



Nikkei Business  
Lead Generation  
Services Overview

# What is Nikkei Business Lead Generation?

The Nikkei Business Online Edition continues to provide reliable information that supports business management and remains a trusted resource for business professionals. Nikkei Business Lead Generation is a service that efficiently identifies and provides your company with the prospective customers you seek, drawing from the user base of the platform.

## High-Quality Registered Member Database

Users of the Nikkei Business Online Edition

## Effective Lead Generation

Utilize the Nikkei Business Online Edition website and targeted emails

## Compilation of Prospect Lists

We provide information on the prospective customers your company is seeking \*You can check this via the web dashboard.

### Nikkei Business Online Edition



Nikkei Business Online Edition users

### Content for lead generation



Lead generation

### Provision of Leads (Prospect List)



# Nikkei Business Lead Generation Menu List

[Guaranteed Number of Leads Plan]

\*Promotions and content are left to the discretion of the media outlet; **there will be no reports other than pre-confirmation and lead delivery.**

	Fees (excluding tax)	Number of Leads	Details
① Post White Paper or Video	From ¥600,000 From ¥15,000 per lead	Guaranteed number of leads 40 leads+	<p>Please provide a white paper (PDF document) or video footage, and we will publish it along with an introduction written by Nikkei BP. Leads will be captured when users download the materials or access the video page. We will stop driving traffic once the guaranteed number of leads is reached. (Estimated duration: approx. 12 weeks or more)</p> <p>*Items to be provided: PDF (up to 20 MB) or video data (viewing time up to 1 hour, file size up to 1 GB* File formats: (WMV/AVI/MPG/MOV/M4V/3GP/3G2/FLV/MP4)</p> <p>*We will create a white paper or a video introduction page based on the materials you provide. For videos, please submit supplementary materials such as PowerPoint slides or on-screen text used in the video. We may be unable to accept your request if supplementary materials are not provided.</p>
② Research (Survey-based)	From ¥1 million Base fee: ¥100,000 ¥15,000 per lead	Guaranteed number of responses 60 responses+	<p>We conduct a survey and capture leads when respondents submit their answers. (We deliver the results with the leads linked. This allows for survey research in addition to lead generation.) Once the guaranteed number of leads is reached, we will stop directing traffic. (Estimated duration: approx. 8 weeks)</p> <p>*Items to be provided: Draft survey questions (up to 10 questions)</p> <p>*We will create the survey page based on the draft questions you provide.</p>
③ Partnership (Lead Generation Special)	From ¥2 million	Guaranteed Leads 100 leads+	<p>We create and publish content using a standard template, capturing leads when users navigate to the second page. (Users must provide their contact information to continue reading the content.) Lead capture will end once the guaranteed number of leads is reached. (Estimated duration: approx. 12+ weeks)</p> <p>*Content will be created and published using a standard template based on consultations and interviews.</p>

# Guaranteed Number of Leads Plan: The Process from Sign-up to Publication

For our Guaranteed Number of Leads Plan, we will listen to your company's needs and propose a plan based on feasibility and implementation details.

Advertisers

## ① Presentation of Requirements

### Content for Lead Generation

- White Papers/Video Postings  
⇒ White Papers/Videos



- Research ⇒ Draft Questions



- Advertorials ⇒ Messaging

### Target Audience



### Budget

### Desired Number of Leads



\*If you apply directly through our website or other channels, we will review the details internally and may propose adding additional services or discuss adjustments to the guaranteed lead count.



Nikkei BP

## ② Proposal of the Implementation Plan

Based on your company's content, target audience, budget, and desired number of leads

- Selection of Menu
- Cost per lead
- Number of leads to be acquired and other details



## ③ Start Lead Acquisition

We will implement the promotion based on the proposed plan

\*Please entrust this to Nikkei BP. We will implement the optimal promotion, but if lead generation does not proceed smoothly, we may need to adjust the plan. Please refer to the next page for details.

# Important Notes on the Guaranteed Number of Leads Plan

(Please review in advance)

## Important Notes

① Due to factors such as those listed below, the Guaranteed Number of Leads Plan may not yield the expected responses at the time of proposal, making it difficult to deliver the guaranteed number of leads within the estimated timeframe.

- **Segment criteria:** Limiting the audience to specific industries, job types, or job titles may result in a low response rate
- **Product/Service:** Products or services with limited usage scenarios, purposes, or target users
- **Publication Timing:** When market trends or reader needs change rapidly
- **Repurposed Content:** When previously published white papers or videos are repurposed for extended use

② If it is difficult to guarantee lead acquisition at the time of application, please select an alternative option from the list below and apply using the designated form.

1. Delivery of guaranteed leads in combination with alternative options
2. Carryover to the next campaign
3. Settlement based on actual acquisition numbers or reduction of the guaranteed quota

③ If lead acquisition progress is significantly below average, our sales representative will contact you, and we will proceed with the alternative option you selected above.

# ① White Paper or Video Posting [Guaranteed Number of Leads]

We post your company's white papers and videos along with an introduction. This sparks user interest and drives them to download (or watch the video). This is a guaranteed-results plan that secures your target number of leads through optimal placement channels such as websites and email.

## Nikkei Business Online Edition



## Targeted Email



## White Paper (PDF)/Video Introduction Page

Includes a description of the material  
(approx. 500 characters)

### White Paper/Video Introduction Page



\*Image for illustrative purposes only

Lead  
Generation

White Paper  
Download



Video  
Views



Post a description of the white paper or video along with one PDF file (up to 20MB) or one video (up to 1 hour in length, up to 1GB in size), and continue the campaign until the target number of leads is reached. \*Please leave the navigation menu design to us.

### <Application and Submission>

- Please submit PDF materials and videos at the time of application.
- Applications and submissions are accepted every Tuesday and Thursday (or the previous business day if it falls on a holiday).
- Publication will begin 15 business days after application and submission, at which point lead generation will start.
- Please note that we do not provide advance proofreading of your materials.
- For videos, please submit supplementary materials such as PowerPoint slides or on-screen text used in the video.
- We may be unable to accept your submission if supplementary materials are not provided.

# ① White Paper or Video Posting [Guaranteed Number of Leads]

We capture readers who visit the introduction page via promotional banners on the Nikkei Business Online Edition or targeted emails sent to members

We acquire readers who access the introduction page from these sources as leads.

---

**Lead Unit Price: From ¥15,000**

(excluding tax)

\*The unit price may vary depending on segmentation.  
Please refer to Page 9.

---

**Minimum Charge: ¥600,000**

(excluding tax)

---

## ■ Example of Implementation Fees

<b>Lead Unit Price</b> ¥15,000	×	<b>Number of Leads</b> 40	=	<b>Total Fee</b> ¥600,000
-----------------------------------	---	------------------------------	---	------------------------------

**Estimated Lead Generation Period: approx. 12 weeks or more**

\*The required duration and number of white papers may vary depending on the content and guaranteed number of leads, but we recommend providing at least two white papers.

[Important Notes] \*Please also review the notes on page 11.

- Depending on the extraction criteria and content, we may not be able to accept the guaranteed volume plan. We will determine eligibility based on the media platform, so please consult with us in advance.
- Depending on the conditions, we may set an upper limit on the number of leads we can provide.
- **Please leave the design of the promotional banner, copy, and promotion schedule to Nikkei BP. We do not provide reports on promotions, page views, or unique visitors.**
- The duration is an estimate and is not guaranteed. If the target is not reached during the period, we will propose an extension or a transfer to another project.
- Exclusion of competitor domains is free for up to 10 domains. Please provide the company domains confirmed at the time of submission. We cannot accommodate additions or changes after publication. **Note that excluding free email addresses is accepted as a segmentation criterion.** (Please be aware that these are not subject to the competing domain exclusion policy.)

## ② Research (Survey-Based) [Guaranteed Number of Responses]

We will conduct a survey targeting users—primarily readers of the Nikkei Business Online Edition—to gauge their interest in adopting your product and gather other feedback in line with your company’s objectives.

We will deliver the results of the lead generation and survey responses.

**Lead Unit Price: From ¥15,000**

(excluding tax)

\*Unit price may vary depending on segmentation.

Please refer to Page 9.

**Minimum Charge: ¥1,000,000**

(excluding tax)

### ■ Example of Implementation Fees

$$\begin{array}{|c|} \hline \text{Base Fee} \\ \hline \text{¥ 100,000} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Lead Unit} \\ \text{Price} \\ \hline \text{¥ 15,000} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{Number of} \\ \text{Leads} \\ \hline \text{60} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Total Fee} \\ \hline \text{¥1,000,000} \\ \hline \end{array}$$

- Survey questions: Up to 10 questions\*1
  - Survey Participants: Nikkei Business Online Edition members
  - Incentives, prize draw, and delivery\*\*2
- (Gift certificates worth ¥5,000 each will be sent via email to 10 winners)

\*1 Industry, occupation, department, number of employees, and job title are not included in the survey questions.

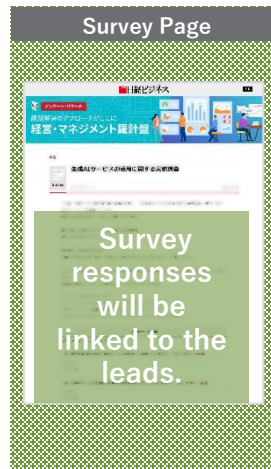
This will be collected as a profile field.

\*\*2 If you wish to change the compensation amount, we will provide a quote based on actual costs.

#### [Important Notes]

- Depending on the survey target and content, we may not be able to accept your request. Please consult with us in advance.
- **Please leave the design of the promotional banners, copy, and promotion schedule to Nikkei BP. We do not provide reports on promotions, page views, or user engagement.**
- If you wish to segment the survey participants or make changes to the incentive details or mailing process, we will provide a separate quote.
- The preparation of a survey report is not included.
- Please prepare the survey questions yourself.
- Exclusion of competitor domains is free for up to 10 entries. Please provide the corporate domains confirmed at the time of submission. Additions or changes cannot be made after publication. **Please note that exclusion of free email addresses is accepted as a segmentation condition.** (Please be aware that these are not subject to exclusion of competitor domains.)

#### Targeted Email



\*Image for illustrative purposes only

## <Segment> White Paper or Video Placement / Research (Common)

### Lead cost and available segments

We use the attribute fields that Nikkei ID users enter during registration and renewal.

The cost per lead varies depending on the segment.

The number of leads we can acquire varies depending on the campaign message, content, and volume. Please contact us if you are interested.

Contact: [lg-ad@nikkeibp.co.jp](mailto:lg-ad@nikkeibp.co.jp)

### Available targeting attributes:

Industry	Job Function	Job Title	Number of Employees	Region
IT, System Integration, Software	Management Positions	Executive	1-9	By Prefecture
Agriculture, Forestry, Fisheries, and Mining	General Affairs/HR, Finance/Accounting	Executive level	10-49	
Construction	Public Relations & Marketing	Division Head Level	50-99	
Manufacturing	Information Processing & Information Systems	Department Head Level	100-299	
Wholesale, Retail, and Commerce (including trading companies)	General Office Work	Section Chief Level	300-499	
Finance, Securities, and Insurance	Sales	Supervisor/Section Chief Level	500-999	
Real Estate	Manufacturing-related positions	General Staff	1,000-2,999	
Service Industry	Other Professional Occupations		3,000-4,999	
Telecommunications			5,000-9,999	
Consulting, Accounting, and Legal Services			10,000-19,999	
Civil Service			20,000+	
Education and Educational Support				
Healthcare and Social Welfare				

# White papers/Videos: Important Notes

## Important Notes

### ● Regarding Submissions

- Depending on the product or content, we may not be able to accept your submission. We will determine eligibility at our discretion.
  - White papers typically include information on specific technologies, methods for utilizing products or services, explanations, performance comparisons with older products or competitors, case studies, research reports/market analysis, and statistical data. Presentation materials are also included in this category.
    - Please note that we cannot accept 1–2 page flyers (such as campaign introductions) or catalog materials.
  - PDF files must be 20 MB or smaller, and video files must be 1 hour or shorter in duration and 1 GB or smaller in file size. (File formats: WMV/AVI/MPG/MOV/M4V/3GP/3G2/FLV/MP4)
  - For videos, please submit supplementary materials such as PowerPoint slides or on-screen text used within the video. We may not be able to accept submissions without these supplementary materials.
- \*Please also review the checklist on page 11.**

### ● Regarding Publication

- Please refrain from including direct links to websites that collect personal information in the PDF to be published.
- Please be aware that we cannot be held responsible for external links contained in the PDF.
- Unless otherwise requested, the materials will remain posted even after the lead collection period ends.

### ● Regarding Provided Leads and Campaign Implementation

- **The duration is an estimate and is not guaranteed. If the target is not reached within the period, we will propose an extension, or we will propose transferring the campaign to another project, such as a Research Special. \*Please see page 5 for details.**
- Exclusion of competitor domains is free for up to 10 entries. Please provide the corporate domains confirmed at the time of submission.
  - We cannot accommodate additions or changes after publication. Please note **that we accept free email addresses as segment criteria.**
  - (Please note that these are not subject to competitor domain exclusion.)**
- This service provides only a list of users who downloaded the material.. Please note that no placement report is provided.
- No survey is included with video placements.

# Checklist for Submitting White Papers/Videos

**\*Please be sure to check the following before submitting.**

**Does this content infringe on any copyrights?**

→ If you use third-party copyrighted materials—such as media articles, survey data, company logos, charts, or photographs—in your white paper or video constitutes a violation of copyright law. If you wish to use such materials, please ensure you obtain permission.

**Are there any sections that could be perceived as exaggerated or false?**

→ For example, this includes using expressions such as “No. 1 in ●●” or “Number One in ●●” without clearly stating the supporting survey data, or using phrases like “Japan’s first,” “world’s first,” or “largest in Japan” without providing a clear basis.

**Are there any issues that might inconvenience readers, such as dead links, misprints, or typos?**

**Is your company name clearly stated?**

→ If the WP does not indicate its source, it will be difficult to gain trust. Even after downloading, please include your company name within the WP so that readers can identify which company provided the material.

**Does it contain information that is useful to readers?**

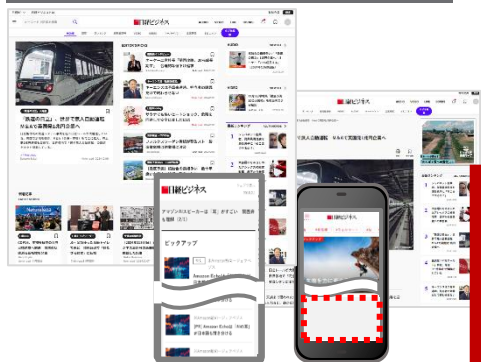
→ \*Typical content for white papers and videos includes: explanations of how to use specific technologies, products, or services; performance comparisons with older products or competitors; case studies, research reports/market analysis, statistical data, and presentation materials. However, we generally cannot accept submissions that are only 1–2 pages long, (such as campaign introductions), catalogs, or materials targeting a **limited** audience.

### ③ Partnership (Lead Generation Special) [Guaranteed Number of Leads]

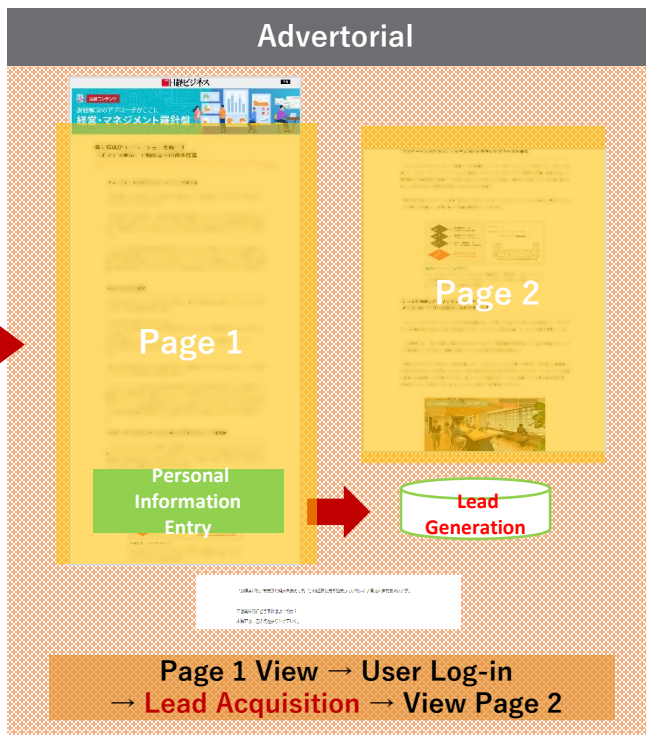
Based on the content your company wishes to promote, Nikkei BP will create a new, high-quality article-style advertisement and publish it in a standard format (2-page layout). This is a page-transition-based lead generation option that captures leads when readers proceed to the second page and beyond.

\*The standard format cannot be modified. (Please see the notes regarding the layout and production of the following page.)

Nikkei Business Online Edition  
Promotional Ad Space



Targeted Email



Fee: ¥2,000,000 yen and up  
(excl. tax)  
Guaranteed Leads: 100+  
(No segmentation)

\*The lead generation campaign will end once the guaranteed number of leads is reached. (Estimated duration: 12 weeks or more)

\*The standard design format cannot be modified.  
(Please see the notes on the next page.)

#### [Notes]

- Please leave the creation of promotional banners, copy, and the promotion schedule to Nikkei BP. We do not provide reports regarding promotions, page views, or user engagement.
- Separate travel expenses will apply for on-site interviews in remote locations.
- The start date for sponsored content (lead generation) is generally Tuesday or Thursday, but please consult with us.
- Exclusion of competitor domains is free for up to 10 domains. Please provide the company domains you have finalized at the time of submission. Additions or changes cannot be made after publication. Please note that exclusion of free email addresses is accepted as a segmentation condition. (Please be aware that these are not subject to competitor domain exclusion.)

### ③ Partnership (Lead Generation Special) [Guaranteed Number of Leads] – Format and Production Guidelines

- Unlike standard tie-up advertorials, there are restrictions on layout and terminology to promote lead generation.
- Due to the fixed format, changes to banner images or designs are not permitted.
- The total character count (sum of pages 1 and 2) is limited to approx. 2,500 characters.
- Page 1 (the page freely accessible to the public) is approx. 500 characters.
- A maximum of two illustrations is allowed. (This excludes photos of individuals appearing in interviews or dialogues.)
- Illustrations and photos can only be included on the second page and beyond.
- (Photos of individuals appearing on the first page in interview or dialogue formats may be included, provided they are approved by our company.)
- External links are only permitted in the related links section at the end of the second page.
- As a general rule, content is formatted as plain text, so we cannot accommodate special designs or embellishments.

(We have prepared a format like the one below at the bottom of the second page for contact information and related links.)



The image shows a screenshot of a webpage layout for contact information and related links. It features two main sections with black headers. The first section is titled 'お問い合わせ' (Contact Us) and contains fields for 'TEL:' and 'URL:'. The second section is titled '関連リンク' (Related Links) and contains a list of links, with the first one being 'お問い合わせ'.

- The standard structure is for the first page to serve as a preview of the article, consisting of approx. 3 to 5 paragraphs, with the main body beginning on the second page.  
(For interviews and dialogues approved by our company only, the first page may consist of a 1–2 paragraph introduction followed by the main body, with the text continuing onto the second page in the middle of the main body.)

# ③ Partnership (Lead Generation Special) [Guaranteed Number of Leads]— Sample Layout

[Page 1]



- Use a standard header image
- **The main text on the first page should be approx. 500 characters**
- The first page should serve as a preview of the article and be self-contained within 3 to 5 paragraphs. The main body of the article begins on the second page.

- **Important Notes**
- **Explanation regarding the collection of personal information**

(日経BPに登録されている氏名、メールアドレス、住所、勤務先、アンケートご回答内容)は、日経BPが、本コンテンツスポンサーの広告

また広告主においては、提供された個人情報を各社の個人情報保護方針に従って管理し、電話・Eメール・郵送物などにより、各種ご案内(製品・サービス、イベント・セミナー、キャンペーン情報など)や調査、問い合わせなどの目的で利用する場合があります。

第三者提供先: (株)

下記「個人情報取得に関するご説明」をよくお読みいただき、同意の上、ご利用ください。

- (1) ご購入・ご登録いただいた商品・サービスを提供するため
- (2) DMやアンケートなどをお届けするため
- (3) 事務連絡・お問い合わせ対応のため

**4. 第三者提供**

個人情報を第三者提供する場合には、提供先の企業/団体名、提供する個人情報の項目、提供先企業の利用目的を示して、ご本人の同意を得たうえで提供します。また、第三者提供に当たり、提供した年月日、第三者の氏名等、本人の氏名等、個人データの項目などを記録し、その記録を法定期間保存します。

第三者提供先の個人情報保護方針についてはこちらをご確認ください。  
株式会社

[Page 2]



- Pages 1 and 2 combined: approx. 2,500 characters
- Up to 2 images

**\*Note: This excludes photos of speakers in interview or dialogue formats.**

- **Contact Information**
- **Related Links (up to 3)**
- \*Changes cannot be made after publication begins.**

**お問い合わせ**

TEL: [Redacted]

URL: [Redacted]

**関連リンク**

[Redacted]

[Redacted]

# Regarding Applications, Schedules, and Inquiries

## White Paper and Video Posting

- **Start Date**

→ Publication begins every Tuesday or Thursday. \*Dates are subject to change due to holidays or the year-end and New Year's holidays.

- **Application and Submission Deadline**

→ By 4:00 PM, 15 business days prior to the publication start date. \*Dates are subject to change due to holidays or the year-end and New Year period.

**\*Please strictly adhere to the deadlines for both applications and submissions. Please submit your final, complete manuscript.**

**\*For videos, please also submit supplementary materials such as PowerPoint slides or on-screen text used in the video.**

**\*The deadline for both applications and submission of materials is 4:00 PM on the deadline date.**

**\*Please see below for the schedule, application form, and important notes regarding material submission.**

**<https://www.nikkeibp.co.jp/ad/atcl/netmedia/NBO/>**

**\*If there are any deficiencies in your application or submission, we may not be able to process it according to the schedule.**

**\*Please contact our sales department regarding the schedule for research and advertorials.**

## About Partnership

- **Publication Start Date**

→ As a general guideline, publication typically occurs approx. 4 weeks after the interview.

Please contact us for details regarding production schedules and applications.

Inquiries and Applications: [lg-ad@nikkeibp.co.jp](mailto:lg-ad@nikkeibp.co.jp)

## Other Services

- **Research**

→ Surveys typically begin approx. 10 business days after submission. Please consult with us before applying.

- **Other Applications and Inquiries**

→ Contact: [lg-ad@nikkeibp.co.jp](mailto:lg-ad@nikkeibp.co.jp)

# Q&A

## Frequently Asked Questions

- **Is it possible to review the content of the white paper introduction page created by Nikkei BP before it is published?**
  - As a general rule, we do not review manuscripts prior to publication. Please contact us if you require a pre-publication review.
- **Changes to Materials and Cancellation of Production After Submission/Application (White Papers/Video Publication)**
  - If changes are made to submitted materials (PDFs or videos) after submission, an additional fee of 100,000 yen (excluding tax) per item will be charged to cover production costs.  
Additionally, even if the order is not canceled, if production of a white paper or video introduction article is halted after submission, an actual cost of 100,000 yen (excluding tax) per item will be charged.  
Please note that a complete rewrite of the introduction page will be treated as a separate project, and the publication fee for one project will apply.
- **Is it possible to remove the survey form that appears when downloading the PDF?**
  - Yes, it is possible. Please indicate this when you apply.
- **What kind of lead information can be obtained?**
  - The following information:  
Email address, name/pronunciation, work address, company name/department, phone number, industry/occupation/division, Number of employees, Job title, Survey responses (\*Varies by menu)
- **Cancellation Policy**
  - If you cancel your order after it has been accepted, we will generally charge the full amount of the order as a cancellation fee. Please be advised in advance.
- **White Paper Copyright**
  - Your company warrants that the content of the white paper(s) (including videos) provided does not infringe upon the copyrights or other rights of any third party
    - . Should a copyright infringement be discovered, Nikkei BP reserves the right
    - , we reserve the right to remove the content from publication.
- **Is it possible to deliver leads directly to two companies?**
  - Yes, it is possible. In that case, the fee will be double the standard lead rate.
- **Regarding Fees**
  - Unless otherwise specified, all listed prices are exclusive of tax and are gross amounts (including agency commissions).

Contact Us

**Global Business Unit  
Nikkei Business Publications, Inc.**

**[i-sales@nikkeibp.co.jp](mailto:i-sales@nikkeibp.co.jp)**