



## **Nikkei xTECH Advertising Menu**

December 18, 2025 Edition

# Changes to Some Advertising Menu Items (Effective January 1, 2026)

## ■ Price Changes for Pure Ads (Display Ads) (Partial)

- Cost per View (CPV)
- Video Advertising Fees

\*New prices will apply starting with January 2026 placements.

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# Display Ad Menu List

**\*New rates will apply starting with January 2026 listings. (Top Page Ownership applies immediately)**

NXT Ad Menu								
Device	Ad Placement	Menu	Document Number	Video Support	Sales Unit	Estimated Impressions	Old Price	New Price (Effective January 2026)
PC	Top	Top Large Gate Banner	1	○	Duration (1 week)	20,000 impressions/week	¥700,000/week (Video: ¥850,000/week)	¥700,000/week (¥850,000/week for video)
		Top Billboard	2	○	Duration (1 week)	50,000 impressions/week	¥1,500,000/week	¥1,500,000/week (Video: ¥1,800,000/week)
		Top Leaderboard	3		Period (1 week)	50,000 impressions/week	¥800,000/week	¥800,000/week
		Top Double Leaderboard	4		Period (1 week)	50,000 impressions/week	¥1,000,000/week	¥1,000,000/week
		Top Rectangle	5	○	Period (1 week)	100,000 impressions/week	¥800,000/week	¥800,000/week (Video: ¥960,000/week)
		Top Double Rectangle	6	○	Period (1 week)	100,000 impressions/week	¥1,000,000/week	¥1,000,000/week (Video: ¥1,200,000/week)
		Top 2nd Rectangle	7		Period (1 week)	100,000 impressions/week	¥400,000/week	¥400,000/week
		Top 2nd Double Rectangle	8		Period (1 week)	100,000 impressions/week	¥500,000/week	¥500,000/week
		Top Entrance Ad	9		Period (1 week)	50,000 impressions/week	¥2,000,000/week	¥2,000,000/week
		Top Pushdown	10		Period (1 week)	50,000 impressions/week	¥1,500,000/week	¥1,500,000/week
		<b>Top Page Ownership</b>	<b>11</b>		<b>Period (1 week)</b>		<b>¥2,400,000/week</b>	<b>¥1,800,000/week</b>
	Article Page	Large Gate Banner	12	○	imp		¥15/imp (¥18/imp for video)	¥15/imp (videos ¥18/imp)
		<b>Billboard</b>	<b>13</b>	<b>○</b>	<b>imp</b>		<b>¥4.5/imp</b>	<b>6.0 yen/imp (Video: 8.0 yen/imp)</b>
		Leaderboard	14		imp		2.5 yen/imp	¥2.5/imp
		Double Leaderboard	15		imp		3.5 yen/imp	3.5 yen/imp
		<b>Rectangle 1 + Mobile Rectangle</b>	<b>16</b>		<b>imp</b>		<b>2.5 yen/impression</b>	<b>3.0 yen/impression</b>
		Rectangle 1	17	○	imp		3.0 yen/imp	3.0 yen/imp (5.0 yen/imp for video)
		First Double Rectangle	18	○	imp		¥4.0/imp	4.0 yen/imp (6.0 yen/imp for video)
		Second Rectangle	19		imp		¥1.0/imp	¥1.0/imp
		Second Double Rectangle	20		imp		2.0 yen/imp	¥2.0/imp
		In-Lead Video	21		imp		8.5 yen/imp	¥8.5/imp
		Entrance Ad	22		imp		9.5 yen/imp	9.5 yen/imp
		Pushdown	23		imp		7.5 yen/imp	7.5 yen/impression
		Category-Targeted Text Ad	24		Period (1 week)		¥250,000/week	¥250,000/week
SP	Smartphone Header Panel	25	○	imp			4.5 yen/imp	
	Mobile Header Video	26	○	imp			6.0 yen/imp	
	Mobile Rectangle	27		imp			3.0 yen/imp	
	Mobile In-Feed	28		imp			¥2.5/imp	

# Article Category/Genre List

Category (Industry)	Genre (Specialized Field)
IT	IT Management
	IT Systems
	IT Security
	Networking
	Software Development
	Mobile
	PC
	IT Career Advancement
	Digital Health
	Electronics Equipment/Technology
Electrical Machinery	Analog
	Electronic Devices/Electronic Design
	Power Electronics
	5G/Communications
	IoT Technology
	Energy
	Mega Solar

Category (Industry)	Genre (Specialized Field)
Automotive	Automotive Technology/Trends
	Automotive Components
	New Vehicle Reports
	Design & Production Innovation
	Robotics
	Manufacturing Skill Enhancement/Management
	Construction
Construction	Housing
	Civil Engineering
Civil Engineering	Civil Engineering

# ① PC / Top Large Gate Banner

(Top Page)



The video switches from position ① to ② as the reader scrolls.

※For large gate banners, please submit draft materials at least 12 business days in advance. We may decline or request revisions based on media judgment.

\*Recommended placement areas exist for key content when creating creatives. See p. 41 for details.

Fee (Gross)	¥700,000/week (Video: ¥850,000/week)
Device/Placement	PC/Top Page
Ad Placement	Top of homepage + left/right sides + top first rectangle
Number of Slots/Display Method/Maximum Advertisers	1 slot/Rotation/2 companies
Estimated Impressions	20,000 impressions/week ※ Frequency control available
Ad Specifications	<p><b>[Image]</b> 1900 x 1000 (excluding editable content area) + 300 x 250</p> <p><b>[Video]</b> 16:9 (within 1920 x 1080)</p> <p>※For production details, please refer to P.41</p>
Format/File Size	<p>HTML5, GIF, JPEG, PNG, MP4</p> <p><b>[Image]</b> 1900×1000: Under 500KB, 300×250: Within 150KB</p> <p><b>[Video]</b> Within 10MB (30 seconds or less) ※Videos will be optimized for the device during delivery</p>
Guarantee Type	Periodic Guarantee (Weekly Basis)

## ② PC / Top Billboard

(Top Page)



Fee (Gross)	¥1,500,000/week (Video: ¥1,800,000/week)
Device/Ad Placement	PC/Top Page
Ad Placement	Top area of homepage
Number of Slots/Display Method/Maximum Companies	1 slot/Single display/1 company
Estimated Impressions	50,000 impressions/week
Ad Specifications	<p>[Image] 970 x 250; For video/Aspect ratio 16:9 (within 1920 x 1080)</p> <p>*Image size is width x height (in pixels)</p> <p>※If the image blends with the background color of the placement area, we may request a border be added</p>
Format/File Size	<p>HTML5, GIF, JPEG, PNG, MP4</p> <p>[Image] Within 150KB</p> <p>[Video] Within 10MB (30 seconds or less) ※Videos will be optimized for the device during delivery</p>
Guarantee Type	Periodic Guarantee (Weekly Basis)

### ③ PC / Top Leaderboard

(Top Page)



Fee (Gross)	¥800,000/week
Device/Ad Placement	PC/Top Page
Ad Placement	Top area of the homepage
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single display/1 company
Estimated Impressions	50,000 impressions/week
Ad Specifications	<p>[Image] 728 x 90</p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends with the background color of the placement area, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 60KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

④ PC / Top Double Leaderboard

(Top Page)



Fee (Gross)	¥1,000,000/week
Device/Display Area	PC/Top Page
Ad Placement	Top area of the homepage
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single/1 company
Estimated Impressions	50,000 impressions/week
Ad Copy Specifications	<p><b>[Image] 728 x 180</b></p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends into the background color of the page, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 150KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

⑤

# PC / Top Rectangle

(Top Page)



Fee (Gross)	¥800,000/week (Video: ¥960,000/week)
Device/Ad Placement	PC/Top Page
Ad Placement	Top of right column
Number of Slots/Display Method/Maximum Companies	1 slot/Single/1 company
Estimated Impressions	100,000 impressions/week
Ad Specifications	<p>[Image] 300 x 250, 336 x 280</p> <p>For videos/Aspect ratio 16:9 (within 1920×1080)</p> <p>*Image size is width × height (in pixels)</p> <p>※If an image blends with the background color of the placement area, we may request a border be added</p>
Format/File Size	<p>HTML5, GIF, JPEG, PNG, MP4</p> <p>[Image] Within 150KB</p> <p>[Video] Within 10MB (30 seconds or less) ※Videos will be optimized for the device during delivery</p>
Guarantee Type	Periodic Guarantee (Weekly Basis)

⑥

# PC / Top Double Rectangle

(Top Page)



Fee (Gross)	¥1,000,000/week	(Video: ¥1,200,000/week)
Device/Ad Placement	PC/Top Page	
Ad Placement	Top of right column	
Number of Slots/Display Method/Maximum Companies	1 slot/Single/1 company	
Estimated Impressions	100,000 impressions/week	
Copy Specifications	<p>[Image] 300 x 600</p> <p>For videos/Aspect ratio 16:9 (within 1920×1080)</p> <p>*Image size is width × height (in pixels)</p> <p>※If an image blends with the background color of the publication page, we may request a border be added</p>	
Format/File Size	<p>HTML5, GIF, JPEG, PNG, MP4</p> <p>[Image] Within 150KB</p> <p>[Video] Within 10MB (30 seconds or less) ※Videos are optimized for the device during delivery</p>	
Guarantee Type	Periodic Guarantee (Weekly Basis)	

⑦

# PC / Top Second Rectangle

(Top Page)



Fee (Gross)	¥400,000/week
Device/Ad Placement	PC/Top Page
Ad Placement	Middle of right column
Number of Slots/Display Method/Maximum Companies	1 slot/Single/1 company
Estimated Impressions	100,000 impressions/week
Ad Specifications	<p>[Image] 300 x 250, 336 x 280</p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends with the background color of the placement area, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 150KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

⑧

# PC / Top Second Double Rectangle

(Top Page)



Fee (Gross)	¥500,000/week
Device/Ad Placement	PC/Top Page
Ad Placement	Middle of right column
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single/1 company
Estimated Impressions	100,000 impressions/week
Copy Specifications	<p><b>[Image] 300 x 600</b></p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends into the background color of the page, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 150KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

(Top Page)



※For Entrance Ads, please submit draft copy at least 12 business days prior to the .  
We may decline or request revisions based on our media judgment.

Fee (Gross)	¥2,000,000/week
Device/Display Surface	PC/Top Page
Placement Position	Top of homepage + left/right sides
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single/1 company
Estimated Impressions	50,000 impressions/week ※ Frequency control available
Ad Specifications	Header Banner: 1440 x 80 Side Banner: 120 x 600 Rectangle: 300 x 250, 336 x 280 ※Image size is width × height (in pixels)
Format/File Size	HTML5, GIF, JPEG, PNG Header Banner: Within 150KB Side Banner: Within 150KB Rectangle: Within 150KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

(Top Page)



After display ends, it will automatically collapse as shown below, or you can click the Close button to collapse it.



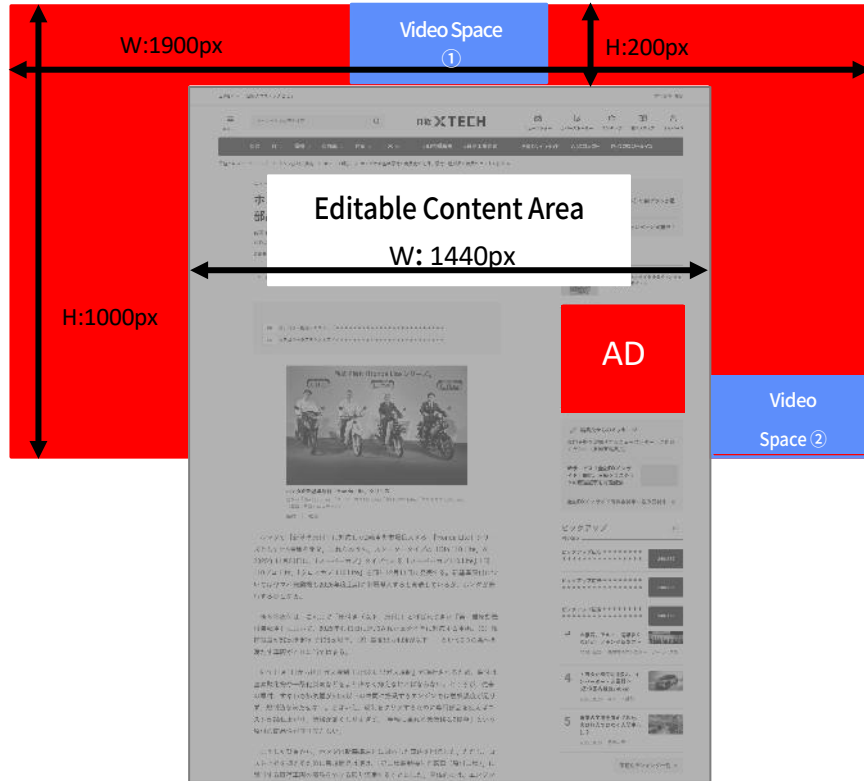
⑩	PC / Top Pushdown
Fee (Gross)	¥1,500,000/week
Device/Ad Placement	PC/Top Page
Ad Placement	Top area of the homepage
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single/1 company
Estimated Impressions	50,000 impressions/week *Frequency control applies
Ad Specifications	Expanded: 970 x 400 (250) Collapsed: 970 x 90 ※Image size is width x height (in pixels)
Format/File Size	HTML5, GIF, JPEG, PNG Expanded: Within 150KB Collapsed: Within 150KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

(Top Page)



Fee (Gross)	¥1,800,000/week
Device/Display Area	PC/Top Page
Ad Placement	Top Super Banner + Top Rectangle + Top Second Rectangle
Number of Slots/Display Method/Maximum Number of Companies	1 slot/Single display/1 company
Estimated Impressions	100,000 impressions/week (Top Super Banner: 50,000 impressions/week)
Ad Specifications	<p>Super Banner [Image] 728 x 90</p> <p>Rectangle [Image] 300 x 250, 336 x 280</p> <p>*Image size is width × height (in pixels)</p> <p>※If the image blends with the background color of the placement area, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 60KB
Guarantee Type	Periodic Guarantee (Weekly Basis)

(Article Page)



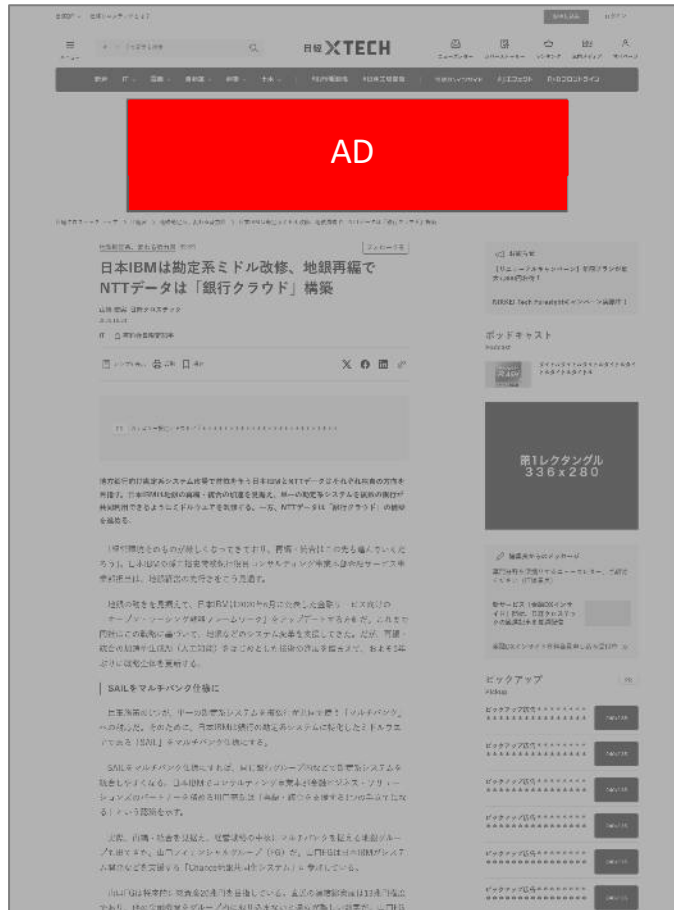
The video switches from position ① to position ② as the reader scrolls.

\*For Large Gate Banners, please submit draft materials at least 12 business days in advance. We may decline or request revisions based on media judgment.

\*Recommended placement areas exist for key content in creative production. See p.41 for details.

Fee (Gross)	<b>¥15/imp</b> <b>(Video: ¥18/imp)</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
Device/Placement	PC/Article Page
Placement Position	See left diagram
Number of Slots/Display Method/Maximum Companies	1 slot/Rotation/Unlimited                      *Frequency control available
Period/Frequency	Any (1 week or longer)
Manuscript Specifications	<b>[Image] 1900 x 1000 (excluding editing content area) + 300 x 250</b> <b>[Video] 16:9 (within 1920 x 1080)</b> *Image size is width × height (in pixels) *For production details, please refer to P.41
Format/File Size	<b>HTML5, GIF, JPEG, PNG, MP4</b> <b>[Image] 1900×1000: Under 500KB, 300×250: Within 150KB</b> <b>[Video] Within 10MB (30 seconds or less)</b> ※Videos are optimized for the device during delivery
Guarantee Type	Impressions Guarantee

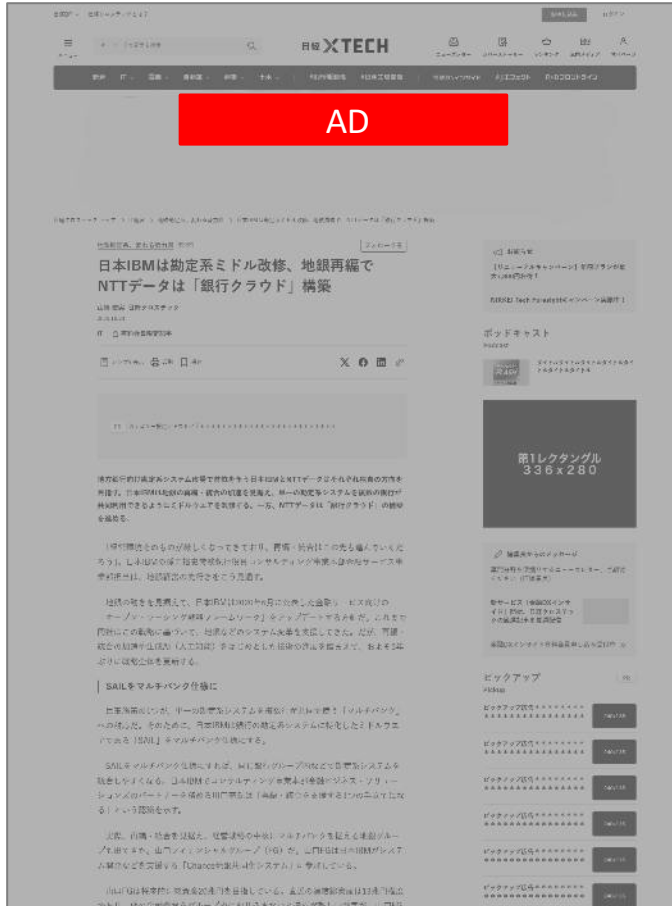
(Article Page)



(※New rates apply starting January 2026 placements)

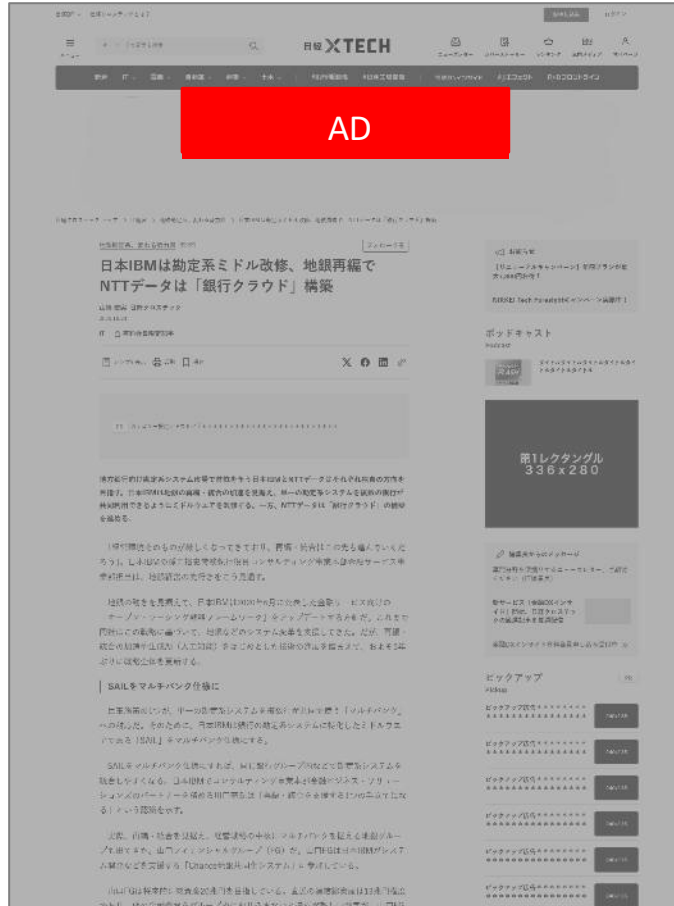
Rate (Gross)	<b>4.5 yen/imp</b> (※From January 2026: 6.0 yen/imp, videos 8.0 yen/imp) ※Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
Device/Placement	PC/Article Page
Placement Position	Top area of article page
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited
Period/Frequency	Optional (1 week or longer)
Manuscript Specifications	[Image] 970 x 250; For video/Aspect ratio 16:9 (within 1920×1080) *Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
Format/File Size	HTML5, GIF, JPEG, PNG, MP4 [Image] Within 150KB [Video] Within 10MB (30 seconds or less) ※Videos will be optimized for the device during delivery
Guarantee Type	Impressions Guarantee

(Article Page)



<b>Fee (Gross)</b>	<b>¥2.5/imp</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
<b>Device/Placement</b>	<b>PC/Article Page</b>
<b>Placement Position</b>	<b>Top area of article page</b>
<b>Number of slots/Display method/Maximum number of companies</b>	<b>1 slot/Rotation/Unlimited</b>
<b>Period/Frequency</b>	<b>Optional (1 week or longer)</b>
<b>Manuscript Specifications</b>	<b>[Image] 728 x 90</b> ※Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
<b>Format/File Size</b>	<b>HTML5, GIF, JPEG, PNG / Within 60KB</b>
<b>Guarantee Type</b>	<b>Impressions Guarantee</b>

(Article Page)



<b>Fee (Gross)</b>	<b>3.5 yen/imp</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
<b>Device/Placement</b>	<b>PC/Article Page</b>
<b>Placement Position</b>	<b>Top area of article page</b>
<b>Number of slots/Display method/Maximum number of companies</b>	<b>1 slot/rotation/unlimited</b>
<b>Period/Number of Times</b>	<b>Optional (1 week or longer)</b>
<b>Manuscript Specifications</b>	<b>[Image] 728 x 180</b> ※Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
<b>Format/File Size</b>	<b>HTML5, GIF, JPEG, PNG / Within 150KB</b>
<b>Guarantee Type</b>	<b>Impressions Guarantee</b>

(Article Page+Mobile)



(New rates apply starting January 2026 placements)

Fee (Gross)	<b>¥2.5/imp</b> <span style="color: red;">(※From January 2026: 3.0 yen/imp)</span> ※Category targeting: +0.5 yen/imp
Device/Ad Placement	PC/Article Page + SP <span style="float: right;">※Also displayed in the same category on Nikkei Cross Tech Active</span>
Placement Position	<b>Top right column + Mobile</b>
Number of Slots/Display Method/Maximum Number of Companies	<b>1 slot/Rotation/Unlimited</b>
Period/Frequency	<b>Optional (1 week or longer)</b>
Ad Specifications	<b>[Image] 300 x 250, 336 x 280</b> ※Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
Format/File Size	<b>HTML5, GIF, JPEG, PNG / Within 150KB</b>
Guarantee Type	<b>imp guarantee</b>

(Article Page)



<b>Rate (Gross)</b>	<b>3.0 yen/imp      (Videos: 5.0 yen/imp)</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
<b>Device/Placement</b>	<b>PC/Article Page</b> ※Also displayed in the same category on Nikkei Cross Tech Active
<b>Placement Position</b>	<b>Top of right column</b>
<b>Number of Slots/Display Method/Maximum Number of Companies</b>	<b>1 slot / Rotation / Unlimited</b>
<b>Period/Frequency</b>	<b>Optional (1 week or longer)</b>
<b>Manuscript Specifications</b>	<b>[Image] 300 x 250, 336 x 280</b> <b>For videos/Aspect ratio 16:9 (within 1920×1080)</b> *Image size is width × height (in pixels) ※If an image blends with the background color of the publication page, we may request a border be added
<b>Format/File Size</b>	<b>HTML5, GIF, JPEG, PNG, MP4</b> <b>[Image] Within 150KB</b> <b>[Video] Within 10MB (30 seconds or less)</b> ※Videos will be optimized for the device during delivery
<b>Warranty Type</b>	<b>imp guarantee</b>

(Article Page)



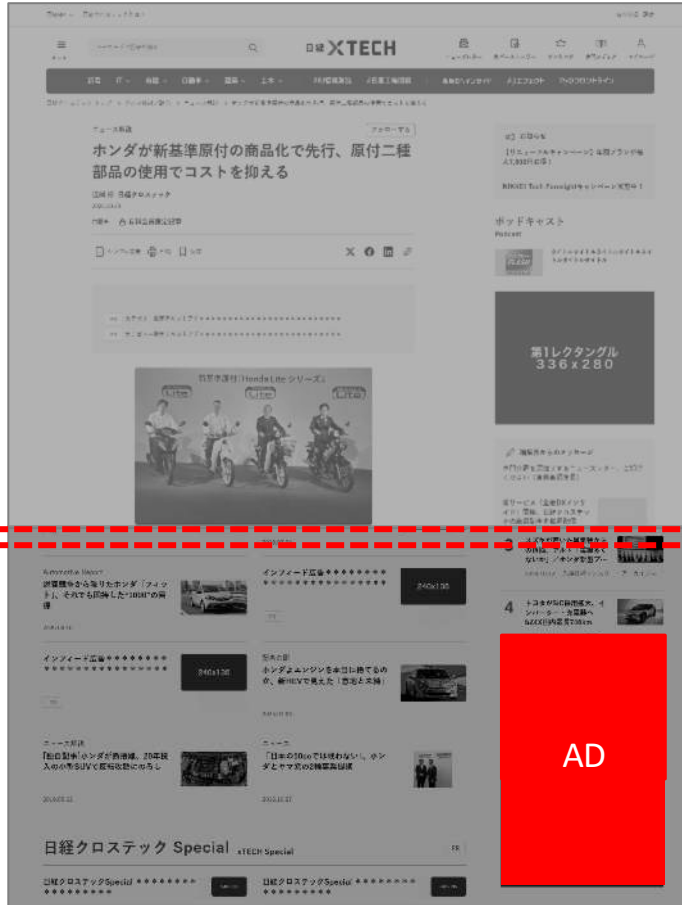
<b>Rate (Gross)</b>	<b>4.0 yen/imp      (Videos: 6.0 yen/imp)</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
<b>Device/Placement</b>	<b>PC/Article Page</b> *Also displayed in the same category on Nikkei Cross Tech Active
<b>Placement Position</b>	<b>Top of right column</b>
<b>Number of Slots/Display Method/Maximum Number of Companies</b>	<b>1 slot / Rotation / Unlimited</b>
<b>Period/Frequency</b>	<b>Optional (1 week or longer)</b>
<b>Manuscript Specifications</b>	<b>[Image] 300 x 600</b> <b>For videos/Aspect ratio 16:9 (within 1920×1080)</b> *Image size is width × height (in pixels) ※If an image blends into the background color of the publication page, we may request a border be added
<b>Format/File Size</b>	<b>HTML5, GIF, JPEG, PNG, MP4</b> <b>[Image] Within 150KB</b> <b>[Video] Within 10MB (30 seconds or less)</b> ※Videos will be optimized for the device during delivery
<b>Guarantee Type</b>	<b>imp guarantee</b>

(Article Page)



Rate (Gross)	<b>1.0 yen/imp</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
Device/Placement	PC/Article Page
Placement Position	Middle of right column
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited
Period/Frequency	Optional (1 week or longer)
Ad Specifications	<b>[Image] 300 x 250, 336 x 280</b> ※Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
Format/File Size	HTML5, GIF, JPEG, PNG / Within 150KB
Guarantee Type	Impressions Guarantee

(Article Page)



Rate (Gross)	<p><b>¥2.0/imp</b></p> <p>*Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)</p>
Device/Placement	PC/Article Page
Placement Position	Middle of right column
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited
Period/Frequency	Optional (1 week or longer)
Manuscript Specifications	<p><b>[Image] 300 x 600</b></p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends with the background color of the publication page, we may request a border be added</p>
Format/File Size	HTML5, GIF, JPEG, PNG / Within 150KB
Guarantee Type	Impressions Guarantee

## (Article Page)



<b>Fee (Gross)</b>	<b>¥8.5/imp</b> *Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
<b>Device/Placement</b>	<b>PC/Article Page</b>
<b>Placement Position</b>	<b>Below article body</b>
<b>Number of slots/Display method/Maximum number of companies</b>	<b>1 slot/rotation/unlimited</b>
<b>Period/Number of Times</b>	<b>Optional (1 week or longer)</b>
<b>Manuscript Specifications</b>	<b>[Video] Aspect ratio 16:9 (within 1920×1080)</b> ※Display may be resized depending on placement
<b>Format/File Size</b>	<b>MP4 / Within 10MB (30 seconds or less)</b> ※Videos will be optimized for the device during delivery
<b>Guarantee Type</b>	<b>imp guarantee</b>

(Article Page)



※For Entrance Ads, please submit draft copy at least 12 business days prior to .  
We may decline or request revisions based on editorial judgment.

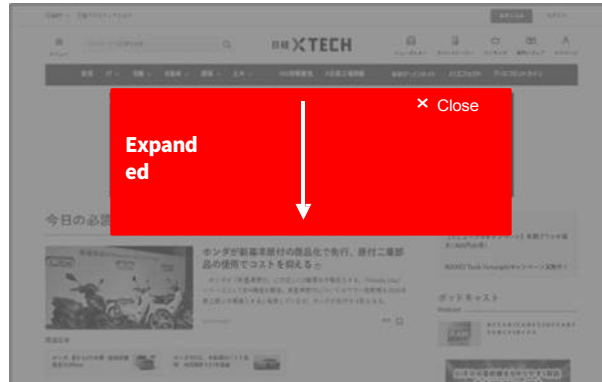
<b>Fee (Gross)</b>	<b>9.5 yen/imp</b> ※Category specification: +¥0.5/imp; Genre specification: +¥1.0/imp (IT only)
<b>Device/Placement</b>	PC/Article Page
<b>Placement Position</b>	See left diagram
<b>Number of Slots/Display Method/Maximum Companies</b>	1 slot/Rotation/Unlimited <b>*Frequency control available</b>
<b>Period/Frequency</b>	Any (1 week or longer)
<b>Ad Specifications</b>	<b>Header Banner: 1440 x 80</b> <b>Side Banner: 120 x 600</b> <b>Rectangle: 300 x 250, 336 x 280</b>  *Image sizes are width × height (in pixels)
<b>Format/File Size</b>	<b>HTML5, GIF, JPEG, PNG</b> <b>Header Banner: Within 150KB</b> <b>Side Banner: Within 150KB</b> <b>Rectangle: Within 150KB</b>
<b>Guarantee Type</b>	Impressions Guarantee

\*Period Guarantee menus generally start on Tuesdays and end on Mondays.

※View counts and delivery numbers are estimates and are not guaranteed. (Excluding items marked as guaranteed)

※Prices are gross amounts and exclude tax.

(Article Page)



Automatically collapses after display ends, or when the Close button is clicked, as shown below



Fee (Gross)	<b>7.5 yen/imp</b> ※Category targeting: +¥0.5/imp, Genre targeting: +¥1.0/imp (IT only)
Device/Placement	PC/Article Page
Placement Position	Top area of article page
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited <b>*Frequency control available</b>
Period/Frequency	Optional (1 week or longer)
Manuscript Specifications	<b>Expanded: 970 x 400 (250)</b> <b>Collapsed: 970 x 90</b> ※Image size is width × height (in pixels)
Format/File Size	<b>HTML5, GIF, JPEG, PNG</b> <b>Expanded: Within 150KB</b> <b>Collapsed: Within 150KB</b>
Guarantee Type	imp guarantee

(Article Page)



Fee (Gross)	¥250,000/week
Device/Ad Placement	PC/Article Page
Placement Position	Above Article Body
Number of Slots/Display Method/Maximum Number of Companies	3 slots/Rotation/3 companies
Estimated Impressions	Ask
Copy Specifications	Up to 38 characters (full-width or half-width) ※Only one type of manuscript can be published.
Format/File Size	Text
Guarantee Type	Period Guarantee (Weekly Basis)



Fee (Gross)	<b>4.5 yen/imp</b> ※Category targeting: +¥0.5/imp
Device/Ad Placement	SP/Almost all pages
Ad Placement	Above article body
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited ※Frequency control available
Period/Frequency	Optional (1 week or longer)
Ad Specifications	<b>[Image] 320 x 180, 320 x 150</b> ※Image size is width × height (in pixels) ※If the image blends with the background color of the publication page, we may request a border be added
Format/File Size	HTML5, GIF, JPEG, PNG / Within 60KB
Guarantee Type	Impressions Guarantee



Fee (Gross)	<b>6.0 yen/imp</b> ※Category targeting: +¥0.5/imp
Device/Ad Placement	SP/Almost all pages
Ad Placement	Above article body
Number of slots/Display method/Maximum number of companies	1 slot/Rotation/Unlimited ※Frequency control available
Period/Frequency	Optional (1 week or longer)
Manuscript Specifications	<b>[Video] Aspect ratio 16:9 (within 1920×1080)</b>
Format/File Size	<b>MP4 / 10MB (30 seconds or less)</b> ※Videos will be optimized for the device during delivery
Guarantee Type	<b>imp Guarantee</b>



Fee (Gross)	<b>3.0 yen/imp</b> ※Category targeting: +¥0.5/imp
Device/Ad Placement	<b>SP/Almost all pages</b>
Ad Placement	<b>Below article body</b>
Number of slots/Display method/Maximum number of companies	<b>1 slot/Rotation/Unlimited</b>
Period/Frequency	<b>Optional (1 week or longer)</b>
Manuscript Specifications	<b>[Image] 300 x 250, 300 x 300, 336 x 280</b> ※Image size is width × height (in pixels) ※If an image blends into the background color of the page, we may request a border be added
Format/File Size	<b>HTML5, GIF, JPEG, PNG / Within 150KB</b>
Guarantee Type	<b>Impressions Guarantee</b>



Fee (Gross)	<p><b>¥2.5/imp</b></p> <p>※Category targeting: +¥0.5/imp</p>
Device/Placement	<p><b>SP/Article Page</b></p>
Placement Position	<p><b>Mid-to-lower section of article page</b>      ※Placement positions rotate</p>
Number of Slots/Display Method/Maximum Companies	<p><b>1 slot / Rotation / Unlimited</b></p>
Period/Frequency	<p><b>Optional (1 week or longer)</b></p>
Ad copy specifications	<p><b>[Image] 240 x 135      [Text] Up to 32 characters (full-width/half-width characters combined)</b></p> <p>※Image size is width × height (in pixels)</p> <p>※If the image blends with the background color of the publication page, we may request a border be added</p>
Format/File Size	<p><b>[Image] HTML5, GIF, JPEG, PNG / Within 60KB</b></p>
Guarantee Type	<p><b>Impressions Guarantee</b></p>



Fee (Gross)	¥200,000/week
Device/Placement	SP/Article Page
Placement Position	Mid-to-lower section of article page *Placement positions rotate
Number of Slots/Display Method/Maximum Number of Companies	3 slots / Rotation / 3 companies
Estimated Impressions	700,000 impressions/week
Copy Specifications	[Text] Up to 38 characters (full-width/half-width characters)
Format/File Size	Text
Guarantee Type	Periodic Guarantee (Weekly Basis)

(Image is for illustrative purposes only)

日経 XTECH

顧客満足度調査 2025-2026

顧客満足度 No.1 企業に訊く

VAIO

受賞部門 ▶ クライアントパソコン

「カッコイイ」「カシコイ」「ホンモノ」  
法人市場でも評価されるVAIOのものづくり

Customer Satisfaction 2025-2026

「クライアントパソコン」部門は、VAIOが前ノミネットで見事に1位を獲得した。ソニーから継承して11年、両社はコンシューマー向けPCから法人向けPCへと軸足を移し、地道な努力を積み重ねてきた。国内製造で徹底から生産を行うからこそ可能な顧客の要望に合わせた製品開発と迅速なサポート、そして、品質を裏付ける「安藤野-INISIP®」に代表されるものづくりへのこだわりが、高い評価を得る原動力となった。

従業員の意識改革を促し  
こだわりの法人向けPCを開発

ソニー時代に開発されていた「VAIO」シリーズには、時代の先を行く「突っ先」製品が多数あり、コンシューマー市場で広く支持を集めていた。ソニーから事業を引き継いだVAIOは、法人市場に注力するものの、当初は業績の少なからず苦戦を味わった。しかし、ソニー時代から蓄積したものづくりへのこだわりを生かす中、ユーザーに寄り添った製品を開発することで、徐々にその存在感を高めてきた。

その結果、クライアントパソコン部門に初ノミネットでの1位獲得の快挙を達成。これはVAIOの代表取締役社長を務める山野正樹氏が「正直驚きました。お客様にご満足いただけることを最も重視して製品開発に取り組んできたので、大変嬉しいです」と、受賞を喜んだ。

その裏には、VAIOの経営陣だけでなく従業員の意識の変化があった。山野氏は3年前に、「カッコイイ」「カシコイ」「ホンモノ」を掲げた。製品を開発するだけでなく企業方針を明文化。同時に、PCの革新的なマーケットである法人市場でシェアを伸ばすための挑戦を多くの従業員を巻き込んで徹底的に行ってきた。これにより企業方針と従業員の製品開発に取り組む意識が合致。ソニー時代のDNAを継承しながら、国内の法人ユーザーに寄り添った製品を開発するという真意が裏切らなかったことが、VAIOの大きな成長につながっている。

VAIO株式会社  
代表取締役社長  
山野 正樹氏

Menu Name	Collaboration Standard Menu
Implementation Fee	¥2,000,000
Page Views	Estimated 1,000-2,000 PVs (*)
Display Period	4 weeks
Start Date	Any weekday (excluding year-end and New Year holidays)
Design	Free Format
Text	Approximately 2,000 to 2,500 characters (equivalent to two magazine pages)
Number of Images	Up to 5 images (including main image) ※Subject to consultation based on content
Number of Pages	1 to 2 pages
Promotional slots	Nikkei xTECH Tie-up Exclusive Promotion Slots (Pickup, In-feed, Smartphone Header Panel (IT only)) Nikkei xTECH Various Email/Collaboration-Exclusive Promotion Slots

\*Estimated Page Views IT Field: 1,500-2,000 PV/4 weeks, Manufacturing Field: 1,000-1,500 PV/4 weeks, Architecture/Civil Engineering Field: 1,000-1,500 PV/4 weeks

※For repurposing magazine tie-ins, we accept requests at ¥100 million (gross). Please inquire for details.

※Additional fees apply for special production processes such as celebrity appearances, remote interviews, or investigations.



Example Placement	Menu Name	Size/Space	Display Period/Frequency	Display Format
①	Featured	Thumbnail: 240×135 pixels (GIF/JPEG/PNG) Text: Up to 32 characters (full-width/half-width characters combined)	4 weeks	Rotation
②	In-feed (*)	Thumbnail: 240×135 pixels (GIF/JPEG/PNG) Text: Up to 32 characters (full-width/half-width characters)	4 weeks	Rotation
③	Nikkei xTECH Special Section	Thumbnail: 240×135 pixels (GIF/JPEG/PNG) Text: Up to 32 characters (full-width/half-width characters combined)	4 weeks	Rotation
④	Smartphone In-Feed	Thumbnail: 240×135 pixels (GIF/JPEG/PNG) Text: Up to 32 characters (full-width/half-width characters)	4 weeks	Rotation
⑤	Mobile Header Panel (IT only)	Thumbnail: 240×135 pixels (GIF/JPEG/PNG) Text: Up to 32 characters (full-width/half-width characters)	4 weeks	Rotation
⑥	Email Newsletter	2-line announcement: Up to 37 characters (full-width/half-width characters combined) + URL 1-line header (IT only), Recommended for You section: See p. 42	4times during publication period (10 times for IT only)	

※Items ①②③④⑤ will use the same copy.

(Image is for illustrative purposes only)



Menu Name	Native-Style Tie-Up Standard Menu
Implementation Fee	¥3,000,000
Page Views	Estimated 1,000–4,000 PVs (*)
Display Period	4 weeks
Start Date	Any weekday (excluding year-end/New Year holidays) ※The number of native tie-in placements starting per day is limited to one across the entire Nikkei xTECH platform.
Design	Native format (same tone and style as Nikkei xTECH article pages)
Text	Approximately 2,000–2,500 characters (equivalent to two magazine pages)
Number of Images	Up to 5 images (including main image) ※Subject to discussion based on content
Number of pages	1 to 2 pages
Promotional space	Nikkei xTECH Tie-up Exclusive Lead-in Frame + Editorial Lead-in Frame
	Nikkei xTECH various emails + Collaboration-exclusive call-to-action frame + Editorial announcement email + X timeline

※Estimated Page Views IT Sector: 2,000–4,000 PV/4 weeks, Manufacturing Sector: 1,000–2,000 PV/4 weeks, Construction/Civil Engineering Sector: 1,000–1,500 PV/4 weeks

※For repurposing magazine tie-ins, we charge ¥1.5 million (gross). Please inquire for details.

※Additional fees apply for special production processes such as celebrity appearances, remote interviews, or investigations.



④ Smartphone • In-Feed    ⑤ Mobile • Header Panel



⑥ Email Newsletter    ⑦ Email Newsletter

Editorial Redirect Menu			
①	Featured placement on the main homepage headline (PC/Smartphone)	1 time	
②	Category Top Headline Placement (PC/Smartphone)	1 time	
③	Editorial Announcement Email	1 time	
④	X Timeline	1 time	
Advertising Redirect Menu			
①②③	Pickup/In-Feed/Nikkei xTECH Special Section	4 weeks	
④	Smartphone In-Feed	4 weeks	
⑤	Mobile Header Panel [IT Only]	4 weeks	
⑥	IT	IT Frontline by Nikkei xTECH	4 times
		Nikkei xTECH IT Spotlight Email	3 times
		Nikkei xTECH IT Latest News Email	3 times
	Manufacturing	IT Frontiers by Nikkei xTECH	4 times
	Construction & Engineering	Construction & Civil Engineering Watch by Nikkei xTECH	4 times

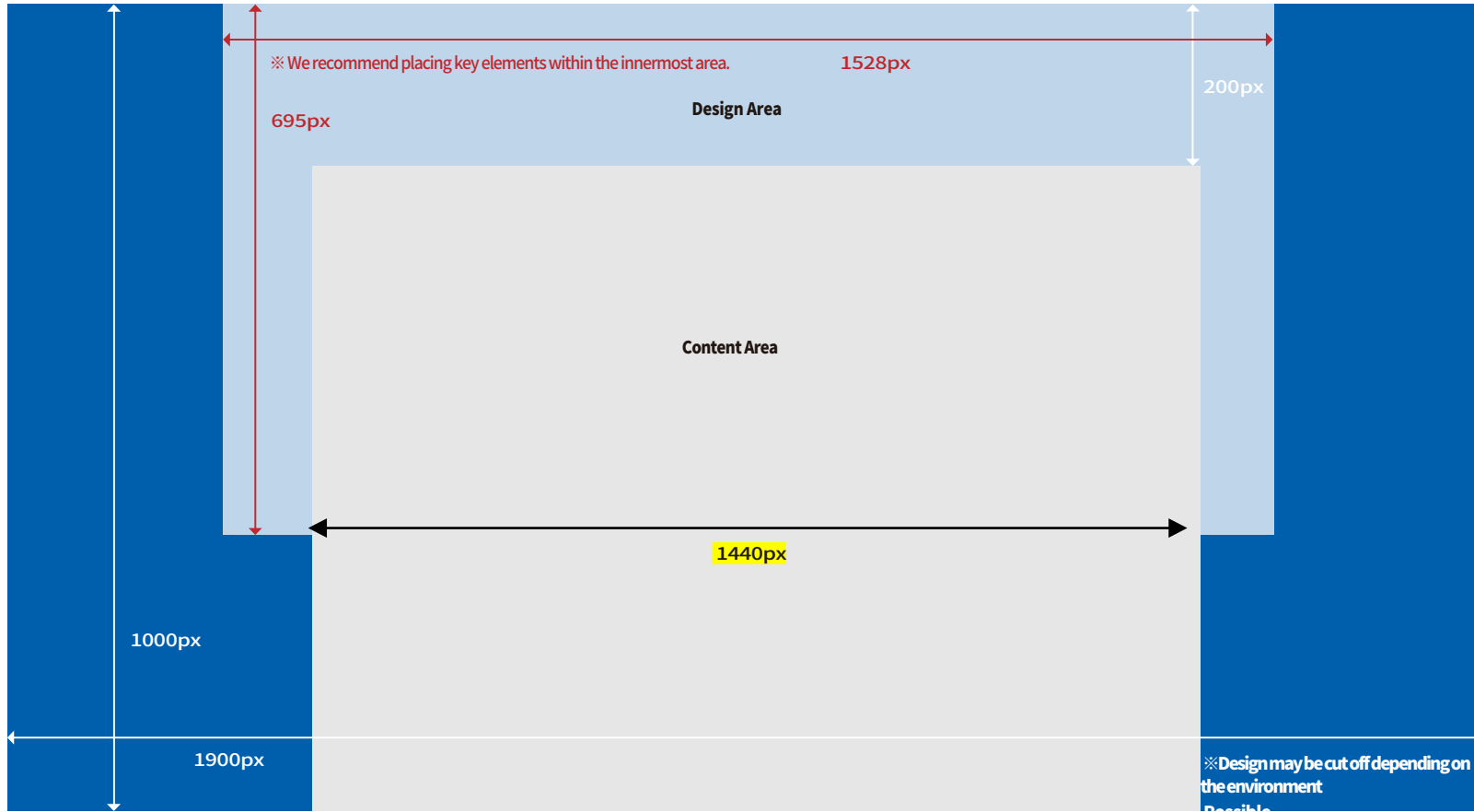
※Items ①②③④⑤ will use the same copy.

# Regarding the Large Gate Banner Image

When creating image creatives for Top Large Gate Banners and Large Gate Banners (1900×1000 pixels), we recommend placing primary content within **the inner area (1528×695 pixels)**.

Content placed outside this area may not be displayed depending on the user's viewing environment (PC browser resolution).

Additionally, as readers scroll, the content area will shift upward. At that point, the central portion of the design area (1440px width) will be obscured by the content area. Please be mindful of this when preparing your artwork.



# Expected CTR List

\*Estimated CTR is only an estimate. It is not guaranteed.

Top Page	
Menu Name	Estimated CTR
Top Large Gate Banner (with video)	2.00%
Top Large Gate Banner (No Video)	1.80%
Top Leaderboard	0.06%
Top Double Leaderboard	0.14%
Top Billboard	0.22%
Top Rectangle	0.05%
Top Double Rectangle	0.06%
Top Second Rectangle	0.02%
Top Second Double Rectangle	0.02%
Top Entrance Ad	0.46%
Top Pushdown	0.20%

Article Page	
Menu Name	Expected CTR
Large Gate Banner (with video)	0.85%
Large Gate Banner (No Video)	0.70%
Leaderboard	0.02%
Double Leaderboard	0.05%
Billboard	0.08%
First Rectangle + Mobile Rectangle	0.08%
First Rectangle	0.02%
First Double Rectangle	0.03%
Second Rectangle	0.01%
Second Double Rectangle	0.02%
Category-Specific Genre Side Banner	0.01%
Category-Specific Text Ad	0.01%
Entrance Ad	0.10%
Pushdown	0.10%
In-read video	0.16%

Smartphone	
Menu Name	Expected CTR
Smartphone Header Panel	0.10%
Mobile Header Video	0.80%
Mobile Rectangle	0.10%
Mobile In-Feed	0.04%
Mobile Text Ads	0.01%

Email Newsletter (Header Ad)	
Menu Name	Expected CTR
IT Frontline by Nikkei xTECH	0.06%
Automotive & Electronics Pickup by Nikkei xTECH	0.08%
Construction & Civil Engineering Watch by Nikkei xTECH	0.05%
Nikkei xTECH IT Featured Articles Email	0.03%
Nikkei xTECHIT Latest News Email	0.02%
Nikkei xTECH PC/Mobile Email	0.03%

# Important Notes • Disclaimers, etc.

## Important Notes • Disclaimer

- The number of impressions and deliveries are estimates and are not guaranteed (except where explicitly stated).
- Pricing, number of slots, specifications, etc., are subject to change without notice.
- Advertisement placement may be temporarily suspended due to unavoidable circumstances such as natural disasters, power outages, or communication failures.
- We may decline to display advertisements based on the advertiser or content. Consult with us in advance.
- We do not provide screenshots of the published ad display.
- New advertisers require screening based on our company standards. Even for existing advertisers, we may decline placement depending on the service content.
- Depending on the user's viewing environment, advertisements may not display correctly or function properly.
- Prices are subject to separate consumption tax.

## Cancellation Policy

If an order is canceled by the advertiser or advertising agency after formal order acceptance, the cancellation fee is generally the full amount of the order. This also applies to changes to the order details, such as the display period or menu. For details on handling, please contact your assigned sales representative.

- For advertising applications and submissions, please refer to the following materials.

[https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp\\_kitei.pdf](https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp_kitei.pdf)

- HTML5 Submission Guidelines

[https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp\\_kitei\\_html5.pdf](https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp_kitei_html5.pdf)

## Contact Information

Nikkei BP Global Business Unit E-mail: [i-sales@nikkeibp.co.jp](mailto:i-sales@nikkeibp.co.jp)