



An Information Site for Pharmacists  
**Nikkei Drug Information**

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.

**Core users**

- Practicing physicians
- Medical practitioners

**Monthly page views**

1,103,065 (as of Apr. 2017)  
Site Catalyst

**Number of unique browsers**

171,521 (as of Apr. 2017)  
Site Catalyst



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

**Advertising Space**

**Welcome Banner**



**Leaderboard**



**First Rectangle**



**Second Rectangle**



## Advertising Rates

Menu	Rate	Specifications
Welcome Banner	JPY 1,000,000 per week	Specifications Rectangle: W 640 × H 480 pixels HTML5/GIF or JPEG Exclusive to 1 advertiser Estimated imp.:20,000
1st Rectangle	JPY 500,000 per month	Rectangle: W 300 × H 300 (250) pixels HTML5/GIF or JPEG Exclusive to 2 advertisers Estimated imp.:200,000
2nd Rectangle	JPY 400,000 per month	Rectangle: W 300 × H 300 (250) pixels HTML5/GIF or JPEG Exclusively to 2 advertisers Estimated imp.:200,000
Leaderboard	JPY 400,000 per month	W 728 x H 90 pixels HTML5/GIF or JPEG Exclusive to 2 advertisers Estimated imp.:400,000

### Accepted Formats

Nikkei BP only accepts banner ad materials created in GIF, JPEG or HTML5 formats for all of our websites.

### Files Required

#### For GIF or JPEG format ads:

- GIF or JPEG file
- Link destination URL( to be included in the message body of your e-mail at the time of file submission.)

#### For HTML5 format ads:

- Banner Ad Specifications (HTML5)

### Submission Deadline

Material must be submitted ten working days before release to allow time for approval and testing, regardless of whether the ad is to be served by Nikkei BP or a third party.