

リードジェネレーション(見込顧客獲得)支援サイト

日経 **XTECH** **ACTIVE**  
クロステック

クロステック アクティブ

IT

製造

建設

# Generate **leads** and pave the way for future growth

Using Nikkei BP's proprietary AI algorithm,  
effectively approach potential customers with  
strong adoption intent.  
We support your sales negotiations.





# What is Lead Generation?

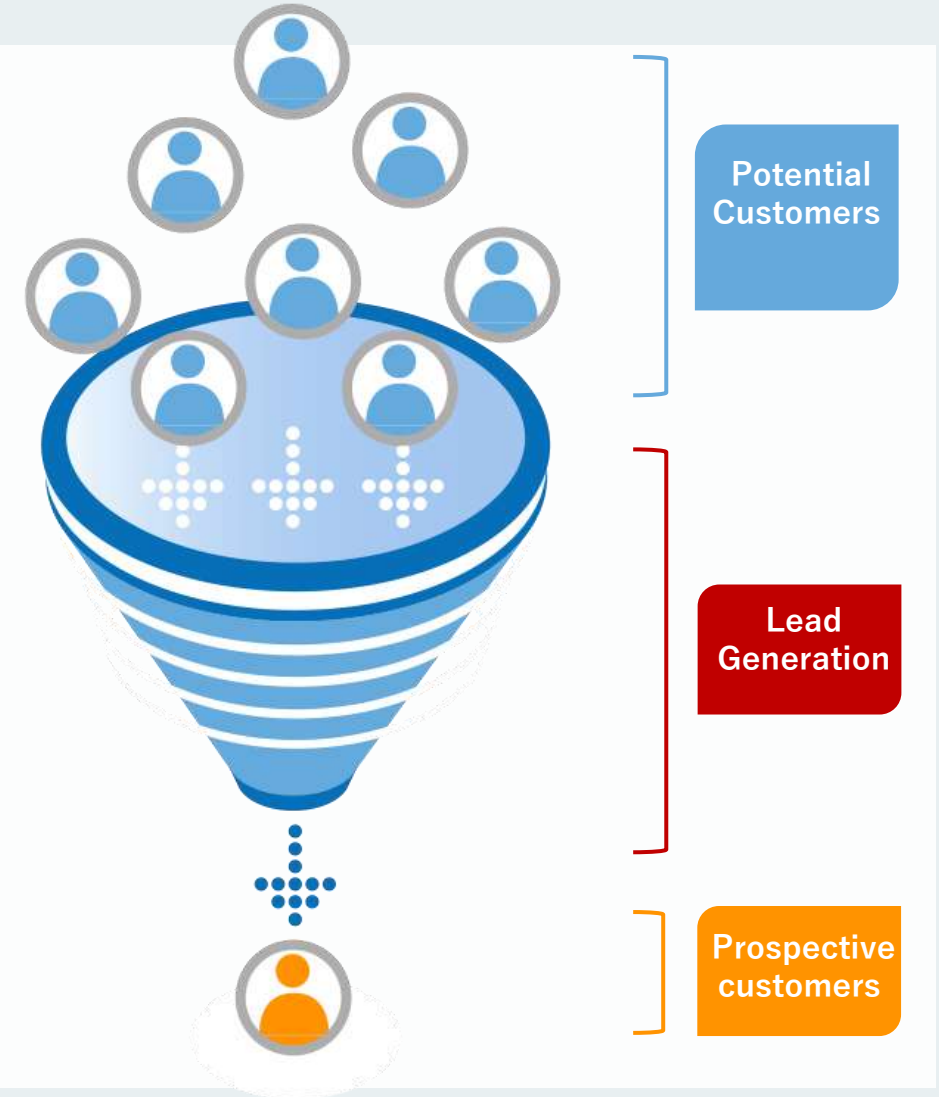
The modern business environment is intensely competitive, and for companies to achieve success, it is essential for companies to build relationships with their customers.

So, what methods exist for building customer relationships?

It involves efforts **to acquire (generate) potential customers (leads).**

Lead generation refers to targeting not a broad, undefined audience like a demographic,

It is a marketing technique for acquiring information about potential customers (individuals or companies).





Two media platforms provide strong support for your company

Nikkei xTECH Active generates business opportunities, while Nikkei xTECH supports awareness building.

Nikkei xTECH Active

Nikkei xTECH

Role

Prospect Acquisition

- Product/Service Information
- Problem-solving



Collaboration

Role

Awareness Enhancement Branding

- News and Features
- Fast and in-depth feature articles



\*For details on both media, please contact our sales representative



# Strengths of Nikkei xTECH Active

Based on Nikkei xTECH's approximately 1.8 million members, we efficiently acquire and provide the prospective customers your company seeks. It is a "lead generation site."



日経 XTECH ACTIVE

<https://active.nikkeibp.co.jp/>

## Three Key Points of Nikkei xTECH

### Point ①

#### "An Overwhelmingly High-Quality Member Database"

With 1.8 million members active in specialized technical fields, including a high proportion of decision-makers.

### Point ②

#### "Providing Information to Aid in Product and Service Selection"

Nikkei xTECH covers news and features, while Nikkei xTECH Active handles problem-solving, attracting members seeking products and services.

### Point ③

#### "Active's Approach to Identifying Prospects"

Through white papers (WP)※, feature articles, and tie-up articles written by the Nikkei xTECH Active editorial team, and tie-up articles to reliably identify and acquire potential customers.



We identify prospects efficiently and provide them to you.



# Nikkei xTECH Active Coverage Areas

Nikkei xTECH Active enables you to acquire readers who actively seek product and service information and **actively collects product and service information within each category.**

It also enables cross-domain lead generation!

**Service Details P09~**



- Cloud
- Infrastructure
- Security
- Virtualization
- Development
- Business Applications
- AI/Analysis
- Networking
- Work Style Reform
- SME
- Marketing

- Manufacturing
- Semiconductors/Devices
- IoT
- Design/Analysis
- Measurement/Control



**Service Details P31~**



- Construction/Housing
- Civil Engineering

**Service Details P47~**



# - Publication Process -

Guaranteed Volume Plan  
"Unit Price" × Number of Cases

## Advertisers

For our guaranteed-results plan, we will discuss your company's requirements and propose a feasible implementation plan.

## Nikkei BP

### 1. Presentation of Requirements

#### Content for Lead Generation

**Product-related content** such as white papers and videos (Questionnaire drafts for Research Special implementation)

#### Number of Leads Acquired

Number of leads required to meet your goals

#### Target Selection for

**Set desired segments** such as industry, job type, employee size, and region (※For segment-based targeting)



### 2. Implementation Plan Proposal

Content and target acquisition volume provided by your company and the desired number of target acquisitions

- **Implementation menu**
- **Lead acquisition cost**
- **Number of leads acquired**

and other specific plans, as a guideline.

### 3. Lead Acquisition Start (Entrusted to Nikkei BP)

We will implement promotions according to the proposed plan

※If you apply directly via our website, etc., we will carefully review the details internally and may consult with you regarding additional menu proposals or adjustments to the guaranteed number of leads.

\*While we will implement optimal promotions, plan adjustments may be necessary based on lead acquisition progress.

. Please refer to the next page for details.



# – Important Notes –

Guaranteed Lead Count Plan  
"Unit Price"  
×  
Number of Leads

## Please confirm in advance

① The Lead Volume Guarantee Plan may face challenges in achieving the projected lead volume due to the following reasons:

- Segmentation criteria: When limiting to specific industries, job types, or positions may result in a low inclusion rate
- Product: When the product is highly specialized, or usage scenarios/users are limited
- Reused Content: When extending listings by reusing previously published white papers or videos
- Timing: When market trends or reader needs change rapidly

② If securing guaranteed leads proves difficult, we will proceed with lead acquisition using the following alternative plan.

1. Add incentives to ongoing campaigns (e.g., Amazon gift codes)
2. Secure guaranteed case numbers by combining with alternative menus (e.g., using Nikkei xTECH Active Research Special concurrently)
3. Adjusting performance-based compensation based on acquisition numbers or reducing guaranteed case numbers

③ If lead acquisition progress falls significantly below average, we will proceed after consulting with you on selecting an alternative plan.

IT

## Details of Provided Services

- ① **White Paper/Video Publication** (Guaranteed the number of leads Plan)
- ② **Nikkei xTECH Research Special** (Guaranteed the number of leads Plan)
- ③ **Nikkei xTECH Active Special** (Guaranteed Publication Period Plan)

Details of Provided Services

# 1 "White Paper/Video Publication" Details

Guaranteed Number of Leads Plan  
"Unit Price" × Number of Leads

The editorial team at Nikkei xTECH Active will write your company's white papers and feature articles. This approach captures user interest, promote downloads (or video views) while acquiring personal information as leads.



This is a "guaranteed lead count" plan that ensures lead acquisition to reach your target number, utilizing optimal placement slots such as recommendations and email newsletters.

Pricing varies depending on the product category featured.

## Menu Details

- White Paper/Video Introduction Page Creation (400 characters)
- White paper PDF (under 20MB) and video (viewing time: under 1 hour, file size: under 1GB) posting
- Acquisition of leads meeting specified conditions and volume

## Implementation Fee

- Minimum charge per campaign **¥400,000 and up** (excluding tax)

$$\begin{matrix} \text{Lead Cost} \\ \text{¥5,000~} \end{matrix} \times \begin{matrix} \text{Number} \\ 80\sim \end{matrix} = \begin{matrix} \text{¥400,000} \end{matrix}$$

※We require at least two pieces of content within the same category for publication.  
 ※Lead cost per acquisition is determined by "Containment Rate" and "Product Category". For details, please refer to the "Fee Schedule" and "Segmentation Table".

<b>Estimated Lead Generation Period</b>	<b>Approx. 12 weeks</b>	<b>Listing Start Date: Every Tuesday and Thursday</b> *10 business days from application to listing (see schedule for details) ※Articles introducing white papers/videos are written by our editorial team. ※Materials will remain published (free of charge) even after the lead collection period ends
<b>Estimated Acquisition per WP</b>	<b>Approx. 60</b>	※Varies based on segment conditions and genre ※The required WP points vary depending on the guaranteed lead count.

1

# "White Paper/Video Posting" Promotion Slot

Guaranteed Number of Leads Plan

"Unit Price" × Number of Leads

Strongly guide visitors to your company's white paper (PDF document) introduction page, capturing readers' attention and dramatically boosting lead generation.



Nikkei xTECH Active Top Page



Your Company's White Paper Introduction Page

Article Page Recommended for You



Featured White Papers



Same Product Tag List

# "Nikkei xTECH Active Research Special"

Guaranteed Number of Leads Plan  
"Unit Price" × Number of Items

For Nikkei xTECH Active readers, we **conduct customized surveys (questionnaires) tailored to your company's needs** and provide **respondent information—such as purchase intent—as leads**. Utilize the survey results to gain valuable insights for your business.



This is a **"guaranteed lead volume"** plan that ensures **lead acquisition to reach your target number of leads**, and utilizes **optimal placement slots** such as **recommendations and email newsletters**. Pricing varies depending on the category of the featured product.

## Menu Details

- Survey questions: 5 to 10 questions※1※2
- Estimated lead acquisition period: Approximately 1 to 2 months
- Choices: Up to 10 per question
- List acquisition: 180+ (IT-related readers)
- Rewards, lottery, and shipping※3 (Gift certificates※4 worth ¥5,000 each for 10 winners delivered via email)

※1 Industry, job type, department, number of employees, and position will be collected as profile items outside the survey questions.  
 ※2 Surveys with 11 or more questions and 11 or more options will incur a fee. ※3 Changing the compensation amount will require a quote based on actual costs.  
 ※4 The amount of gift certificates, etc., will vary depending on the order amount.

## Implementation Fee

• Minimum Charge **¥1,000,000~ (excluding tax)**

Base Fee ¥100,000~	+	Lead Cost※ ¥5,000 and up	×	Number 180	=	Lead Fee ¥900,000~
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Application

\*Lead pricing is determined by "Concentration Rate" and "Product Category".  
 For details, please refer to the "Price Table" and "Segment Chart".

### Important Notes

- ① We may not be able to accept certain survey subjects or content. Please consult us in advance.
- ② We plan the optimal notification strategy for the survey, but there is no prior schedule confirmation, content review, or report.
- ③ Separate estimates will be provided for segmenting survey targets or modifying reward content/shipping procedures.
- ④ Preparation of survey reports is not included. ⑤ Please prepare the survey questions to be implemented.
- ⑥ Competitor domain exclusion is free for up to 10 domains. Please provide the confirmed company domains at the time of submission. Additions or changes after publication are not possible.

Please note that free email address exclusion is accepted as a segmentation condition. It is not considered part of the competitor domain exclusion process.

Common to All the Number of Leads Guarantee Plans

# Pricing Table

Please inquire about pricing categories and product genres.

Guaranteed Number of Leads Plan  
"Unit Price" ×  
Number of leads

The lead unit price is determined based on the segmented conditions for the specified attributes and the product category of the advertised product.

Lead Cost

¥5,000 and up  
(excluding tax)

Minimum

White Paper/Video※  
¥400,000 (excluding tax)

※Please prepare at least two pieces of content for publication.

Nikkei xTECH Active Research Special  
¥1,000,000 (excluding tax)

Target content rate (%)※1	Product Category A Unit Price (JPY)	White Paper Estimated Acquisition Cost per Item※2	Product Category B Unit Price (JPY)	White Paper Estimated Acquisition Cost per Unit※2	Product Category C Unit Price (JPY)	White Paper Estimated Acquisition Cost per Unit※2
100% (No Specification / Basic Plan)	5,000	80	7,000	60	9,000	50
90~99	5,500	80	7,500	60	9,500	50
80 ~ 89						
70~79	7,000	70	9,000	50	11,000	40
60~69	8,000	70	10,000	40	12,000	25
50~59	10,000	60	12,000	30	14,000	25
40 to 49	13,000	40	15,000	20	17,000	15
30~39	17,000	30	19,000	20	21,000	15
20~29 ※3	22,000	20	Contact Us	Contact Us	Contact Us	Inquiry

Please inquire about unit prices for contents below 20%.

\*1: Please refer to the segment table for target inclusion rates.

※2: This represents the estimated number of leads per white paper. For lead acquisition exceeding this estimate, we will propose the necessary number of white papers or campaign combinations.  
For placements via Nikkei xTECH Active Research Special, placements up to four times the stated delivery cap are possible.

※3: If implementing "White Paper/Video Placement" with a target inclusion rate of 20% or lower, we will either require a combination of multiple menu items or settle based on performance over a fixed period.

Common to All the Number of Leads Guarantee Plans

# Segmentation Table

Guaranteed Number of Leads Plan  
"Unit Price" × Number of leads

You can segment by specified conditions from "Industry," "Position," "Job Type," "Employee Size," and "Region."  
The unit price is determined by the segment's share of **the total membership base of Nikkei xTECH and Nikkei xTECH Active.**

## Segment Conditions

Industry	IT Company	Information processing, SI, software
	Non-IT Companies	Agriculture, Forestry, Fisheries, and Mining
		Construction
		Manufacturing
		Wholesale, Retail, and Commerce
		Finance, Securities, and Insurance
		Real Estate
		Service Industry
		Telecommunications Services
		Consulting, Accounting, and Legal Services
		Education and Learning Support
		Medical and Welfare
		Public Service
		Other
Position		Section Manager Level and Above
		Position held

Job Type	Executive/Director/Management Planning
	General Affairs, Human Resources, Finance, Accounting
	Public Relations/Marketing
	Information Processing/Information Systems
	General Administration
	Sales and Marketing
Number of Employees	Manufacturing-Related (Production, Manufacturing, Materials, Purchasing, Distribution, Logistics, Engineering, Design, Research, Development)
	Professional Positions
Region	1-99
	100-499
	500-999
	1,000+
Region	Hokkaido/Tohoku
	Kanto
	Chubu/Hokuriku
	Kinki
	Chugoku/Shikoku
	Kyushu/Okinawa

※ Members select the above attribute items during registration or renewal. The segment plan provides leads that match your desired conditions and attribute items.  
 ※ Communication service providers are classified as user companies. Please note that if you need to exclude them as IT companies, this may not be possible.  
 ※ Competitor domain exclusion is free for up to 10 domains. Please provide the confirmed company domains at the time of submission. Additions or changes after publication are not possible.

3

# "Nikkei xTECH Active Special"

Guaranteed Period Type Plan

Based on your company's requirements, **Nikkei BP** will **conduct interviews and** create **new, high-quality tie-up articles**. We will capture **leads from customers who** are interested in the article's content and **continue reading beyond the first page**.



This is a "guaranteed period" plan that ensures a **specific number of leads** are secured during the **publication period**.

This is a **"Guaranteed Period"** plan, **utilizing optimal placement slots** such as **recommendations and email newsletters**

Pricing varies depending on the product category.

## Menu Details

- Content article creation (approx. 2,800 characters) ※Equivalent to 2 magazine pages
- Lead generation during the target period

\*Content production fees are included when selecting the guaranteed period option.

## Implementation Fee

- Minimum charge **¥2,000,000~** (excluding tax)

\*Please consult us if you wish to implement with a guaranteed number of leads.

## Estimated Leads Acquisition Period

**12 weeks** Approx. 4 weeks from application to listing  
(Lead Generation Publication Period Guarantee)

### 【Important Notes】

- ① Competitor domain exclusion is free for up to 10 domains.  
Please provide the confirmed company domains at the time of submission.  
No additions or changes are permitted after listing.

3

"Nikkei xTECH Active Special" Traffic Drivers

Guaranteed Period Type Plan

Strongly drive traffic to your company's interview articles, capture readers' interest, effectively driving potential customer acquisition.



Nikkei xTECH Active Top Page "New Articles"



Nikkei BP Feature Article

As a lead Acquire

Featured Content

Article Page Recommended for You



Nikkei xTECH Active Email 2-line notifications × 6 times

Promotional space	Period/Frequency
New Arrivals	Displayed on all applicable themes
Featured Content	Displayed randomly in dedicated slots for 12 weeks
Recommended Articles	Displayed below related articles
Newsletter distribution	Tuesdays and Thursdays, 6 issues (2 lines)

## 4

## "Online Seminar"

The "**Nikkei xTECH Active Web Seminar**" is an online seminar providing the latest information and case studies for key decision-makers involved in product and service adoption. With the cooperation of various vendors, it delivers **practical, useful information for the workplace**.

**Promotion and** audience recruitment target Nikkei xTECH Active readers, Nikkei xTECH readers, and **approximately 11 million Nikkei ID members**.

## 4 weeks

## [Announcement &amp; Recruitment]

- Recruit registrations via the webinar announcement site.
- Attract attendees primarily from Nikkei xTECH Active and Nikkei xTECH readers as the primary audience.



For those who register to attend, will receive the web seminar URL and ID, and password via email.

## On the Day

## [Seminar Day]

- Live stream the seminar online.
- Q&A session using chat functionality.
- Conduct a survey after the seminar.

- ※ Speakers will be invited to studios in Tokyo or similar locations to deliver their presentations.
- ※ Please consult us if you wish to broadcast from a remote location.

## One week

## [Attendee List]

Registered Participant List  
(Including viewing data)



Lead provided

For details, please refer to the separate document "**Webinar Information**".

Please refer to this. If you are considering holding an event, please contact us as soon as possible.

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

Lead Generation Support Site

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# Lead Generation

# Manufacturing

## Details of Provided Services

- ① White Paper/Video Publication (Guaranteed the number of leads Plan)
- ② Nikkei xTECH Research Special (Guaranteed the number of leads Plan)
- ③ Nikkei xTECH Active Special (Guaranteed Publication Period Plan)

Details of Services Provided

# 1 "White Paper/Video Posting" Details

Guaranteed Number of Leads Plan

"Unit Price" × Number of Leads

The editorial team at Nikkei xTECH Active will write your company's white papers and feature articles. This approach captures user interest, promote downloads (or video views) while acquiring personal information as leads.

This is a "guaranteed lead count" plan that ensures lead acquisition to reach your target number, utilizing optimal placement slots such as recommendations and email newsletters.

Pricing varies depending on the product category featured.



## Menu Details

- White Paper/Video Introduction Page Creation (400 characters)
- White paper PDF (under 20MB) and video (viewing time: under 1 hour, file size: under 1GB) posting
- Acquisition of leads meeting specified conditions and volume

## Implementation Fee

- Minimum charge per campaign **¥400,000~** (excluding tax)

$$\begin{matrix} \text{Lead Cost} \\ \text{¥10,000~} \end{matrix} \times \begin{matrix} \text{Number} \\ 40\sim \end{matrix} = \begin{matrix} \text{¥400,000} \end{matrix}$$

※We require at least two pieces of content within the same category for publication.  
 ※Lead cost per acquisition is determined by "Containment Rate" and "Product Category". For details, please refer to the "Fee Schedule" and "Segmentation Table".

<b>Estimated Lead Generation Period</b>	<b>Approx. 12 weeks</b>	<b>Listing Start Date: Every Thursday</b>
*10 business days from application to listing (see schedule for details) ※Articles introducing white papers/videos are written by our editorial team. ※Materials will remain published (free of charge) even after the lead collection period ends		

1

# "White Paper/Video Posting" Promotion Slot

Guaranteed Number of Leads Plan  
"Unit Price" × Number of Leads

Strongly guide visitors to your company's white paper (PDF document) introduction page, capturing readers' attention and dramatically boosting lead generation.



Nikkei xTECH Active Top Page



Your Company's White Paper Introduction Page

Article Page Recommended for You



Featured White Papers



Same Product Tag List

2

# "Nikkei xTECH Active Research Special"

Guaranteed Number of Leads Plan  
"Unit Price" × Number of Items

For Nikkei xTECH Active readers, we **conduct customized surveys (questionnaires) tailored to your company's needs** and provide **respondent information—such as purchase intent—as leads**. Utilize the survey results to gain valuable insights for your business.

This is a **"guaranteed lead volume"** plan that ensures **lead acquisition to reach your target number of leads**, and utilizes **optimal placement slots** such as **recommendations and email newsletters**. Pricing varies depending on the category of the featured product.

## Menu Details

- Survey questions: 5 to 10 questions※1※2
- Estimated lead acquisition period: Approximately 1 to 2 months
- Choices: Up to 10 per question
- List acquisition: 180+ (IT-related readers)
- Rewards, lottery, and shipping※3 (Gift certificates※4 worth ¥5,000 each for 10 winners delivered via email)

※1 Industry, job type, department, number of employees, and position will be collected as profile items outside the survey questions.  
 ※2 Surveys with 11 or more questions and 11 or more options will incur a fee. ※3 Changing the compensation amount will require a quote based on actual costs.  
 ※4 The amount of gift certificates, etc., will vary depending on the order amount.

## Implementation Fee

• Minimum Charge **¥1,000,000 and up** (excluding tax)

Base Fee ¥100,000~	+	Lead Cost※ ¥5,000 and up	×	Number 180	=	Lead Fee ¥900,000~
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Application

\*Lead pricing is determined by "Concentration Rate" and "Product Category".  
 For details, please refer to the "Price Table" and "Segment Chart".



### Important Notes

- ① We may not be able to accept certain survey subjects or content. Please consult us in advance.
- ② We plan the optimal notification strategy for the survey, but there is no prior schedule confirmation, content review, or report.
- ③ Separate estimates will be provided for segmenting survey targets or modifying reward content/shipping procedures.
- ④ Preparation of survey reports is not included. ⑤ Please prepare the survey questions to be implemented.
- ⑥ Competitor domain exclusion is free for up to 10 domains. Please provide the confirmed company domains at the time of submission. Additions or changes after publication are not possible.

Please note that free email address exclusion is accepted as a segmentation condition. It is not considered part of the competitor domain exclusion process.

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# "Nikkei xTECH Active Special"

Guaranteed Period Type Plan

Based on your company's requirements, **Nikkei BP** will **conduct interviews and** create **new, high-quality tie-up articles**. We will capture **leads from customers who** are interested in the article's content and **continue reading beyond the first page**.



This is a "guaranteed period" plan that ensures a **specific number of leads are secured during the publication period**.

This is a **"Guaranteed Period"** plan, **utilizing optimal placement slots** such as **recommendations and email newsletters**

Pricing varies depending on the product category.

## Menu Details

- Content article creation (approx. 2,800 characters) ※Equivalent to 2 magazine pages
- Lead generation during the target period

\*Content production fees are included when selecting the guaranteed period option.

## Implementation Fee

- Minimum charge **¥2,000,000 and up** (excluding tax)

\*Please consult us if you wish to implement with a guaranteed number of leads.

## Estimated Leads Acquisition Period

**12 weeks** Approx. 4 weeks from application to listing  
(Lead Generation Publication Period Guarantee)

### 【Important Notes】

- ① Competitor domain exclusion is free for up to 10 domains.  
Please provide the confirmed company domains at the time of submission.  
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"Nikkei xTECH Active Special" Traffic Drivers

Guaranteed Period Type Plan

Strongly drive traffic to your company's interview articles, capture readers' interest, effectively driving potential customer acquisition.



Nikkei xTECH Active Top Page "New Articles"



Nikkei BP Feature Articles

As a lead Acquire

Featured Content

Article Page Recommended for You

Nikkei xTECH Active Email 2-line notifications × 6 times



Promotional space	Period/Frequency
New Arrivals	Displayed on all applicable themes
Featured Content	Displayed randomly in dedicated slots for 12 weeks
Recommended Articles	Displayed below related articles
Newsletter distribution	Tuesdays and Thursdays, 6 issues (2 lines)

Lead Generation Support Site

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# Lead Lead Generation Construction



## Details of Provided Services

- ① White Paper/Video Publication (Guaranteed the number of leads Plan)
- ② Nikkei xTECH Research Special (Guaranteed the number of leads Plan)
- ③ Nikkei xTECH Active Special (Guaranteed Publication Period Plan)

Details of Services Provided

# 1 "White Paper/Video Posting" Details

Guaranteed Number of Lead Plan

"Unit Price" × Number of Leads

The editorial team at Nikkei xTECH Active will write your company's white papers and feature articles. This approach captures user interest, promote downloads (or video views) while acquiring personal information as leads.



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※We require at least two pieces of content within the same category for publication.  
 ※Lead cost per acquisition is determined by "Containment Rate" and "Product Category". For details, please refer to the "Fee Schedule" and "Segmentation Table".

<p><b>Estimated Lead Generation Period</b></p>	<p><b>Approx. 12 weeks</b></p> <p>Listing Start Date: Every Tuesday and Thursday</p>
<p>*10 business days from application to listing (see schedule for details)                  ※Articles introducing white papers/videos are written by our editorial team.                  ※Materials will remain published (free of charge) even after the lead collection period ends</p>	

1

# "White Paper/Video Posting" Promotion Slot

Guaranteed the Number of Leads Plan  
"Unit Price" × Number of Leads

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Nikkei xTECH Active Top Page



Your Company's White Paper Introduction Page

Article Page Recommended for You



Featured White Papers



Same Product Tag List

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# "Nikkei xTECH Active Research Special"

Guaranteed the Number of Leads Plan  
"Unit Price" × Number of Items

For Nikkei xTECH Active readers, we **conduct customized surveys (questionnaires) tailored to your company's needs** and provide **respondent information—such as purchase intent—as leads**. Utilize the survey results to gain valuable insights for your business.

This is a **"guaranteed lead volume"** plan that ensures **lead acquisition to reach your target number of leads**, and utilizes **optimal placement slots** such as **recommendations and email newsletters**. Pricing varies depending on the category of the featured product.

## Menu Details

- Survey questions: 5 to 10 questions※1※2
- Estimated lead acquisition period: Approximately 1 to 2 months
- Choices: Up to 10 per question
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 ※2 Surveys with 11 or more questions and 11 or more options will incur a fee. ※3 Changing the compensation amount will require a quote based on actual costs.  
 ※4 The amount of gift certificates, etc., will vary depending on the order amount.

## Implementation Fee

• **Minimum Charge ¥1,000,000 and up (excluding tax)**

Base Fee	+	Lead Cost※	×	Number	=	Lead Fee
¥100,000~		¥10,000 and up		90		¥900,000~

Application

\*Lead pricing is determined by "Concentration Rate" and "Product Category". For details, please refer to the "Price Table" and "Segment Chart".



### Important Notes

- ① We may not be able to accept certain survey subjects or content. Please consult us in advance.
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- ③ Separate estimates will be provided for segmenting survey targets or modifying reward content/shipping procedures.
- ④ Preparation of survey reports is not included. ⑤ Please prepare the survey questions to be implemented.
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Guaranteed Period Type Plan

Based on your company's requirements, **Nikkei BP** will **conduct interviews and** create **new, high-quality tie-up articles**. We will capture **leads from customers who** are interested in the article's content and **continue reading beyond the first page**.



This is a "guaranteed period" plan that ensures a **specific number of leads are secured during the publication period**.

This is a **"Guaranteed Period"** plan, **utilizing optimal placement slots** such as **recommendations and email newsletters**

Pricing varies depending on the product category.

## Menu Details

- Content article creation (approx. 2,800 characters) ※Equivalent to 2 magazine pages
- Lead generation during the target period

\*Content production fees are included when selecting the guaranteed period option.

## Implementation Fee

- Minimum charge **¥2,000,000 and up** (excluding tax)

\*Please consult us if you wish to implement with a guaranteed number of leads.

## Estimated Leads Acquisition Period

**12 weeks** Approx. 6 weeks from application to listing  
(Lead Generation Publication Period Guarantee)

### 【Important Notes】

- ① Competitor domain exclusion is free for up to 10 domains.  
Please provide the confirmed company domains at the time of submission.  
No additions or changes are permitted after listing.
- ② This service provides viewer lists and post-publication PV reports.  
are not included.

# 3 "Nikkei xTECH Active Special" Traffic Drivers

Guaranteed Period Type Plan

Strongly drive traffic to your company's interview articles, capture readers' interest, effectively driving potential customer acquisition.



Nikkei xTECH Active Top Page "New Articles"



Nikkei BP Feature Articles

As a lead Acquire

Featured Content

Article Page Recommended for You



Nikkei xTECH Active Email 2-line notifications x 6 times

Promotional space	Period/Frequency
New Arrivals	Displayed on all applicable themes
Featured Content	Displayed randomly in dedicated slots for 12 weeks
Recommended Articles	Displayed below related articles
Newsletter distribution	Tuesdays and Thursdays, 6 issues (2 lines)

## All-Genre Shared Confirmation Items

- ① Regarding Original Questionnaire Settings
- ② Application Guidelines and Confirmation Items
- ③ Frequently Asked Questions and Important Notes
- ④ Schedule and Contact Information

Details of confirmation items



# Unique Questionnaire

## About Custom Questionnaire Settings

You can **replace the standard questionnaire with your own custom questionnaire.**

**Custom Survey**

**Customized Version Questionnaire**

**Survey Responses PDF Download**

**Standard Survey**

Number of Questions	Price (excluding tax)
Up to 5 questions	¥200,000

**\*Question content is subject to review. Please submit your draft questions at least 10 business days prior to commencement.**

### About what can be set in the questionnaire

- **Available question formats**
  - Radio buttons (single selection) • Checkboxes (multiple selections allowed) • Free-form text field
- **Number of options limit**
  - There is no limit to the number of options per question, but please aim for a number that is easy for respondents to answer.
- **Free-form text field**
  - Configured as a free text field for "Other" responses. • Can also be configured as a standalone "Free Text Field" question.
  - \* The maximum number of characters that can be entered in the free text field is 100 characters.
- **Other Restrictions**
  - Please keep questions concise, with a maximum of 100 characters.
  - Options with excessively long text may not be accepted.
  - Custom surveys undergo prior content review.

Please be aware that we may request partial revisions depending on the content.

## Frequently Asked Questions and Important Notes

### Q & A

#### ① Can I still apply if my PDF file exceeds 20MB?

▶ We may be able to accommodate this. Please contact us in advance at [active-ad@nikkeibp.co.jp](mailto:active-ad@nikkeibp.co.jp).

#### ② Can I remove the survey during PDF download?

▶ Yes, this is possible. Please indicate this when applying.

#### ③ Can I deliver leads directly to two companies?

▶ Yes, this is possible. In this case, the lead price will be doubled.

### Important Notes

#### ① Cancellation Policy

If an order is canceled after acceptance, the full amount of the application fee will generally be charged as a cancellation fee. Please be aware of this in advance.

#### ② Regarding Material Changes or Production Halt After Submission/Application (White Papers/Video Posting)

If changes are made to submitted materials (PDFs or videos) after submission, an additional fee of ¥100,000 (excluding tax) per item will be charged to cover actual production costs.

Additionally, even if the order is not canceled, halting production of a white paper or video introduction article after submission will also incur a fee of ¥100,000 (excluding tax) per item will be charged as an actual cost.

#### ③ White Paper Copyright

An advertiser must guarantee that the content of the white paper (including video materials) you provide does not infringe on any third-party copyrights or other rights.

An advertiser hereby guarantee this. Should any copyright infringement be discovered, Nikkei BP reserves the right to remove the content at its discretion.

# Schedule & Contact

## 1. White Paper Publication

- PDF Submission: **10 business days prior to publication start date**  
(※See PDF submission deadlines for each theme for details)
- Publication Period: **12 weeks from the start of the theme feature**

## 2. Nikkei xTECH Active Research

- Nikkei xTECH Active Research can be launched at any time within 4 weeks of a theme feature's start date.  
at any time within 4 weeks of the feature launch.
- Submit your company's questionnaire draft to Nikkei BP: **Approximately 10 business days prior**  
Nikkei BP will review the questions and confirm the questionnaire draft.  
**If approved without issues, the survey will commence 8 business days later.**

## 3. Nikkei xTECH Active Special

- Publication Process: **Approximately 5 weeks from application to interview, proofreading, final approval, and publication**
- Publication period: **12 weeks from the start of the theme feature**

## 4. Online Seminar

- Publication Process: **Announcement and audience gathering within approximately 5 weeks from application**
  - **Seminar Day**
    - Live online seminar broadcast.
    - Q&A session utilizing chat.
    - Post-seminar survey conducted.
  - **Submission of attendee registration list (including viewing data) one week later**

## Advertising Inquiries/Applications



Global Business Unit  
Nikkei Business Publications, Inc.  
[i-sales@nikkeibp.co.jp](mailto:i-sales@nikkeibp.co.jp)