

NIKKEI.com
Advertising Information

Nikkei Inc.

About NIKKEI.com

-Nikkei Inc.'s English language online news service, Nikkei Net Interactive (established in 1998), was fully re-launched in March 2009 to provide the latest business news on Japan to a global audience. The new Nikkei.com service will offer more coverage on Japan and Asia, plus enhanced search functions and detailed market news and data.

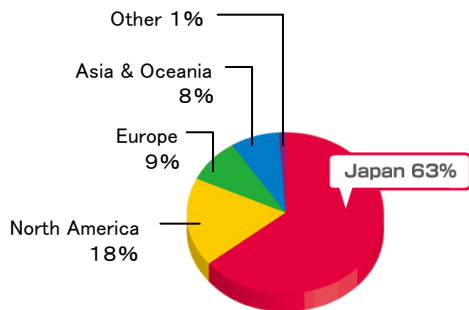
《Free Content》 More free news to reach a wider audience!

- | | |
|-------------|---|
| 【News】 | The latest news on Japan, updated around the clock. |
| 【Asia Beat】 | Business news on Asia, plus our new Asian News Portal which provides the latest news from around Asia provided in collaboration media partners. |
| 【Gadgets】 | Articles introducing New Products and Services from Japan. |
| 【M&A】 | M&A information from Nikkei's newspapers. |

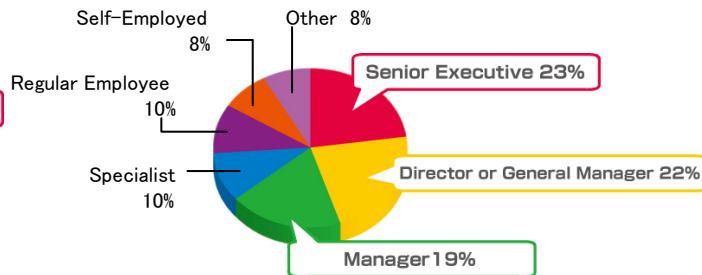
《Subscriber-only Content》 More news from Nikkei plus the latest market news updates

- | | |
|---------------------|---|
| 【Nikkei Exclusives】 | Nikkei's major news stories of the day. |
| 【Market Live】 | The latest Tokyo market news featuring news updates from Nikkei Quick News. |
| 【Nikkei Veritas】 | Offers a selection of articles from Nikkei Veritas each day. |
| 【Nikkei Archives】 | A gateway to Nikkei's English language news archives. |
| 【Market Data】 | Corporate profiles and stock data, enriched with data from TDNET. |
| 【Personal Nikkei】 | Personalization options for enhanced usability. |
| 【Search】 | Improved search functions for quality results and greater ease-of-use. |

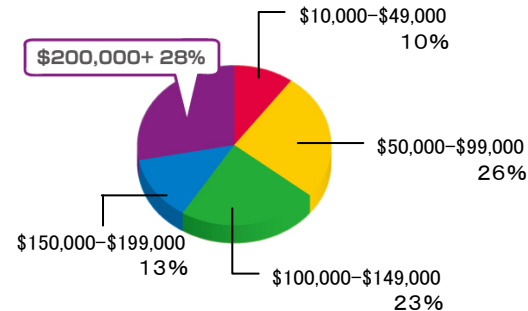
Region



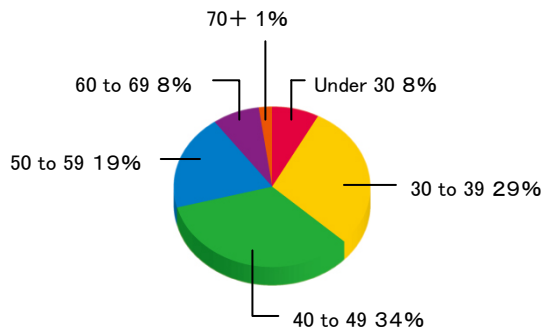
Job Title



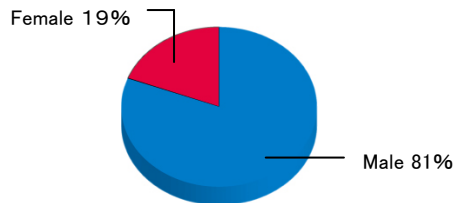
Income



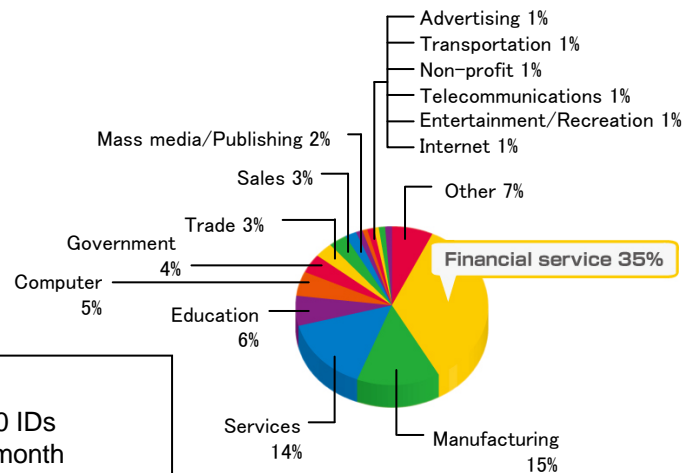
Age Group



Gender



Industry



【Highlights】

- Over 60% of our readers reside in Japan
- Over 60% of our users hold managerial or executive positions
- Over 40% of our users are finance industry professionals
- Over 60% of our readers have a salary above \$100,000

【Site Overview】

- Paid Subscribers : 10,000 IDs
- Unique Users : 100,000/month
- Total Page Views : 11,000,000/month

NIKKEI.com Super Banner

1. Super Banner

Display Page / Front Page+

Ad Rotation / N Ads in 1 space (reload rotation)

Advertising Period / Campaign length can be specified

CPI / 5 Yen (consumption tax excluded)

Ad Size: Height 90 x Width 728 pixels

Animation: Up to 35 seconds.

Max File Size: FLASH30KB/GIF30KB

The screenshot shows the NIKKEI.com website interface. At the top, there is a large yellow rectangular area representing the Super Banner. Below this, the website header includes the NIKKEI.com logo, a search bar, and navigation links for HOME, News, Market, Asia, Special Features, Nikkei Veritas, Nikkei Archives, and Tools. The main content area is divided into several sections: 'Nikkei Exclusive' with articles on 'Rating Parties Eye Tapping ¥50tr in Public Funds To Buy Shares' and 'Sharp's Risky Move to Abandon Principle of Domestic LCD Production'; 'Latest News' with headlines like 'Tokyo Office Vacancies Break Post-9/11 March' and 'McDonald's Japan Sees Up Record Sales in March'; 'Most Read' with items like 'Govt Plans ¥10tr Fiscal Spending For New Stimulus Package'; and 'Current Special Features' with links to 'Wall St. Follies', 'Topsy-Turvy Politics', and 'Nikkei Survey/Ranking'. The page also features a 'Company 88' section and a footer with copyright and privacy information.

NIKKEI.com Medium Rectangle

The screenshot shows the NIKKEI.com homepage with a large yellow rectangle in the top right corner, indicating the placement of a medium rectangle advertisement. The page layout includes a navigation bar, a search bar, and various news sections such as 'Nikkei Exclusive', 'Latest News', and 'Most Read'. A red box highlights the specific area where the advertisement would be displayed.

1. Medium Rectangle

Display Page / Front page+

Ad Rotation / N Ads in 1 space (reload rotation)

Advertising Period / Campaign length can be specified

CPI / 6 yen (minimum 100,000 impressions)

(consumption tax excluded)

Ad Size: Height 250 x Width 300 pixels

Animation: Up to 35 seconds.

Max File Size: FLASH 50KB/GIF20KB

NIKKEI.com Large Tile

The screenshot shows the NIKKEI.com homepage. At the top left is the NIKKEI.com logo. Below it is a navigation bar with links for HOME, News, Market, Asia, Special Features, Nikkei Veritas, Nikkei Archives, and Tools. A search bar is located at the top right. The main content area is divided into several sections: 'Nikkei Exclusive' with three articles, 'Latest News' with a list of headlines, 'Most Read' with a list of popular articles, and a 'Current Special Features' section. A large yellow rectangular area is overlaid on the top right of the page, indicating the position of the 'Large Tile' advertisement. The footer contains copyright information and links for privacy, advertising, and subscription.

1. Large Tile

Display Page / Front Page+
Ad Rotation / 4 Ads (reload rotation)
Ad Cost / 1 million yen per month
(approximately 100,000 impressions)
(consumption tax excluded)

Ad Size: Height 55 x Width 300 pixels
Animation: Up to 6 seconds.
Max File Size: FLASH 15KB/GIF15KB

NIKKEI.com Text Ads

The screenshot shows the Nikkei.com homepage with a navigation bar at the top. The main content area features several news articles. Two red boxes with numbers 1 and 2 indicate ad placement spots. Box 1 is located at the bottom left of the page, and box 2 is located in the middle right area, overlapping a news article.

1. Premium Text Ad

Display Page / Front page+

Ad Rotation / 3 Ads in 3 spaces

Ad Specifications: One line, 72 characters including spaces
(company name must be included in ad text)

*Non-ASCII characters not permitted. Nikkei Inc. reserves the right to re-write text as required.

Ad Cost / 500,000 yen per month

(approximately 500,000 impressions per company)

(consumption tax excluded)

2. Ad Text 1

Display Page / Front page+

Ad Rotation / 1 Ad only

Ad Specifications: 2 lines x 72 characters including spaces
(company name must be included in ad text)

*Non-ASCII characters not permitted. Nikkei Inc. reserves the right to re-write text as required.

Ad Cost / 500,000 yen per month

(approximately 500,000 impressions per company)

(consumption tax excluded)

NIKKEI.com Small Tile

1. Small Tile

Display Page / Front page+
 Ad Rotation / N Ads in N Ad Spaces (reload rotation)
 Advertising Period / Campaign length can be specified
 CPI / 2 Yen (consumption tax excluded)
 Ad Size: Height 125 x Width 125 pixels
 Animation: Up to 35 seconds.
 Max File Size: FLASH 35KB/GIF15KB

The screenshot shows the NIKKEI.com homepage with a navigation bar, a search bar, and several news sections. At the bottom, there is a grid of small tiles, with one tile highlighted by a red box. The tiles are arranged in a grid pattern, likely representing the 'Small Tile' advertising format mentioned in the text.

NIKKEI.com

HOME News Market Asia Special Features Nikkei Veritas Nikkei Archives Tools

• All Headlines • Wall St. Follies • Tokyo-Turny Politics • N Korea Missile Test

Nikkei Exclusive

Ruling Parties Eye Tapping ¥50tr in Public Funds To Buy Shares
 TOKYO (Nikkei)—The ruling coalition is looking to create a new program enabling the use of up to \$5 billion per in public funds to purchase Japanese shares on the open market if they suffer a sustained plunge, party officials said Thursday.

Sharp's Risky Move to Abandon Principle of Domestic LCD Production
 OSAKA (Nikkei)—Sharp Corp. (6753) is gambling its future as a competitive manufacturer of liquid crystal displays by abandoning its principle of domestic production.

Shikokawa Says Financial System Stability is Top Priority
 TOKYO (Nikkei)—Stabilization of the financial system is the most important task for the central bank, Bank of Japan Governor Masaaki Shirakawa said in an interview with The Nikkei on Wednesday.

Latest News

- Tokyo Office Vacancies Break Post-0% in March
- McDonald's Japan Serves Up Record Sales in March
- Japan Mints Cutting Lending Fees For Domestic Firms
- Long-Term Interest Rates Hit 4.5-Month High
- Machinery Orders Post 1st Rise in 5 Months

Most Read

- Govt Plans ¥10tr Fiscal Spending For New Stimulus Package
- Credit Suisse To Start Service For Wealthy Japanese in New OSO
- Mitsui UFJ Securities Employees Steal Data On 1.4 Billion Customers
- Resolved Men Begin To Hound Supermodels Late At Night
- Japan Facing 3 Threats To Economic Recovery

NIKKEI 225 8,870.92 +275.91

Current Special Features

- Wall St. Follies
- Tokyo-Turny Politics
- Gadgets
- Nikkei Survey/Ranking
- N Korea Missile Test

Company 88

- Asahi Press Co., Ltd.
- FTD Financial Products International
- ANA Travel Corp.
- 3G Financial Products FTD
- Sumitomo Dispensing Co., Ltd.
- FTD 3Q Financial Results Conference Call (In Demand)
- FTD 3Q Financial Results Conference Call (In Demand)
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- FTD 3Q Financial Results Conference Call (In Demand)

Industrials

- 13.18 - Taiwan Advances On Govt Stimulus Plan
- 13.12 - Sharp's Risky Move to Abandon Principle of Domestic LCD Production
- 12.55 - Q4 Paper Rebounds On Reported Output Reduction Date

Financial Industry

- 13.47 - WSJ U.S. to Offer Aid to Life Insurers
- 13.35 - Revamped Dining Section Opening In Kasumigaoka Bldg Friday
- 12.55 - Q4 Paper Rebounds On Reported Output Reduction Date

Energy

- 04.57 - Honda, GS Yuasa To Make Hybrid Lithium Ion Batteries From '11
- 03.43 - Restarted Nuke Reactor Seen Powering Tepco To FY09 Net Profit
- 18.18 - Solar Industry Sees Earnings Fade, But Some Players Shine

Transport & Logistics

- 19.23 - Yamato Transport Expects Steady Business in FY09
- 03.58 - JR Total Claims No. 1 Spot As Dream Employer Fails
- 05.11 - JR East's Railway Revenue Suffers Biggest Fall Ever in FY09

Health & Pharmaceuticals

- 11.08 - Takeda Trades Flat Despite Overseas Sales Plan
- 02.35 - Daiichi Sankyo Anti-Cancer Drug Makes World Debut in U.S.
- 02.00 - Takeda To Build Sales Networks in Canada, Europe As U.S. Slumps

Technologies

- 11.18 - Intel Inspired Biometrics Over Robotics The Cyber Bug
- 05.07 - Kabu.com To Offer Best Execution To Retail Investors
- 04.34 - Microsoft To Launch Free Online Version Of Microsoft Office

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