, Kanagawa)	# of Employees at Place of Work ※	1-9	Industry (cont.) ※	Materials
	Kanto		10-49		Energy
	Kansai		50-99		Food, Drug & Cosmetics
	Chubu		100-299		Other Manufacturing
	Per Prefecture (multiple combinations accepted)		300-499		Wholesale, Retail & Commerce (incl. Trading Companies)
			500-999		Finance, Securities, Insurance
Age	20s		1,000-2,999		Real Estate
	30s		3,000-4,999		Communication Services
	40s		5,000-9,999		Information Technology, SI, Software
	50s		10,000-19,000		Shipping
	60s		20,000 +		Consulting, Accounting, Legal
	70s +				Broadcast, Publishing, Advertisement, Media
Position ※	Executive level	Employment Type	Full-time (Regular, Public, etc.)		Government Employee (excl. Teachers)
	Board Member level		Self-employed		Education & Learning Support
	Director level	Industry ※	Agriculture & Mining		Medical
	General Manager level		Construction		Nursing, Caretaking & Welfare
	Section Manager level		Automotive & Transportation		Restaurant & Hospitality
	Chief level		Electronics		Personnel Services/HR
			Machinery		Travel

※ Provision of one's Rank, Industry, Field, and # of Employees at Place of Work is mandatory at the time of Nikkei ID registration only for those describing themselves as employed or self-employed.

※ Provision of household income and areas of interest is optional at the time of Nikkei ID registration.

Revised Jun. 7, 2021

Targetable Attribute Categories

Category	Sub-Target
Occupational Field ※	Corporate Management / Board Member
	Business Planning and Development
	Public Relations / Promotion
	General Affairs / HR
	Materials / Procurement
	Finance & Accounting
	General Office
	IT, IT Systems
	Planning, Market Study, Marketing
	Sales
	Production, Manufacturing
	Logistics / Shipping
	Engineering & Design
	Research & Development
	Editing, Compiling, Production
	Architecture / Construction
	Medical
	Accounting

Category	Sub-Target
Occupational Field (cont.) ※	Legal
	Education / Teaching
Household Income ¥ (optional)	~6,000,000
	6,000,000-7,999,999
	8,000,000~

※ Provision of one's Rank, Industry, Field, and # of Employees at Place of Work is mandatory at the time of Nikkei ID registration only for those describing themselves as employed or self-employed.

※ Provision of household income and areas of interest is optional at the time of Nikkei ID registration.

Revised Jun. 7, 2021

Run of Nikkei Rectangle : Site Category

Display

PC

Peak season rate

Targeting

Mobile

NIKKEI

- We will place your ad at the designated section.
- By delivering your ad underneath article pages related to your product, there is a higher chance of reaching interested readers.

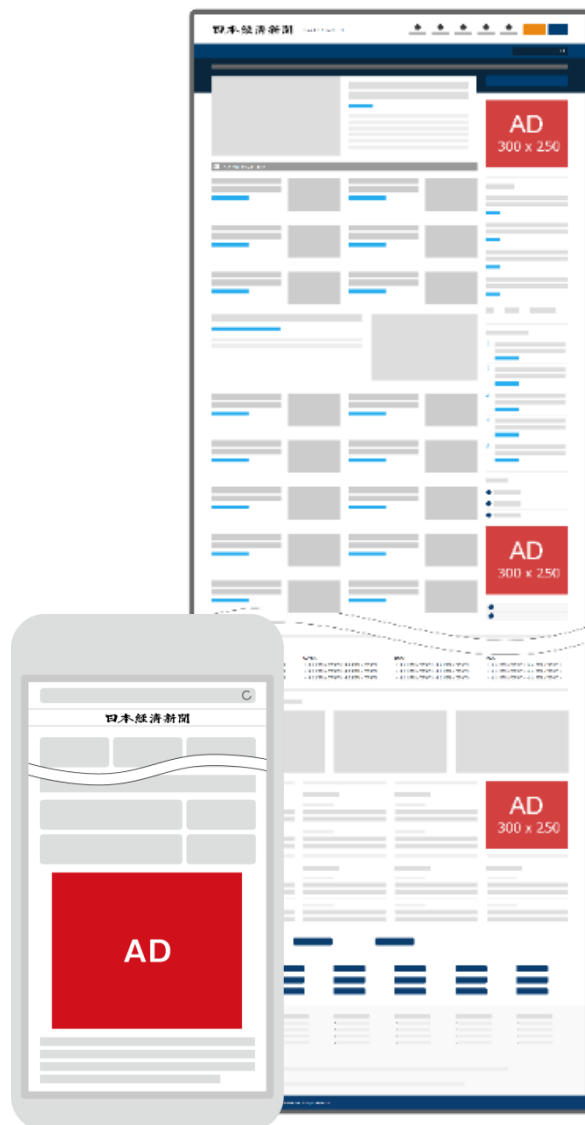
Product	Rate (JPY/imp)	Sections Included
Run of Nikkei Rectangle Site Category	2.0	Homepage, Opinion, Economy, Politics, Business, Finance, Market, Study on Money, Technology, International, Sports, Society/Research, Local, Culture, Lifestyle (*HTML5 creatives and ads served by 3 rd party delivery are not delivered to the Nikkei Online Edition App)
Run of Nikkei Rectangle NIKKEI Corporate Information DIGITAL	0.6	NIKKEI Corporate Information DIGITAL

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ To specify device such as PC or mobile the rate increases by 120%.
- ※ This product cannot be used in conjunction with Nikkei ID Targeting.
- ※ Peak rate will be applied to based on the campaign period.

Product Overview

Period	Any	Start Date	Any Weekday
Guarantee	Impressions Guaranteed	Display Type	Rotation
Display Areas	1	# Advertisers Permitted per Period	—
Creative Specs.	Please reference the Creative Specifications section in the appendix of this guide.		
# Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives must be submitted together)
Deadline	8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Any article that falls under the specified section is eligible to house the ad, including articles that originally belonged to a different section.
- ※ During periods of take over advertising in the same section, it may not be delivered at all.



※The above image is for illustration. Actual design may change.

Revised Oct. 5, 2023

Interest Targeting Rectangle

Display

PC

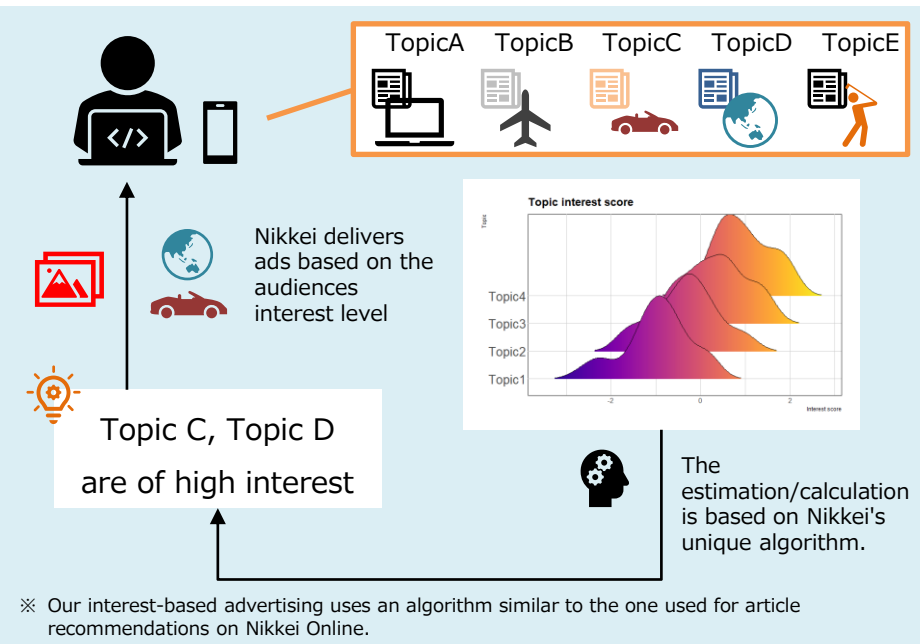
Peak season rate

Targeting

Mobile

NIKKEI

- ✓ The level of interest in a specific topic is calculated based on the user's reading history on Nikkei Online. **Ads can be delivered to users with a high level of interest.**



Product	Rate (JPY/imp)	Topic	Section
Run of NIKKEI Rectangle	1.5	Please select a topic from the table below.	Nikkei Online Edition top pages and article pages, section top pages, other Nikkei Services, Nikkei Corporate Information DIGITAL, Nikkei Online Mobile Edition, Nikkei Online Mobile App

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery is not accepted.
- ※ It is not possible to designate between mobile and app editions.
- ※ This product cannot be used in conjunction with Nikkei ID Targeting.
- ※ Peak rate will be applied to based on the campaign period.

Period	Any	Start Date	Any Weekday
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Creative Specs.	Please reference the Creative Specifications section in the appendix of this guide.	Deadline	8 business days prior
# Simultaneous Creatives Permitted	Max of 4 (includes replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, creatives must be provided all at once)

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Topic

Please select a topic from the table below.

Marketing	International relations	Monetary policy	Economic activity	Fundraising	Sales and trade	Societal issues	World affairs
Stock indices	Scientific research	Business mgmt	Commodities	Market trends	Research and development	Environmental issues	Policies and institutions
Exchange rates	Technology	Business leadership	Hiring trends	Corporate strategy	Corporate restructuring	Consumption	Administration
Interest rate and bonds	Fiscal year reports	Economy and finance	Financial affairs	New goods and services	Social policy	Entertainment	Government

Revised Jun. 12, 2023

In-feed Ads

Run of Nikkei In-feed

Targeted Rectangle (MPU) by Nikkei ID

Run of Nikkei In-feed

Display

Infeed

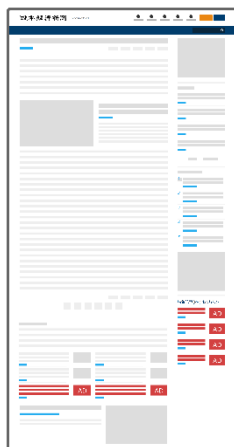
PC

Peak season rate

NIKKEI



Nikkei Online (PC), homepage



Nikkei Online (PC), article



Nikkei Online (Mobile)



Nikkei Online (App)

- Deliver your message to media-savvy readers in a natural format that doesn't disturb the reader experience.

Product	Rate (JPY/imp)	Sections included
Run of Nikkei In-feed	1.5	Nikkei Online homepage or article page, homepages of several sections, Nikkei Online (Mobile), Nikkei Online (App), other Nikkei services
Nikkei ID Targeted In-feed		Targeting Nikkei ID users by job title, company size, and other segments is also available. For more details, please refer to Targeted In-feed (Nikkei ID).

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery not accepted for this product.
- ※ It is not possible to designate between mobile and app editions.
- ※ For orders over 500,000 imps, please use at least 2 creatives.
- ※ Depending on the campaign period, peak season rate (120% total cost) may apply. Refer to page 17 for more details.

Product Outline

Period	Any	Start Date	Any weekday
Guarantee Type	Impressions guaranteed	Display Method	Rotation
Creative Specs	Please reference the Creative Specifications section in the appendix of this guide.		
Simultaneous Creatives Permitted	Up to 4 (includes replacements/swaps)	Creative Swaps	Up to 4 (includes all simultaneous placements. Swaps must be provided all at once, business days only)
Creative Deadline	5 business days prior		

- ※ Ad size may vary based on viewing device. Please adhere to size outlined in "Creative Specifications" section.
- ※ LP for mobile ad placements must be mobile-friendly. We reserve the right to decline PC-only LPs.
- ※ Advertiser's name may take up to two lines depending on length.
- ※ Please keep text on image to 15 Japanese characters per element (i.e. title, main copy). Additional text elements, such as event titles, dates, and locations, are not permitted. Additionally, please ensure roughly a 1/3 margin to ensure readability. Text should not be so small that it cannot be read on a smartphone.
- ※ We reserve the right to request creative changes to ensure readability. PR/Paid Content label will appear in different locations depending on section or advertiser.
- ※ Up to 4 creatives or creatives swaps are permitted per insertion period. For 5 or more creatives, an additional fee of 20,000 JPY will incur per creative.

The above image is for illustration. Actual design may change.

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Run of Nikkei In-feed

Display

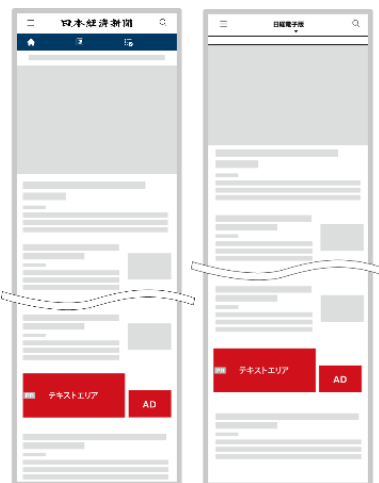
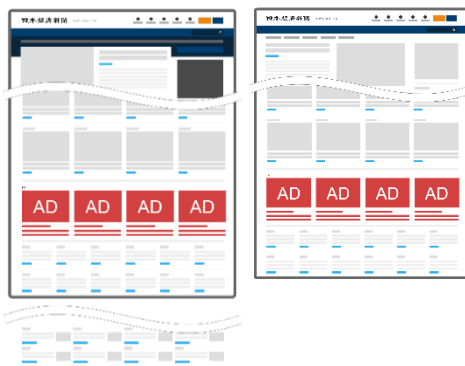
Infeed

PC

Peak season rate

NIKKEI

- Deliver your message to media-savvy readers in a natural format that does not disturb the user experience.



Product	Rate (JPY/imp)	Sections Included
Run of NIKKEI Infeed Nikkei Online Edition	1.8	Nikkei Online Edition, Nikkei Online Edition Mobile, Nikkei Online Edition App
Run of NIKKEI Infeed Nikkei Online Edition Homepage only (PC)	2.5	Nikkei Online Edition homepage and homepages of several sections
Run of NIKKEI Infeed Nikkei Online Edition (PC)	2.0	Nikkei Online Edition homepage, articles and homepages of several sections
Run of NIKKEI Infeed Nikkei Online Edition (Mobile)	2.0	Nikkei Online Edition Mobile, Nikkei Online Edition App

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery is not accepted.
- ※ It is not possible to designate between mobile and app editions.
- ※ For orders over 500,000 imps, please use at least 2 creatives.
- ※ **Peak rate will be applied based on the campaign period.**

Period	Any	Start Date	Any Weekday
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Creative Specs.	Please reference the Creative Specifications section in the appendix of this guide.	Deadline	8 business days prior
# Simultaneous Creatives Permitted	Max of 4 (includes replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, creatives must be provided all at once)

- ※ Actual sizes may differ between devices. Please keep size of ad as specified in "Creative Specifications" section.
- ※ When running ad in mobile devices, linked landing page URL should be mobile site. We may decline running your ad if it is PC site.
- ※ Advertiser's name may take up two lines if long.
- ※ When using text on the image, please use only about 15 characters per element, such as the project title and main copy. Multiple elements, such as event name, date, and location are not acceptable. Please ensure that the margins outside of the text portion are large enough to ensure visibility. Note that the size should not be so small that it is unreadable on a smartphone.
- ※ We may ask you to change design to keep message readable. Name of the advertiser, PR label may appear in different position according to section/channel.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Revised Jun. 12, 2023

※The above image is for illustration. Actual design may change.

Targeted In-feed by Nikkei ID

Display

PC

Peak season rate

Targeting

Mobile

NIKKEI

- When targeting by **two or more** Nikkei ID demographic attributes, the rate will be the same as segment 1(*).
- When targeting multiple attributes from segment 3, the rate is calculated using the number of attributes multiplied by the segment charge (x 120% x 120% x 120%...)
- When custom segments are combined with Nikkei ID attributes, a 150% premium fee will be applied to each segment fee.
(Example: Reading Tendency Segment x High Income Group = 150% x 200% = 300%)
- When utilizing multiple targeting options, please contact NIKKEI prior to order placement to check availability during desired insertion period.
- Minimum order for each segment (including multiple attributes) is 500,000 JPY. Orders exceeding minimum only due to selection of multiple attributes will not be accepted.
- We offer the option to target female readers. Please contact your sales representative for further details.
- **Peak rate will be applied to based on the campaign period.**

	Segment Name	Demographic Attributes / Browse History	Run of Nikkei In-feed	Run of NIKKEI Infeed Nikkei Online Edition	Run of NIKKEI Infeed Nikkei Online Edition (Mobile)
	Ad placement and devices vary by product. For details see each product's dedicated page.				
Segment 1 (x 200% base rate)	2 or more Nikkei ID targeting attributes OR below package options(*):		3.0 JPY/imp (@1.5 x 200%)	3.6 JPY/imp (@1.8 x 200%)	4.0 JPY/imp (@2.0 x 200%)
	Large Company Executive	Company Size: 1000+ Employees X Rank: General Manager and Above			
	Midsize Company Top Level	Company Size: >1000 Employees X Position: Corporate Management			
	High Income	Household Income: 10,000,000+ JPY OR Doctor, Lawyer, Accountant, etc.			
	Nikkei Online Edition Paid Members				
	Country				
Segment 2 (x 150% base rate)	1 Nikkei ID targeting attribute OR below package options:		2.25 JPY/imp (@1.5 x 150%)	2.7 JPY/imp (@1.8 x 150%)	3.0 JPY/imp (@2.0 x 150%)
	Rank General Manager and Above	Rank: General Manager and above			
	Involved in IT Decision Making	Management or Board Member, Corporate Planning, IT Systems Division			
	Manufacturing	Automotive, transportation machinery, electronics, electronic parts, heavy machinery, materials, produce, medicine, cosmetics, other			
	Custom segment	User Reading Trends, Reading History, Article Keyword, etc (does not include customization based on above Nikkei ID attributes)			
Segment 3 (x 120% base rate)	Tokyo / Kanagawa / Chiba / Saitama / Osaka		1.8 JPY/imp (@1.5 x 120%)	2.16 JPY/imp (@1.8 x 120%)	2.4 JPY/imp (@2.0 x 120%)
	Greater Tokyo / Chubu / Kansai				
	20s / 30s / 40s / 50s / 60+				

Revised Dec. 18, 2023

Run of Nikkei In-Feed : Site Category

Infeed

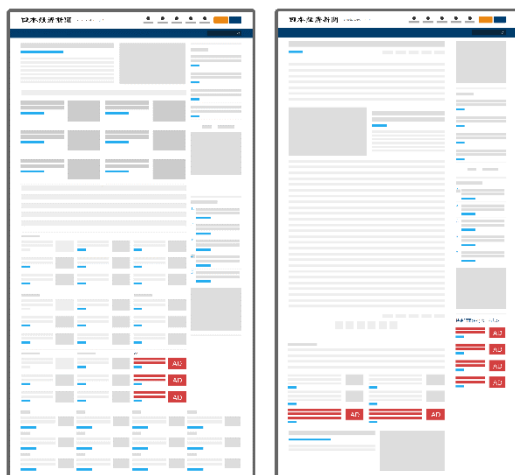
PC

Peak season rate

Targeting

Mobile

NIKKEI



- Targeted advertising in the sections and channels you specify.
- By distributing the ads on article pages that are related to the advertised products, synergy is boosted.
- Deliver your message to media-savvy readers in a natural format that does not disturb the user experience.

Product	Rate (JPY/imp)	Sections Included
Run of Nikkei In-Feed Site Category Nikkei Online Edition Sections	3.0	Opinion, Economy, Politics, Business, Finance, Market, Study on Money, Technology, International, Sports, Society/Research, Local, Culture, Lifestyle (*HTML5 creatives and ads served by 3 rd party delivery are not delivered to the Nikkei Online Edition App)

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery is not accepted.
- ※ It is not possible to designate device.
- ※ For orders over 500,000 imps, please use at least 2 creatives.
- ※ Peak rate will be applied based on the campaign period.

Period	Any	Start Date	Any Weekday
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Creative Specs.	Please reference the Creative Specifications section in the appendix of this guide.	Deadline	8 business days prior
# Simultaneous Creatives Permitted	Max of 4 (includes replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, creatives must be provided all at once)

- ※ Actual sizes may differ between devices. Please keep size of ad as specified in "Creative Specifications" section.
- ※ When running ad in mobile devices, linked landing page URL should be mobile site. We may decline running your ad if it is PC site.
- ※ Advertiser's name may take up two lines if long.
- ※ When using text on the image, please use only about 15 characters per element, such as the project title and main copy .Multiple elements, such as event name, date, and location are not acceptable. Please ensure that the margins outside of the text portion are large enough to ensure visibility. Note that the size should not be so small that it is unreadable on a smartphone.
- ※ We may ask you to change design to keep message readable. Name of the advertiser, PR label may appear in different position according to section/channel.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Any article that falls under the specified section is eligible to house the ad, including articles that originally belonged to a different section.
- ※ During periods of take over advertising in the same section, it may not be delivered at all.

※The above image is for illustration. Actual design may change.

Revised Oct. 5, 2023

Interest Targeting In-Feed

Display

PC

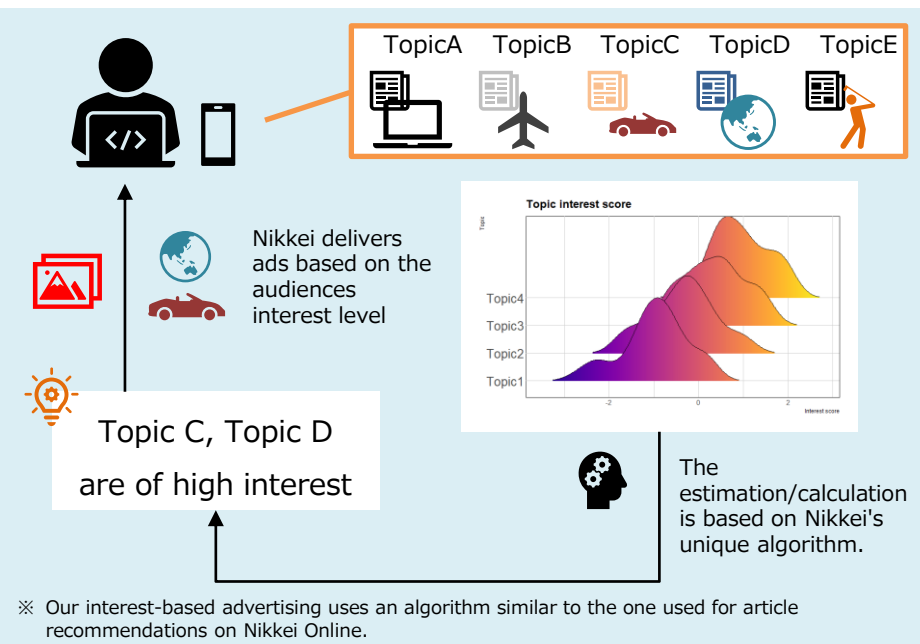
Peak season rate

Targeting

Mobile

NIKKEI

- ✓ The level of interest in a specific topic is calculated based on the user's reading history on Nikkei Online. **Ads can be delivered to users with a high level of interest.**



Product	Rate (JPY/imp)	Topic	Section
Run of NIKKEI in-feed	2.25	Please select a topic from the table below.	Nikkei Online Edition top pages and article pages, section top pages, Nikkei Online Mobile Edition, Nikkei Online Mobile App

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Third party delivery is not accepted.
- ※ It is not possible to designate between mobile and app editions.
- ※ For orders over 500,000 imps, please use at least 2 creatives.
- ※ This product cannot be used in conjunction with Nikkei ID Targeting.
- ※ Peak rate will be applied to based on the campaign period.

Period	Any	Start Date	Any Weekday
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Creative Specs.	Please reference the Creative Specifications section in the appendix of this guide.	Deadline	8 business days prior
# Simultaneous Creatives Permitted	Max of 4 (includes replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, creatives must be provided all at once)

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Advertiser's name may take up two lines if long.

Topic

Please select a topic from the table below.

Marketing	International relations	Monetary policy	Economic activity	Fundraising	Sales and trade	Societal issues	World affairs
Stock indices	Scientific research	Business mgmt	Commodities	Market trends	Research and development	Environmental issues	Policies and institutions
Exchange rates	Technology	Business leadership	Hiring trends	Corporate strategy	Corporate restructuring	Consumption	Administration
Interest rate and bonds	Fiscal year reports	Economy and finance	Financial affairs	New goods and services	Social policy	Entertainment	Government

Revised Jun. 12, 2023

Rich / Video Ads

Billboard
Billboard Video
Mobile Billboard
Gate Banner
inRead Video
Mobile inRead Video
Video Rectangle (MPU)
Video Rectangle (MPU) (Mobile Designation)



- A large advertisement displayed on the Homepage.
- Recommended for those who want an impactful approach for readers.
- To ensure SOV 100%, all other banners will be hidden when the Billboard is present.

Location	Volume (imp/week)	Rate (JPY)
① Nikkei Online Edition Homepage	1,000,000	10,800,000
② Nikkei Online Edition (excl. Homepage)	1,000,000	7,200,000

Product Overview

Period	1 week	Start Date	Monday (in case of holiday, next business day)
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Impression Guaranteed	Display Type	Rotation
Creative Specs.	Please see the separate Billboard Ad specifications and the Creative Specification section in the appendix of this guide.		
# Simultaneous Creatives Permitted	1	Creative Replacement / Swap	Not permitted.
Creative Submission Deadlines	Creative Image Content – 18 business days prior Creative Pre-Flight Review - 13 business days prior Creative Submission Deadline – 8 business days prior		

- ※ Not delivered to logged-in paid Nikkei ID members.
- ※ Upon pre-insertion review, there are cases where NIKKEI may refuse and/or request changes to the creative.
- ※ Frequency controls will be in place for this product.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ In the event of special news (breaking news), billboard ads may be temporarily suspended. If there is a lot of special news reports, there is a chance we won't be able to deliver all guaranteed impressions within original time period.
- ※ Collapsed banner shown after playing video is not linked landing page. Upon clicking, the video will replay.
- ※ Peak rate will be applied to based on the campaign period.

※The above image is for illustration. Actual design may change.

Revised Dec. 2, 2022

Billboard Video

Premium

PC

Video

Peak season rate

Demo Page URL

https://www.nikkei.com/article/DGXMZ052720030Y9A121C1L82000/?ad_preview_i_id=41711

NIKKEI



While Playing

Video Area : Click to go to designated link URL

Side Panels: Click to go to designated link URL

Post-Play

After play, the entire ad area will auto-collapse after being open for max 30 seconds, returning to stop position.

* NOTE: Sound is off by default.

- A large advertisement is displayed on first site visit. Max video length 30 seconds.
- Recommended for those who want an impactful approach for readers.
- To ensure SOV 100%, all other banners will be hidden when the Billboard Video is present.

Location	Volume (plays/week)	Rate (JPY)
① Nikkei Online Edition (excl. Homepage)	600,000	6,000,000
	300,000	3,000,000

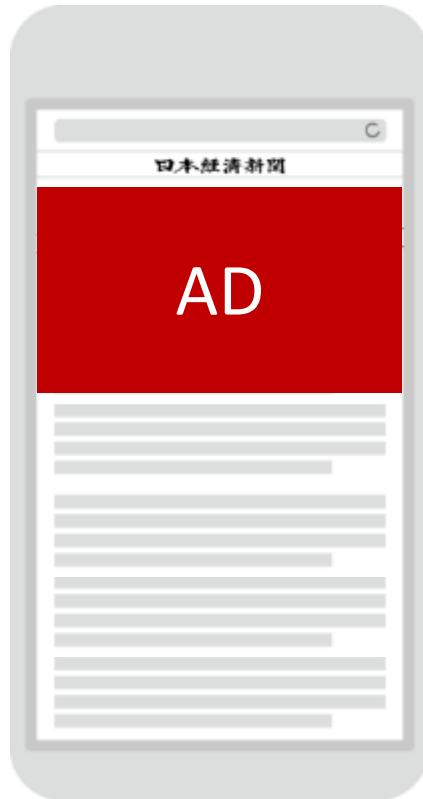
Product Overview

Period	1 week	Start Date	Monday (in case of holiday, next business day)
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Play Count	Display Type	Rotation
Creative Specs.	Please reference separate Billboard Video Ad specifications document and see Creative Specification section in the appendix of this guide.		
# Simultaneous Video Creatives Permitted	1	Creative Replacement / Swap	Not permitted
Deadlines	Creative Image Content	18 business days prior	
	Creative Pre-Flight Review	13 business days prior	
	Creative Submission Deadline	8 business days prior	

- ※ Not delivered to logged-in paid Nikkei ID members.
- ※ Upon pre-insertion review, there are cases where NIKKEI may refuse and/or request changes to the creative.
- ※ Frequency controls will be in place for this product.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Sound only plays when viewer clicks speaker button within the video ad space.
- ※ VPAID delivery is not accepted.
- ※ Peak rate will be applied to based on the campaign period.

※The above image is for illustration. Actual design may change.

Revised Dec. 1, 2021



- Large ad placed at the top of the mobile site.
- Recommended for those who want an impactful approach for readers.

Location	Volume (imp/week)	Rate (JPY)
Nikkei Online Edition Mobile article pages	1,000,000	7,200,000

Product Overview

Period	1 week	Start Date	Monday (in case of holiday, next business day)
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Impression Guaranteed	Display Type	Rotation
Creative Specs.	Please see "Creative Specifications" at the end of the media kit.		
#Simultaneous Video Creatives Permitted	1	Creative Replacement / Swap	Not permitted
Deadlines	Creative Image Content – 18 business days prior Creative Pre-Flight Review – 13 business days prior Creative Submission Deadline – 8 business days prior		

- ※ Not delivered to logged-in paid Nikkei ID members.
- ※ Upon pre-insertion review, there are cases where NIKKEI may refuse and/or request changes to the creative.
- ※ Frequency controls will be in place for this product.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ In the event of special news (breaking news), billboard ads may be temporarily suspended. If there is a lot of special news reports, there is a chance we won't be able to deliver all guaranteed impressions within original time period.
- ※ Peak rate will be applied to based on the campaign period.



- Deliver a video ad within article pages on Nikkei Online Edition.
- Video plays automatically when scrolled over.
- Highly transparent ad product where 1 play = 1 guaranteed view

Product Overview

Location	Nikkei Online Edition (excl. Life section) ※ In some cases the insertion may not appear in some areas at editorial's discretion.		
Volume	600,000 plays	Rate	3,000,000
Period	2 weeks	Start Date	Monday (in case of holiday, next business day)
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Play Count	# Advertisers Permitted per Period	Max 3
Creative Specs.	Please see the Creative Specifications section in the appendix to this guide.		
# Simultaneous Video Creatives Permitted	Up to 4 (count includes creative replacements/swaps)		
Deadlines	Creative Image Content Creative Pre-Flight Review	18 business days prior 13 business days prior 8 business days prior	
	Creative Submission Deadline		

- ※ Frequency controls will be in place for this product.
- ※ Sound only plays when viewer clicks speaker button within the video ad space.
- ※ Publication is subject to NIKKEI's Advertisement Publishing Standards.
- ※ Depending on the video content, NIKKEI reserves the right to refuse the insertion.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Upon conclusion of video play, the page returns to standard NIKKEI design.
- ※ VPAID delivery is not accepted.
- ※ Peak rate will be applied to based on the campaign period.

※The above image is for illustration. Actual design may change.

Revised Dec. 2, 2022

Mobile inRead Video

Mobile

Peak season rate

Video

Demo Page URL

<https://marketing.nikkei.co.jp/static/adweb/demo/mobile.html>

Please set browser size (horizontal) to 320~420 pixels.

NIKKEI



Nikkei Online Edition
Mobile



While Playing

Video Area : Click to go to designated link URL

Side Panels: Click to go to designated link URL

Post-Play

After play, the entire ad area will auto-collapse after being open for max 30 seconds, returning to stop position.

* NOTE: Sound is off by default.

- Video product for smart device users.
- Videos are displayed at the bottom of the page and play automatically once scrolled over.
- As one play = one guaranteed view, this is a highly transparent product.

Product Overview

Location	Nikkei Online Edition Mobile (Smartphone, Tablet)		
OS Specification	Available (Android/iOS only)		
Volume	200,000 play starts	Rate (JPY)	1,000,000
Period	1 week	Start Date	Monday (next business day in case of holiday)
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Number of play starts guarantee	# Advertisers Permitted	2

- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ OS designation is determined by the user agent, and incurs a 150% rate increase. Running an ad or URL link based on the OS incurs a 120% increase in rate.
- ※ For ad effectiveness reasons and to protect the user experience, frequency controls will be in place for this product.
- ※ Sound only plays once user clicks the speaker button in the ad frame.
- ※ Not delivered in Mobile App.

Creative Specifications

Resolution	Max 1920×1080 pixels – min 640×360 pixels	Format · Size	MP4, MOV, WEBM, OGV 4MB
Codec	Mostly all (excl. ProRes4444, HDV 720p60, Go2Meeting 3&4, ER AAC LD, RECODE)		
Length	Max 30 seconds	Perspective	16 : 9 (4 : 3 not facilitated)
# Simultaneous Video Creatives Permitted	※ Up to 4 (count includes creative replacements / swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives submitted at once)
Deadline	Creative Image Content – 18 business days prior Creative Pre-Flight Review - 13 business days prior Creative Submission Deadline – 8 business days prior		

- ※ Creatives submitted must abide by NIKKEI's advertising standards.
- ※ NIKKEI reserves the right to reject video creatives based on their content..
- ※ VPAID delivery is not accepted.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Upon conclusion of video play the page returns to standard NIKKEI design.

Revised Dec. 2, 2022

iOS is a trademark of Apple Inc.
Android is a trademark of Google Inc.

Video Rectangle (MPU)

Premium

PC

Video

Peak season rate

Demo Page URL

https://www.nikkei.com/?ad_previe_w_li_id=40938

NIKKEI



- A video (max size **10 MB**) is displayed in the 1st rectangle /MPU position.
- As the video auto-plays on load to get the reader's attention, this product is recommended for those who want to ensure their message is delivered.

Location	Rectangle/MPU Rate (JPY/imp)	Double Rectangle/MPU Rate (JPY/imp)
Nikkei Online Edition Homepage Only (PC)	4.0	5.5
Nikkei Online Edition (PC)	3.0	4.0

- ※ Minimum order 500,000 JPY.
- ※ Please note that equalized distribution per day and time is not guaranteed.
- ※ Not to be placed in Morning & Evening Section.
- ※ In some cases the insertion may not appear in some areas at editorials discrete.
- ※ Sound only plays when viewer clicks speaker button within the video ad space.
- ※ Peak rate will be applied, based on the campaign period.

Product Overview

Period	Any	Start Date	Any Weekday
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Impressions Guaranteed	Display Type	Rotation
Display Areas	Nikkei Online Edition : 1	# Advertisers Permitted per Period	-
Creative Specs.	Please reference the Creative Specifications section in the appendix to this guide.		
# Simultaneous Video Creatives Permitted	Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, creatives must be provided all at once at start.)
Submission Deadline	Creative Image Content – 18 business days prior Creative Pre-Flight Review - 13 business days prior Creative Submission Deadline – 8 business days prior		

- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ NIKKEI reserves the right to reject video creatives based on their content.
- ※ Upon conclusion of video play the page returns to standard NIKKEI design.
- ※ VPAID delivery is not accepted.

Revised Feb. 1, 2023

While Playing

Video Area : Click to go to designated link URL

Side Panels: Click to go to designated link URL

Post-Play

After play, the entire ad area will auto-collapse after being open for max 30 seconds, returning to stop position.

* NOTE: Sound is off by default.

Video Rectangle (MPU) (Mobile Designation)

Mobile

Peak season rate

Demo Page URL

https://r.nikkei.com/?ad_preview_li_id=40940

Please set browser size (horizontal) to 991 pixels or less.

NIKKEI

NIKKEI

Nikkei Online Edition Mobile

NIKKEI

Nikkei Online Edition App



- Run a video (max size **10 MB**) as a mobile rectangle (MPU).
- Video plays automatically to get user's attention. Recommended for those who want to ensure message delivery.

Location	Rate (JPY/imp)
Nikkei Online Edition Mobile, Nikkei Online Edition App	2.8

- ※ Minimum order of JPY 500,000.
- ※ Equalized distribution by date and time is not guaranteed.
- ※ Sound only plays when viewer clicks speaker button within the video ad space.
- ※ Upon conclusion of video play the page returns to standard NIKKEI design.
- ※ VPAID delivery is not accepted.
- ※ Peak rate will be applied to based on the campaign period.

Product Overview

Insertion Period	Any	Insertion Start Date	Any Weekday
Flighting	Monday (Next business day if holiday) 9:30 through Sunday 23:59 (Japan Time)		
Guarantee Type	Impression	Display Type	Rotation
# Display Areas	1	# Advertisers Permitted per Period	-
Display Area Size	300 x 250 pixels	File Format, Size, Resolution	Format: MP4, MOV, WEBM, OGV Size: >= 10 MB Resolution: 1920 x 1080, 640 x 360
Animation	Permitted	Loop	60 seconds
# Simultaneous Video Creatives Permitted	Up to 4, including swaps	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives to be submitted at once)
Submission Deadline	Creative Image Content - 18 business days prior Creative Pre-Flight Review - 13 business days prior Creative Submission Deadline - 8 business days prior	Recommended System Environment	iOS 9 or above Android 5.0 or above

Revised Dec. 2, 2022

While Playing

Video Area : Click to go to designated link URL
Side Panels: Click to go to designated link URL

Post-Play

After play, the entire ad area will auto-collapse after being open for max 30 seconds, returning to stop position.

* NOTE: Sound is off by default.

iOS is a trademark of Apple Inc.
Android is a trademark of Google Inc.

Option

Brand Safety Targeting

Brand Safety Targeting

Display

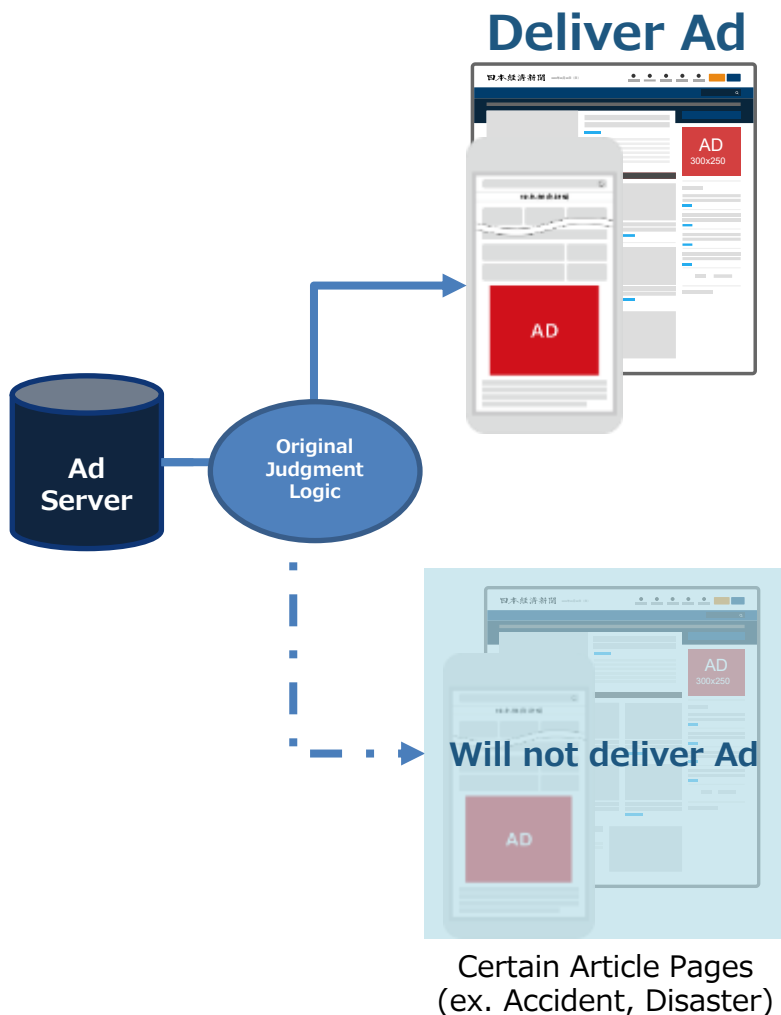
PC

Peak season rate

Targeting

Mobile

NIKKEI



- NIKKEI will control the delivery of your ads and protect your brand safety by applying our house-developed logic to place the ads by safe and suitable content.
- NIKKEI preserves your brand safety from ads appearing beside unsavory content, without using any third-party tools.

Product	Rate
Brand Safety Targeting	×120%
Compatible Products	Run of NIKKEI Billboard/Billboard Video inRead Video/Mobile inRead Video Video Rectangle(MPU) /Video Rectangle(MPU) (Mobile Designation)
Brand Safety Function	NIKKEI's original logic does not allow ad delivery within unsavory content, such as negative incidents, accidents, natural disasters, promoting alcohol consumption, or anything that may damage the brand. We deliver your ads to the articles which are qualified as brand safe.

※ Peak rate will be applied to based on the campaign period.

- ▼Prevents the delivery of advertisements to brand-damaging articles such as incidents, accidents, and disaster.



The scoring algorithm partly uses the "Japanese Sentiment Dictionary (Volume of Nouns) ver.1.0 (December 2008 edition) created by the Inui-Okazaki Laboratory, Tohoku University".

Revised Feb. 21, 2020

Simultaneous Placement in Print and Digital Edition

PC Morning Ownership (PMO)

PC Morning Ownership (PMO)

PC

Peak season rate

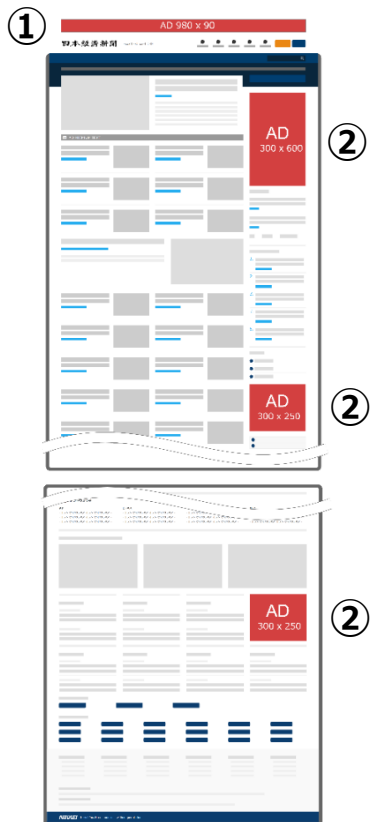
Recommend with print ad.

Demo-site for PC Homepage

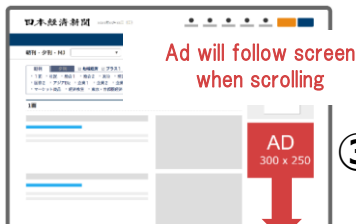
https://www.nikkei.com/?ad_preview_li_id=43598

Please set the width of your browser to larger than 992 pixels.

NIKKEI



Nikkei Online Edition Homepage



Morning/Evening Edition

- You can take over the landing page of the Nikkei Online Edition with three rectangles on PC homepage and rectangles on the top page, and article pages on the Morning/Evening Edition, which is exclusive to paid subscribers. Using this option, you can reach a broad audience, from paid subscribers to non-members.
- We will report impressions and clicks with a breakdown of demographics. If you send targeted ads or email to the most engaged audience, your message will reach them even more efficiently.

Product Overview

Insertion Period	①② Nikkei Online Edition Homepage ③ "Morning & Evening Edition" top page and article pages		
Insertion Start Date	Any weekday 6:00-15:00 Shortened version placed with print ad. 7:00-11:00		
Placement Volumes	<p>①Special banner ad above the NIKKEI logo: estimated 300,000 imps ②1st, 2nd, 3rd rectangle: estimated 500,000 imps each *2nd, 3rd rectangles are not viewable delivery. ③Morning/Evening Edition takeover rectangle: estimated 200,000 imps *Only Morning/Evening Edition takeover rectangle will float and follow scrolling</p> <p>Shortened version placed with print ad. ①Special banner ad above the NIKKEI logo: estimated 150,000imps ②1st, 2nd, 3rd rectangle: estimated 250,000 imps each *2nd, 3rd rectangles are not viewable delivery. ③Morning/Evening Edition takeover rectangle: estimated 100,000imps *Only Morning/Evening Edition takeover rectangle will float and follow scrolling</p>	Advertising rate	<p>1) With special banner above the NIKKEI logo (①+②+③) 7 million JPY</p> <p>2) Without special banner above the NIKKEI logo (②+③) 5 million JPY</p> <p>3) Shortened version placed with print ad. with special banner above the NIKKEI logo (①+②+③) 2.1 million JPY</p>
Guarantee Type	Period	Display Type	Always-on delivery
No. of Advertisers permitted per period	1	Creative Specifications	See the appendix of this guide.
No. of Simultaneous creatives permitted	Up to 1 for each	Submission Deadlines	<p>Creative pre-flight review 10 business days prior</p> <p>Finalized Creative Deadline 5 business days prior</p>

Performance Report Data	Overall	Unique browsers, Impressions, Clicks, Nikkei ID members delivered to *When using 3rd party delivery, NIKKEI is unable to provide number of clicks
	Nikkei ID	Number of impressions, share of member Number of clicks, share of member
	Nikkei ID Member Attributes	<p>Nikkei ID Member Attributes Gender, age, region, employment type, rank, industry, occupational field, number of employees at place of work, household income *Provision of one's rank, industry, occupational field and no. of employees is mandatory for those describing themselves as employed or self-employed. Provision of household income is optional.</p>

- *Special banner ad above the NIKKEI logo will not delivered to paid subscribers after log in.
- *As 6:00am to 9:30am is not within our office hours, we may not address unforeseen trouble immediately upon flighting.
- *The booking for days expecting many applications like April 1 or October 1 is not on a first come, first served basis. Please ask our sales representative in advance.
- *We have discretion to decline placement or ask modification to creative after checking creative.
- *If you will use more than one creatives, additional fee of 20,000 yen will be charged for each addtl. creative.
- *If browser width is less than 992 pixels, ad will not be shown.
- *Morning/Evening Edition takeover rectangle will float and follow scrolling.
- *A report on the results will be prepared within 5 business days after the end of the flight.
- *Peak rate will be applied to based on the campaign period.**

*Image of placement. Design is subject to change.

Revised Feb. 15, 2022

[Newspaper-linked special unit] Morning and evening edition newspaper wide banner

PC

Peak season rate

NIKKEI

Recommend with print ad.

↑ No.11 will be added here.

- Large, wide banners in the Morning and Evening Edition sections, which are viewed by paid subscribers, can be used for high-impact advertising.
 - This is a unique offering where the banners can be displayed on the print edition as well as Nikkei Online.
- ※ This unit can be used in conjunction with the publication of five or more full-page columns. Please contact your salesperson/representative for more details



Product	Volume	Rate	Location
Morning and evening edition newspaper wide banner	400,000 imps (estimated)	500,000 JYP	Nikkei online Morning and Evening Section

Product Overview

Period	1 week	Start Date	Any Weekday
Guarantee Type	Period	Display Type	Rotation
Display Areas	3	Advertisers Permitted per Period	5
Creative Specifications	Wide banner 620 x 280 pixels (Billboard size of 970 x 250 pixels or Reader's Board size of 728 x 90 pixels are also available. In this case, the display size will be 620 pixels wide, and the height will vary according to the size of the manuscript to be submitted.) 【Size】 >=150KB 【File Type】 GIF,JPEG,PNG 【Animation】 Not Permitted		
Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives must be provided together)
Deadline	5 business days prior		

- ※ Sometimes due to system maintenance or each articles category classification, text ads may not always be posted.
- ※ Third party delivery is not accepted.
- ※ Please be aware that if the delivery period includes any holidays, the actual impressions could be significantly lower than the expected amount.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.
- ※ Peak rate will be applied to based on the campaign period.

Revised Dec. 2, 2022

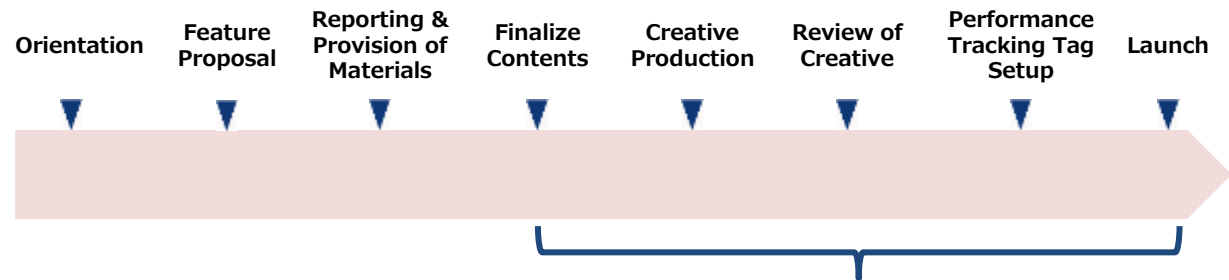
Microsite Package

Microsite Package



- When compared to standard advertisements, microsites facilitate the delivery of even more in-depth information and details in your own voice.
- Microsite content is presented in a persuasive and objective news media style.
- As readers access the microsite out of a genuine desire to obtain useful information, positive engagement can be expected.

Microsite Package Implementation Schedule



The actual production period after the interview is around 20-25 business days.*

*Length subject to variation per feature contents.

Traffic Driving Plan Overview

Regular Ad Spaces

Rectangle (MPU), Text, etc.

Proposed per advertiser's desired aims.

Microsite Ad Spaces

PR Info (Homepage or Multiple Sections)

Display rotation and # of Impressions not guaranteed at this space.

Rate

Starting from 5,000,000 JPY

※ Additional fees may be incurred in the case of use of talent, famous persons, long distance reporting, etc.

※ Please consult regarding secondary use fees.

※ Above Rate includes design and report fees.

*Please contact our sales representative in advance when you are considering a microsite.

Revised Dec. 2, 2022

Custom Microsite

Text Ads

Premium Text
Text



- Text ad with high viewability that is delivered on first view.
- Recommended for those looking to reach a broad business audience.

Product Overview

Location	NIKKEI Online Homepage, Top page of some sections		
Volume	1,800,000 imps (estimated)	Rate	2,000,000 JPY
Period	1 week	Start Date	Any Weekday
Guarantee Type	Period	Display Type	Rotation
Display Areas	1	# Advertisers Permitted per Period	3
Character Limit	Max. 36 Full Width Characters (incl. advertiser's name)	Prohibited Characters	Machine-dependent characters, half-width characters and half-width numbers
Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/swaps)	Creative Replacement / Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives must be provided together)
Deadline	8 business days prior		

- ※ For some locations other than homepage, there are times when it may not display in the first view due to article length.
- ※ Third party delivery is not accepted for this product.
- ※ Please be aware that if the delivery period includes any holidays, the actual impressions could be significantly lower than the expected amount.
- ※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Revised Nov. 25, 2019

※The above image is for illustration. Actual design may change.

Homepage Text

Nikkei Online Edition 1st Text

- Delivers text ads in various sections of articles.
- Recommended for those whose priority is number of clicks.

Product	Volume (estimated imps)	Rate (JPY)	Sections
Homepage Text	400,000	700,000	Homepage
Nikkei Online Edition 1 st Text	1,500,000	1,500,000	All Nikkei Online Edition Pages (excl. Homepage, BtoB, Market, and Morning & Evening Edition sections)
B2B Text	600,000	300,000	Business, International, Technology
Markets	3,000,000	600,000	Markets
NIKKEI Corporate Information DIGITAL	5,000,000	200,000	NIKKEI Corporate Information DIGITAL (Not displayed on some pages) (Insertions for this product are also delivered to Nikkei Online Edition App)

※ Homepage Text : High viewability placement.

※ 1st Text: ad space not available on some pages.

Product Overview

Period	1 week	Start Date	Monday
Guarantee Type	Period	Display Type	Position Rotation
Display Areas	4 to 6 (depending on page)	Advertisers Permitted per Period	4 ~ 6
Character Limit	>= 36 Full Width Characters (Incl. Advertiser Name)	Prohibited Characters	Machine-dependent characters, half-width characters and half-width numbers, half width ¥
Simultaneous Creatives Permitted	※ Up to 4 (count includes creative replacements/)	Creative Replacement/ Swap	※ Up to 4 (count includes simultaneous insertions, business days only, all creatives must be provided together)
Deadline	8 business days prior		

※ Sometimes due to system maintenance or each articles category classification, text ads may not always be posted.

※ Third party delivery is not accepted.

※ Please be aware that if the delivery period includes any holidays, the actual impressions could be significantly lower than the expected amount.

※ It is possible to run up to 4 creatives or swaps during a single insertion period. In the case of 5 or more creatives during the same period, an additional fee of 20,000 JPY will be incurred for each creative starting with the 5th.

Revised Dec. 1, 2021

※The above image is for illustration. Actual design may change.

Targeted Email

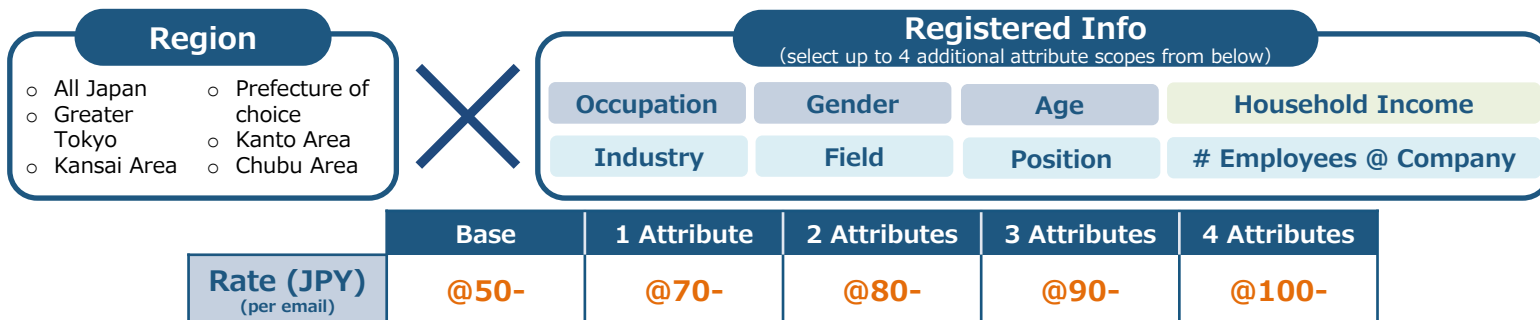
Nikkei ID Targeted Email (Text Ver.)
Targetable Attribute Categories
Nikkei ID Targeted Email (Text Ver.) Schedule & Fees

Nikkei ID Targeted Email (Text Version)

NIKKEI

- Facilitates direct provision of high-quality information to Nikkei ID holders on a single company basis.
- Tell us about desired emails sent and budget- NIKKEI can provide recommended targeting options for even greater accuracy.

Attribute Targeting Facilitates Choice of [Region] x [Registered Attributes (max 4)]



※ Base rate includes specification of Region and Area of Interest. Choice of Region is mandatory.

※ Max # of additional attribute scopes is 4. It is also possible to send to a subsection of those derived per the base specifications. Contact NIKKEI for more.

Product Overview

Distribution Date	Weekdays (However, there are periods, such as during Golden Week, New Years Holiday, etc. when distribution will not be available)
Time	10 am JST
Rate	(Base + attributes) × (# emails sent) ※1
Application Deadline	Application & Targeting Worksheet must be submitted 15 business days prior to the intended date of distribution ※2

※1 Minimum placement amount of JPY 300,000.

※2 Targeting Worksheet can be download at the NIKKEI Ad Guide site.

※ Performance report with # sent and click count provided approx. 7 business days post distribution

※ We cannot reserve delivery dates until order is placed.

※ Please refer to following guidelines for email format.

https://marketing.nikkei.co.jp/media/web/file/nikkeiid_targetingmail_202105.pdf

**Please send applications to the following,
copying your NIKKEI liaison as well.**

To: ds.tgml@nex.nikkei.co.jp Cc: Your NIKKEI Liaison's email

Creative Specifications

Please also reference the Creative Specifications and Points of Caution areas of the appendix for further technical details.

Subject	>=48 full width characters
Body	Traditional: 38 full-width char. × 100 rows Smartphone Compatible: >=3k full-width char., no rows
Text	Machine-dependent characters and half-width kana not supported, half-width roman characters supported, encoded in Shift JIS
Click Count	Capture ON : place a half-width space before & after URLs Capture OFF : place a full space before & after URLs
Creative Deadline	10 business days prior

※ If not live at the time of creative provision, please provide a screenshot of the link destination page creative. Also, please provide the planned launch date & time for said page.

※ Please have all link destination pages live by 7 days prior to email distribution at the latest.

※ Depending upon users' email client software, there are cases where a row may become 2 rows despite being >= 38 full-width characters.

※ A template header and footer (includes date, sender, contact URL, email explanation, stop distribution procedure and guide for questions and comments) will be added to the email at time of distribution.

 = Advertiser Provided Content

① Subject

(max 48 full-width characters)

Header (fixed)

② Body

Choose Format:

[38 Character Pitch for PC]
38 full-width characters
× approx. 100 rows

OR

[Smartphone Compatible]
If no rows,
>= 3k full-width characters
※ if rows used,
max 200 full-width characters / row

Footer (fixed)

Revised Oct. 5, 2023

Nikkei ID Targeted Email Attribute Categories

NIKKEI

Category	Sub-Target
Region	Greater Tokyo (Tokyo, Chiba, Saitama, Kanagawa)
	Kanto
	Kansai
	Chubu
	Per Prefecture (multiple combinations accepted)
Age	20s
	30s
	40s
	50s
	60s +
Gender	Female
	Male
Position ※	Executive level
	Board Member level
	Director level
	General Manager level
	Section Manager level

Category	Sub-Target
# of Employees at Place of Work ※	1-9
	10-49
	50-99
	100-499
	500-999
	1,000-2,999
	3,000-4,999
	5,000-9,999
Employment Type	10,000-19,000
	20,000 +
	Full-time (Regular, Public, etc.)
	Self-employed
Industry ※	Student
	Agriculture & Mining
	Construction
	Automotive & Transportation
	Electronics
	Machinery

Category	Sub-Target
Industry (cont.) ※	Materials
	Energy
	Food, Drug & Cosmetics
	Other Manufacturing
	Wholesale, Retail & Commerce (incl. Trading Companies)
	Finance, Securities, Insurance
	Real Estate
	Communication Services
	Information Technology , SI, Software
	Shipping
	Consulting, Accounting, Legal
	Broadcast, Publishing, Advertisement, Media
	Government Employee (excl. Teachers)
	Education & Learning Support
	Medical
	Nursing, Caretaking & Welfare
	Restaurant & Hospitality
	Personnel Services
	Travel

※ Provision of one's Rank, Industry, Field, and # of Employees at Place of Work is mandatory at the time of Nikkei ID registration only for those describing themselves as employed or self-employed.

※ Provision of household income and areas of interest is optional at the time of Nikkei ID registration.

Revised Mar. 12, 2018

Nikkei ID Targeted Email Attribute Categories (cont.)

Category	Sub-Target
Occupational Field ※	Corporate Management / Board Member
	Business Planning and Development
	Public Relations / Promotion
	General Affairs / HR
	Materials / Procurement
	Finance & Accounting
	General Office
	IT, IT Systems
	Planning, Market Study, Marketing
	Sales
	Production, Manufacturing
	Logistics / Shipping
	Engineering & Design
	Research & Development
	Editing, Compiling, Production
	Architecture / Construction
	Medical
	Accounting

Category	Sub-Target
Occupational Field (cont.) ※	Legal
	Education / Teaching
Household Income ¥ (optional)	6,000,000-7,999,999
	8,000,000-9,999,999
	10,000,000-11,999,999
	12,000,000-14,999,999
	15,000,000-19,999,999
Area(s) of Interest (optional) Targeting per this category incurs no additional cost.	20,000,000 +
	Culture
	Finance
	Home & Interior
	Business & Management
	Computer Technology
	Entertainment
	Automotive
	Family Life
	Self Improvement
	Fashion
	Travel, Sports & Outdoor

※ Provision of one's Rank, Industry, Field, and # of Employees at Place of Work is mandatory at the time of Nikkei ID registration only for those describing themselves as employed or self-employed.

※ Provision of household income and areas of interest is optional at the time of Nikkei ID registration.

Revised Mar. 12, 2018

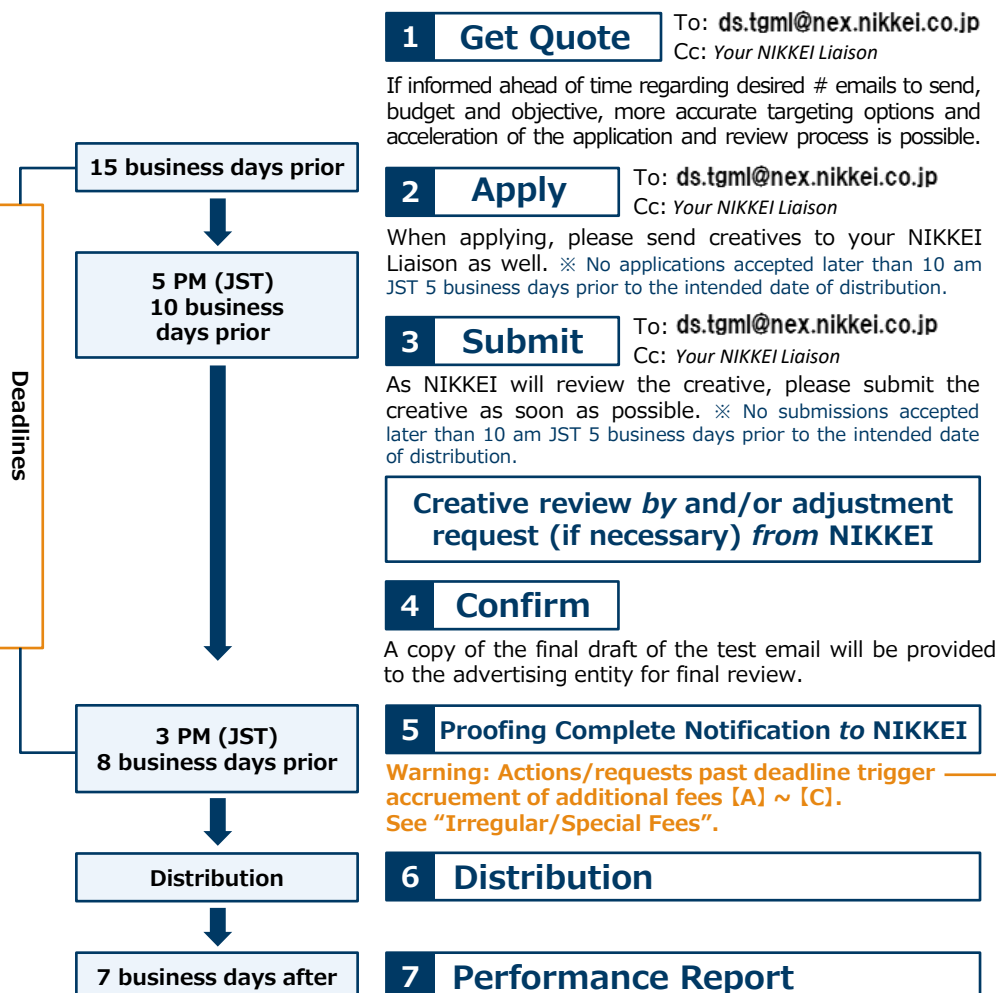
Nikkei ID Targeted Email Schedule & Fees (Text Ver.)

NIKKEI

See below for a flow chart with key points.

Also, please be aware additional fees may be incurred in irregular cases (see Irregular/Special Fees).

For details please contact NIKKEI.



Special Fees

[A] Additional Assistance Fee

An Additional Assistance Fee of **10,000 JPY** will be incurred upon involvement of NIKKEI in facilitation of tasks outside the scope of the Targeted Email schedule delineated here. Please confirm with your NIKKEI liaison at the time of application regarding what tasks may fall under this category. Upon acceptance of terms by the applicant, written receipt of said acceptance will be provided for record by NIKKEI.

[B] Last Minute Fees

〈Late Application〉

Applications made between 5 pm JST 6 business days and 10 am JST 5 business days prior to intended distribution date will incur a last minute application facilitation fee of **30,000 JPY**.

〈Late Notification to NIKKEI of Creative Proofing Completion〉

Should notification of creative proof completion by the advertiser to NIKKEI come later than 3 pm JST 6 business days prior to the intended distribution date, **please be aware that a last minute proofing fee of 30,000 JPY will be incurred in addition to the last minute application fee**. The absolute final cutoff for notification to NIKKEI of proofing completion is 3 pm JST 5 business days prior to the intended date of distribution.

[C] Change Fees

〈Late Change Request Regarding Targeting Conditions〉

A special fee of **30,000 JPY** will be incurred for targeting condition change requests pertaining to Nikkei ID holder attributes and/or # of emails to be sent on already accepted applications that are made later than 3pm JST 6 business days prior to the intended date of distribution. Please also be aware that no such changes can be accommodated after 10 am JST 5 business days prior to the intended date of distribution.

〈Creative Adjustment Requests Made after Notification to NIKKEI of Proofing Completion〉

A special creative adjustment fee of **30,000 JPY** will be incurred for request of adjustment pertaining to creatives who have already been confirmed as proof complete to NIKKEI that are made later than 3 pm JST 6 business days prior to the planned distribution date. **No creative adjustment requests will be accepted after 3pm JST 5 business days prior to distribution**. However, limited strictly to adjustments (such as to individual names, event times, etc.) to protect email recipients from harm, such requests are accepted until 10 am JST 4 business day prior to distribution. In this case please directly contact NIKKEI or your liaison.

[D] Cancellation Fee

Regarding cancellations made after acceptance of application, cancelling 4 business day prior to planned distribution will incur a **50%** cancellation fee, 5 business days prior a **30%** cancellation fee and 6 business days prior a **10%** cancellation fee. Also cancellations made after creative submission but 7 days or earlier prior to the planned distribution date also incur a **10%** penalty fee.

Revised Jun. 19, 2019

Guidelines, Disclaimers Specifications

Guidelines • Disclaimers
Creative Specifications (General)
Rich/Video Ads: Creative Specifications
Display Ads: Creative Specifications
Simultaneous Placement in Print and Digital Edition: Creative Specifications

Guidelines/Disclaimers

- First-time advertisers are subject to screening by NIKKEI. As provision of certain necessary documentation is required, please contact us via the applicable email address at the “Ad Placement Inquiry & Order Contacts” section at the following page.
- **The minimum insertion period of all products is 5 days.**
- Regarding products with guaranteed impressions, please note this guarantee does not include guarantee of equalized distribution per date and time over the course of the advertisement’s insertion period itself.
- **In the event there is an issue with advertisement serving and/or display, support will be provided only during business hours the FOLLOWING day, not the day of. NIKKEI is NOT legally responsible for ANY financial loss or harm suffered by the client during this period.**
- **Unless noted otherwise, the standard data categories provided at NIKKEI’s ad serve performance reports are # of impressions, # clicks and CTR only. We do not provide screenshots.**
- Please note there are cases where NIKKEI may carry out surveys regarding creatives served to aid in improvement of NIKKEI service(s) and customer satisfaction.
- Depending upon individual user browser and/or device environment settings, there is a possibility ads may not be displayed, or displayed incorrectly, or that links may not direct to the designated location despite being clicked.
- iOS app of NIKKEI Online edition will show linked site using the in-app browser. If there is screen transition using new tabs and windows in linked site, screen transition may not work as intended.
- Advertisements are subject to delay or cancellation due to events beyond NIKKEI’s control, e.g. natural disasters, power grid and/or communications systems failure, etc.
- Please note advertisements’ display location subject to adjustment per news content and in accordance with website layout revisions aimed at improvements in usability.
- Depending on the size of new designed site, ad for mobile may be shown to PC and ad for PC may be shown to mobile device.

3rd Party Ad Serving and Tracking

- In the case of 3rd party delivery, please inform us of the platform to be used beforehand. We will confirm compatibility. Also, please note that the impression count will be determined by NIKKEI’s ad server, NOT the client’s.
- Each rich media advertisement should be tested beforehand. It will take approximately two weeks to test a new service. Please make sure to inquire in advance. Google Marketing Platform Campaign Manager, Sizmek
- If you wish to have tracking tags installed, please inform us of services you use, advertising products you wish to measure, and the purpose of measurement". Nikkei will review and get back to you with its availability. If you want to track by using multiple solutions, please submit a single file that combines those tags.
- Ads will not appear in the Nikkei Online Edition App.
- Provision of an opt-out clause at both the NIKKEI and the advertiser’s website is required when carrying out retargeting of users who viewed and/or clicked ads placed at the Nikkei Online Edition.
- In the case creative optimization is carried out, please note a creative replacement/swap fee will be incurred per each additional creative pattern. In addition, as we are unable to pre-screen creatives consisting of product images fed directly from an advertiser’s website, this type of ad is not accepted.
- When a creative is being produced per the intake processing of external files, please note insertion of any such creatives are subject to postponement until it can be confirmed it is possible to display without affecting the layout of the Nikkei Online Edition.
- Please do not just send 3rd party tags for creative review use. The creative(s) itself/themselves and their parts must be submitted to enable NIKKEI’s confirmation of all ad contents.
- It is not possible to adjust the creative’s element tags or scripts after it has been submitted to NIKKEI. Instead, please submit a new creative reflecting the desired changes. NIKKEI will swap the new creative in the place of the old one after confirming the new creative functions properly.
- Tags must be provided in SSL (https) format, eg. ‘https://xxxx.com/xxxx’ OR ‘//xxxx.com.xxxx’
- In the case z-index is designated at CSS, it must be under 10000.
- For 3rd party ad serve campaigns, please note NIKKEI will request the provision of ad serve reports generated from 3rd party ad serve platform(s) for use in performance analysis.

Revised Feb. 1, 2023

On Advertisement Health

- We block malicious traffic, including from traffic bots, by utilizing a blacklist. We release data regarding integrity of advertisement such as its viewability. Please see the NIKKEI Marketing Portal for more information.
- Please let us know in advance if you will use an ad verification tool. As brand safety functions sometimes hinder showing your advertisement, we may ask you to prepare an alternative creative.

Regarding Cancellation Fees

- In the case of cancellations made after order placement for reasons due to the advertiser, the cancellation fee incurred is, as a rule, the full amount of the order placement. The same goes for changes to insertion periods, ad menu and order contents. For details, please contact your NIKKEI liaison/managing contact.

Ad Placement Inquiry & Order Contacts

< For Ad Placement > ds.adeigyo@nex.nikkei.co.jp & Your NIKKEI Liaison/Managing Contact

< For Targeted Email Placement > (TEXT ver.) ds.tgml@nex.nikkei.co.jp & Your NIKKEI Liaison/Managing Contact / (HTML ver.) ds.html@nex.nikkei.co.jp & Your NIKKEI Liaison/Managing Contact

Common Specifications (All Products)

- File Formats : GIF, JPEG or PNG (HTML 5 accepted for Rectangle and Double Rectangle (MPU) products)
- Machine dependent text, one-byte “half-width” kana chars, 「 ¥ 」(one-byte) are not allowed. 「 ¥ 」 「 ● 」 「 ■ 」 「 ~ 」 may not display correctly because of the limitations of UTF-8.
- If a creative’s background is white by design, please put a border around it. Should the difference between site contents and the advertisement be unclear, adjustment of the creative may be requested.
- Regarding creatives utilizing primary colors, fluorescent colors, bright colors, etc. that flash quickly over a short period of time or include extremely active movement, please be aware adjustment of the creative may be requested.
- In the case a creative’s design is deemed overly similar to site elements (headers, navigation bars, links, etc.) that may lead to confusion, please be aware adjustment of the creative may be requested.
- Advertisement contents must comply with NIKKEI’s advertisement publishing standards. In the case of animated ads, the advertising entity’s name must be clearly and promptly displayed at the final cut/frame of the creative. Should an issue arise regarding advertisement content or the page linked to by an advertisement, full and total responsibility for the resolution of any such issues rests solely with the advertisement placing entity.
- **Outbound (3rd Party) link URLs, including tracking tag URLs, may only be 220 bytes or less. Use of Japanese characters is not permitted.**
- Webpages linked to from advertisements must be live at least two business days prior to the ad serve start date. NIKKEI reserves the right to delay ad serve start until said site contents are fully reviewable, so please be sure to contact your NIKKEI representative/managing contact beforehand.

Regarding HTML 5 Creatives

When submitting a creative in HTML 5 format please provide the following:

1. Properly written HTML file.
2. All applicable link URLs for the creative.
3. 3rd Party Serving/Distribution Tags (Only necessary in the case of utilization of 3rd party ad serving; Please also be sure to provide all creative elements as per the ad product’s creative specifications).

For full specifications on HTML 5 creatives, and 3rd party tags, please reference. <https://marketing.nikkei.co.jp/media/web/file/4d436a64200ec88a162c680762dd956b93cc84a1.pdf>

Creative Type Specific Deadlines/Submission Addresses/Contacts

- Please submit all rectangle (MPU) and text type creatives bound for the Nikkei Online Edition to both ds.nyuko@nex.nikkei.co.jp and your **NIKKEI liaison/managing contact** no later than 5 business days (8 days for orders placed from of Japan) prior to the intended insertion start date.
- Nikkei ID Targeted Email (TEXT Version) creatives should be sent to ds.tgml@nex.nikkei.co.jp, Nikkei ID Targeted Email (HTML Version) creatives should be sent to ds.html@nex.nikkei.co.jp, and in both cases, said creatives should also be sent simultaneously to your **NIKKEI liaison/managing contact** no later than 8 business days (11 business days for orders placed from outside of Japan) prior to the intend distribution start.
- In the case of use of responsive design at the Nikkei ID Targeted Email (HTML Version) creative, please submit the creative 10 business days (13 for orders placed outside of Japan) prior to the intended distribution date.
- Additional pre-insertion creative review is required for Rich Media products. For details, please reference those product’s dedicated pages above.

Revised Aug. 29, 2022

Rich/Video Ads: Creative Specifications

NIKKEI

Unit		Display Size (W x H)	File Type	File Size Limit	Aspect Ratio	Animation	Loop Duration	ALT Text	Additional Information
Billboard	(1) Expanded	970×250 pixel	HTML 5	2.2 MB	-	Permitted	Stop within 30 seconds	Not Permitted	<ul style="list-style-type: none"> ※ A "Close" button will be placed at the top of the ad. ※ Must collapse when the user clicks the "Close" button. ※ IAB Standard Format is also accepted. Please ask for details. ※ Please design creatives in accordance with the separately provided creative specifications document. https://marketing.nikkei.co.jp/media/web/file/ccbb163ad9d6c8990355eb93187d3705f0bff781.pdf
	(2) Collapsed	970×90 pixel			-	Not Permitted	-	Not Permitted	
Billboard Video	(1) Expanded	970×400 pixel	MP4	10 MB	16:9	Permitted	Stop within 30 seconds	Not Permitted	<ul style="list-style-type: none"> ※ A "Close" button will be placed at the top of the ad. ※ Must collapse when the user clicks the "Close" button. ※ Side panel use is optional. Should none be provided black panels will be displayed. ※ VPAID is not accepted.
	(2) Collapsed	970×20 pixel	GIF/JPEG/PNG	20 KB	-	Not Permitted	-	Not Permitted	
	(3) Side Panel	130×400 pixel (both left and right sides)	GIF/JPEG/PNG	120 KB (both left and right sides)	-	Not Permitted	-	Not Permitted	
Video Rectangle (MPU)	Rectangle (MPU)	300×250 pixel	Video: MP4, MOV, WEBM, OGV Resolution: 1920 x 1080 / 640 x 360	4 MB	16:9	Permitted	Stop within 60 seconds	Not Permitted	<ul style="list-style-type: none"> ※ Video file resized per user device at time of insertion. ※ Recommended Viewing Environment: iOS 9 +, Android 5.0 + ※ iOS is a trademark of Apple Inc. Android is a trademark of Google Inc. ※ Sound is off by default. ※ VPAID is not accepted.
	Double Rectangle (MPU)	300×600 pixel	Video: MP4, MOV, WEBM, OGV Resolution: 1080 x 1920 / 360 x 640		9:16				
Mobile Billboard		640 × 360 pixel	GIF/JPEG/PNG	150 KB	-	Not Permitted	-	Not Permitted	-
Large Gate Banner	(1) Expanded Billboard	970×250 pixel	HTML5	2.2MB	-	Permitted	Stop within 30 seconds	Not Permitted	<ul style="list-style-type: none"> ※ A "Close" button will be placed at the top of the ad. ※ Must collapse when the user clicks the "Close" button. ※ Please design creatives in accordance with the separately provided creative specifications document. https://marketing.nikkei.co.jp/media/web/file/cd67d3265e0dcb3080cf314b7a78e208b8a4cfa3.pdf
	(2) Collapsed Billboard	970×90 pixel			-	Not Permitted	-	Not Permitted	
	(3) Side Banner	145×730 pixel (both left and right sides)	GIF/JPEG/PNG	120 KB (both left and right sides)	-	Not Permitted	-	Not Permitted	
inRead Video		Max 1920×1080 Min 640×360	MP4, MOV, WEBM, OGV	4 MB	16:9 (4:3 not supported)	Permitted	Stop within 30 seconds	Not Permitted	<ul style="list-style-type: none"> ※ Video file resized per user's device at time of insertion. ※ Sound is off by default. ※ VPAID is not accepted.

Revised Feb. 22, 2022

Display Ads: Creative Specifications

NIKKEI

Unit	Size (W × H)	File Type	File Size Limit	Animation	Loop	ALT Text	Additional Information
Double Rectangle (MPU)	300×600 pixel	HTML 5 GIF/JPEG/PNG	150 KB	Permitted	Stop within 35 seconds	Not Permitted	※ Please refer to separate HTML 5 specific creative specifications document when using this product. https://marketing.nikkei.co.jp/media/web/file/HTML5_Guideline20200629.pdf ※ Regarding the “Run of NIKKEI” and/or “Targeting Rectangle (MPU)” products, in the case of 3 rd party ad serving and/or use of an HTML5 creative, rectangle (MPU) advertisements are not served to the Nikkei Online Edition Mobile App.
Rectangle (MPU)	300×250 pixel	HTML 5 GIF/JPEG/PNG, 300×250 or 600×500 pixel	150 KB	Permitted	Stop within 35 seconds	Not Permitted	

Unit		Size (W × H)	File Type File Size Limit	Animation	ALT Text	Additional Information
Run of NIKKEI In-feed --Nikkei Online Edition Homepage --Nikkei Online Edition article pages for PC	Image	280×188 pixel	JPEG/PNG, within 50KB	Not Permitted	Not Permitted	※ When adding text onto images, please use 15 characters max per element, such as the title and the main body text. Descriptions with multiple elements such as event name, date and location are not allowed.
	Text	Heading : 25 characters Advertiser Name : 25 Japanese characters (regardless of one-byte “half width” or two-byte “full width”) Prohibited Characters : half-width 「"」, 「'」, 「&」, 「<」, 「>」				※ We may ask you to modify the design to keep the message readable. ※ For PC designation, size "600 x 400 pixel" and file size "120 KB or less" are also acceptable.

Revised Dec. 2, 2022

Simultaneous Placement in Print and Digital Edition: Creative Specifications

NIKKEI

Unit		Display Size (W × H)	File Type	File Size Limit	Animation	Frame Rate	Loop Duration	ALT Text	Additional Information
Homepage Takeover	Above THE NIKKEI Logo	980×90 pixel	GIF/PNG/JPEG	150 KB	-	-	-	-	※ Please refer to the separate dedicated HTML 5 specific creative specifications document when using this product. https://marketing.nikkei.co.jp/media/web/file/4d436a64200ec88a162c680762dd956b93cc84a1.pdf
	Double Rectangle (MPU)	300×600 pixel	HTML 5 Alt : GIF/JPEG/PNG	150 KB	Stop within 35 seconds	-	-	-	
	Rectangle (MPU)	300×250 pixel	Alt : GIF/JPEG/PNG	150 KB	Stop within 35 seconds	-	-	-	

Unit		Display Size (W × H)	File Type / File Size Limit	Animation	Loop Duration	ALT Text	Additional Information
Morning & Evening Edition One Day Takeover	(1) Rectangle	300×250 pixel	HTML5 150KB以内 GIF/JPEG/PNG 150KB以内 300×250 or 600×500 pixel	Permitted	Stop within 35 seconds	Not Permitted	※ Wide banner can be replaced with billboard size(970×250pixel) or reader's board size(728×90pixel).At that time display size will be 620pixel as height. Wide size will be changed accordingly. ※ When alternative image is used, rectangle will be shown. ※ Please refer to the separate dedicated HTML 5 specific creative specifications document when using this product. ※ Please refer to the separate dedicated HTML 5 specific creative specifications document when using this product. https://marketing.nikkei.co.jp/media/web/file/4d436a64200ec88a162c680762dd956b93cc84a1.pdf
	(2) Wide banner	620×280 pixel	GIF/JPEG/PNG 150KB以内	Not Permitted	-	-	

Revised Jan. 15, 2020

Nikkei ID Targeted Email (Text Ver.) Specifications

NIKKEI

Core Specifications

- Creatives must be formatted as 「.txt」 files.
- Using the Tab key to create blank space is not permitted.
- Please encode text using Shift JIS.
- Machine dependent characters are not permitted in the subject or body text.
- Max 38 full width characters per line, except in the case of smartphone compatible text where 200 full width length characters per line is permitted.
- Advertiser name must be clearly displayed in the body text.
- Content may be rewritten without prior consent per NIKKEI to conform with NIKKEI policy.

Regarding Click Count Tracked URLs

- Designate URLs for click count tracking by either surrounding them with half width character blanks (tracking “on”) or full width character blanks (tracking “off”).

URL **TO HAVE** click count tracked: `http://www.nikkei.com/xxxx/yyyy`

URL **NOT TO HAVE** click count tracked: `http://www.nikkei.com/xxxx/yyyy`

- URLs designated for click count tracking will be converted at distribution.

URL Provided at Copy Submission: http://www.nikkei.co.jp/form/campaign/10Q2_ST6.html

↓ becomes ↓

Converted URL at Mail Distribution: http://mx3.nikkei.com/?4__000000__000000__1

- In the case a URL is designated for click count tracking, please be mindful of the # of characters the post-conversion URL will possess: post conversion URLs will consist of 22 to 25 full width characters. Right-side text alignment and centering are not possible.
- Post conversion URLs will **start at the same character location** of the original URL.
- Manual attempts at text centering and right-side text alignment cannot be guaranteed to display as desired, and as such doing so is not recommend.

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8

At Creative

Click here!
`https://www.nikkei.co.jp/form/campaign/xxxx/yyyy/10Q2_ST6.html`

↑ Appears Centered but ... ↓ Post URL Conversion

As Distributed

Click here!
`https://mx3.nikkei.com/?4__000000__000000__1`

- Manual outlining of sections per is discouraged as well due to spacing changes that occur at URL conversion.

At Creative

このような枠で囲むような原稿はプロポーションナルフォントではガタガタに表示されます。
クリックカウントURL の後ろにテキストを入れるとテキストがずれます。
`https://www.nikkei.co.jp/form/campaign/10Q2_ST6.html`
おすすめしません。

Even if the original creative looked perfect, when distributed ↓ the formatting may be shifted. For example per below:

As Distributed

このような枠で囲むような原稿はプロポーションナルフォントではガタガタに表示されます。
クリックカウントURL の後ろにテキストを入れるとテキストがずれます。
`https://mx3.nikkei.com/?4__000000__000__1`
おすすめしません。

- Do not include any additional text on the same line as a URL designated for tracking, as per the conversion process said text will be lost. Example:

Please feel free to contact NIKKEI via the following site!
`https://bit.ly/buDkPI` (will open in a new browser window)

At Creative

Text that followed URL ↑ at dropped post Conversion ↓

Please feel free to contact NIKKEI via the following site!
`https://mx3.nikkei.com/?4__000000__0000__1`

As Distributed

Layout Irregularities and Character Disfiguration

- Please note that layout irregularities that may occur due to users' O.S., email client or individual user environmental settings are outside the scope of and not covered by NIKKEI's product viewability guarantee.
- Nikkei ID Targeted Emails are designed for composition and display per monospace fonts. For mail recipients using proportional fonts, in some cases, manually aligned and centered text may not appear as such.

Revised Oct. 05, 2023