



An Information Site for Pharmacists
Nikkei Drug Information Online
Advertisement Menu
November 2014

What is Nikkei Drug Information Online?



An Information Site for Pharmacists

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

Nikkei Drug Information Online provides information that pharmacists will find useful in their work including original articles produced by the Nikkei Drug Information editorial team for pharmacies and pharmacists and drug-related topics selected from Nikkei Medical Online.

►Site Data

| | |
|-----------------------|---------|
| Monthly page views | 537,552 |
| Monthly unique users* | 82,094 |

* Based on the number of unique browsers.

◆ As of September 2014 (data collected by Site Catalyst)

Registered pharmacists: 80,293 (as of September 30, 2014)

| | |
|---------------------------------------|--------|
| Pharmacists | 11,264 |
| Pharmacists (opened a pharmacy) | 4,524 |
| Pharmacists (work in a pharmacy) | 38,235 |
| Pharmacists (work in a hospital) | 12,794 |
| Pharmacists (work for a drug company) | 4,447 |
| Pharmacists (work in drug sales) | 1,115 |
| Pharmacists (other) | 7,914 |

Nikkei Drug Information Online Advertisement Menu

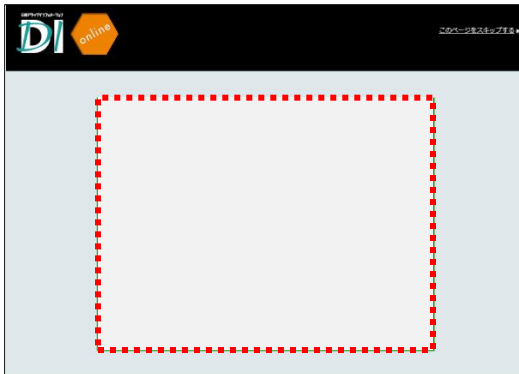


| Option | Appears On | Appearance | Availability | Duration/ Times | Estimated Impressions | Ad Rate | Remarks |
|---|------------------|------------|--------------|--------------------|--------------------------|----------|--------------|
| Welcome banner | Welcome page | Fixed | 1 | 1 week | 8,000imp | ¥600,000 | Fixed period |
| First rectangle | Almost all pages | Rotation | 3 | 1 month | 80,000imp | ¥350,000 | Fixed period |
| Second rectangle | Almost all pages | Rotation | 3 | 1 month | 80,000imp | ¥250,000 | Fixed period |
| Visual box | Almost all pages | Fixed | 2 | 1 month | 180,000imp | ¥300,000 | Fixed period |
| Leaderboard | Almost all pages | Rotation | 3 | 1 month | 80,000imp | ¥300,000 | Fixed period |
| Tie-up site (ad posting fee & production fee) | — | — | — | 1 month | — | ¥900,000 | Fixed period |
| DI Online email header | — | — | 3 | 1 time | 64,000 | ¥150,000 | — |
| DI Online email header double | — | — | 1 | 1 time | 64,000 | ¥250,000 | — |

* Numbers of display time and distribution times are targets and are not guaranteed. * Consumption taxes will be added to ad rates.

* Ad rates, availability, specifications, and so on are subject to change without prior notice. * Please review the separate document concerning ad requests and running ads.

Welcome Banner



| | |
|---------------------------------|---|
| Medium | Nikkei Drug Information Online |
| Option | Welcome banner |
| Appears on | Welcome page (home page or displayed when article page is accessed) |
| Appearance | Fixed |
| Availability | 1 |
| Size | W 640 × H 480 pixels |
| Ad material | Flash/GIF or JPEG |
| Start date | Tuesday of each month |
| Estimated number of impressions | 8,000 imp |
| Duration/Frequency | 1 week |
| Ad rate (gross) | ¥600,000 |
| Remarks | Frequency control is set every hour (the number of times the ad is displayed is controlled based on user accesses). |

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First Rectangle



The screenshot shows the homepage of 'DI ONLINE' (Drug Information Online). The main navigation bar includes 'TOP', 'トレンド', 'コラム', 'ダウンロード', '日経Dクイズ', '日経Dデジタル', '商店', and '日経メディカル'. A search bar is at the top right. The main content area features several articles, with a prominent one titled 'がんばりすぎない糖尿病' (Don't get too tight with diabetes). A red dashed box highlights a 'First Rectangle' advertisement for '薬師の先生' (Pharmacist's Teacher), which is a recruitment page for pharmacists. The ad includes a list of benefits and a 'マイナビD事業' (Mynabi D Business) logo.

| | |
|---------------------------------|--------------------------------|
| Medium | Nikkei Drug Information Online |
| Option | First rectangle |
| Appears on | Almost all pages |
| Appearance | Rotation |
| Availability | 3 |
| Size | W 300 x H 300 (250) pixels |
| Ad material | Flash/GIF or JPEG |
| Start date | 1st day of every month |
| Estimated number of impressions | 80,000 imp |
| Duration/Frequency | 1 month |
| Ad rate (gross) | ¥350,000 |

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Second Rectangle



| | |
|---------------------------------|--------------------------------|
| Medium | Nikkei Drug Information Online |
| Option | Second rectangle |
| Appears on | Almost all pages |
| Appearance | Rotation |
| Availability | 3 |
| Size | W 300 x H 300 (250) pixels |
| Ad material | Flash/GIF or JPEG |
| Start date | 1st day of every month |
| Estimated number of impressions | 80,000 imp |
| Duration/Frequency | 1 month |
| Ad rate (gross) | ¥250,000 |

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Visual Box



| | |
|---------------------------------|--|
| Medium | Nikkei Drug Information Online |
| Option | Visual box |
| Appears on | Almost all pages |
| Appearance | Fixed |
| Availability | 2 |
| Size | Image: W 70 × H 70 pixels Text: 2 lines of up to 15 two-byte characters |
| Ad material | GIF or JPEG + text |
| Start date | 1st day of every month |
| Estimated number of impressions | 180,000 imp |
| Duration/Frequency | 1 month |
| Ad rate (gross) | ¥300,000 |

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Leaderboard



| | |
|---------------------------------|--------------------------------|
| Medium | Nikkei Drug Information Online |
| Option | Leaderboard |
| Appears on | Almost all pages |
| Appearance | Rotation |
| Availability | 3 |
| Size | W 728 x H 90 pixels |
| Ad material | Flash/GIF or JPEG |
| Start date | 1st day of every month |
| Estimated number of impressions | 80,000 imp |
| Duration/Frequency | 1 month |
| Ad rate (gross) | ¥300,000 |

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DI Online CLOSE UP !

Tie-Up Site Standard Package



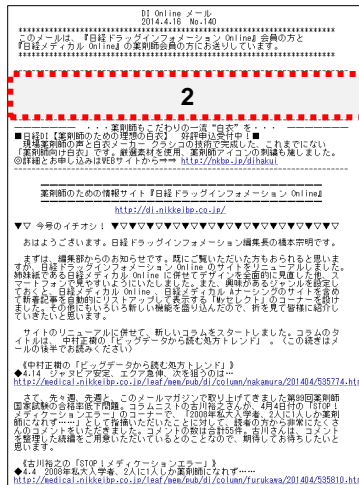
CLOSE UP!

More detailed information can be provided through an advertorial on the Website.

Home Page



DI Online Email



To Tie-Up Site

Tie-Up Site ★



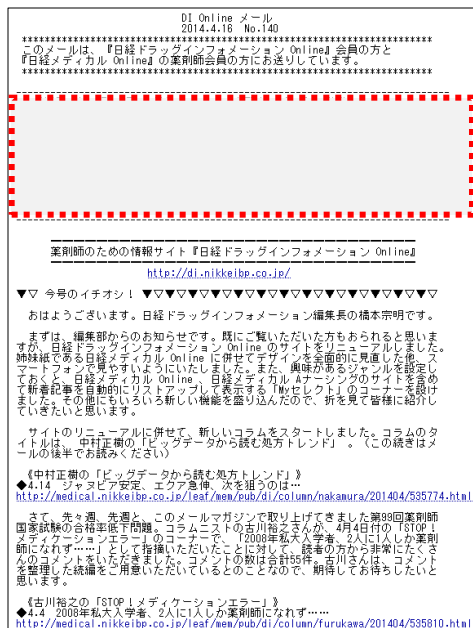
| Option | Appears on | Appearance | Duration/Frequency | Estimated number of Impressions | Size |
|---|------------------|------------|--------------------|---------------------------------|--|
| ★ Tie-up site (ad posting fee & production fee) | — | — | 1 month | — | 1 A4-size page equivalent (approx. 1,500 characters) |
| 1 DIO Close Up banner | Almost all pages | Rotation | | 80,000 imp | W 300 x H 75 pixels |
| 2 DI Online email header | — | — | 2 times | 64,000/time | 5 lines of up to 38 two-byte characters |

Rate ¥900,000 (gross)

* Numbers of display time and distribution times are targets and are not guaranteed. * Consumption taxes will be added to ad rates.

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DI Online Email Header Double



| | |
|--------------------------------|--|
| Medium | Nikkei Drug Information Inline |
| Option | DI Online email double header |
| Availability | 1 |
| Size | 10 lines of up to 38 two-byte characters |
| Ad material | Text |
| Distribution frequency | Wednesday of each week |
| Estimate number of impressions | 64,000 |
| Ad rate (gross) | ¥250,000 |
| Remarks | Area of two headers is posted as a single header. Only one linked URL can be included. |

* Numbers of display time and distribution times are targets and are not guaranteed. * Consumption taxes will be added to ad rates.

* Ad rates, availability, specifications, and so on are subject to change without prior notice. * Please review the separate document concerning ad requests and running ads.