

**iRBB**TODAY®

Media Guide  
October- December 2018



# RBB TODAY delivers the present to business persons

RBB TODAY communicates noteworthy news mainly from mobile/gadget news to entertainment and gourmet.

## IT

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Provides articles mainly in the categories of telecommunications, mobiles and gadgets

## ENTERTAINMENT

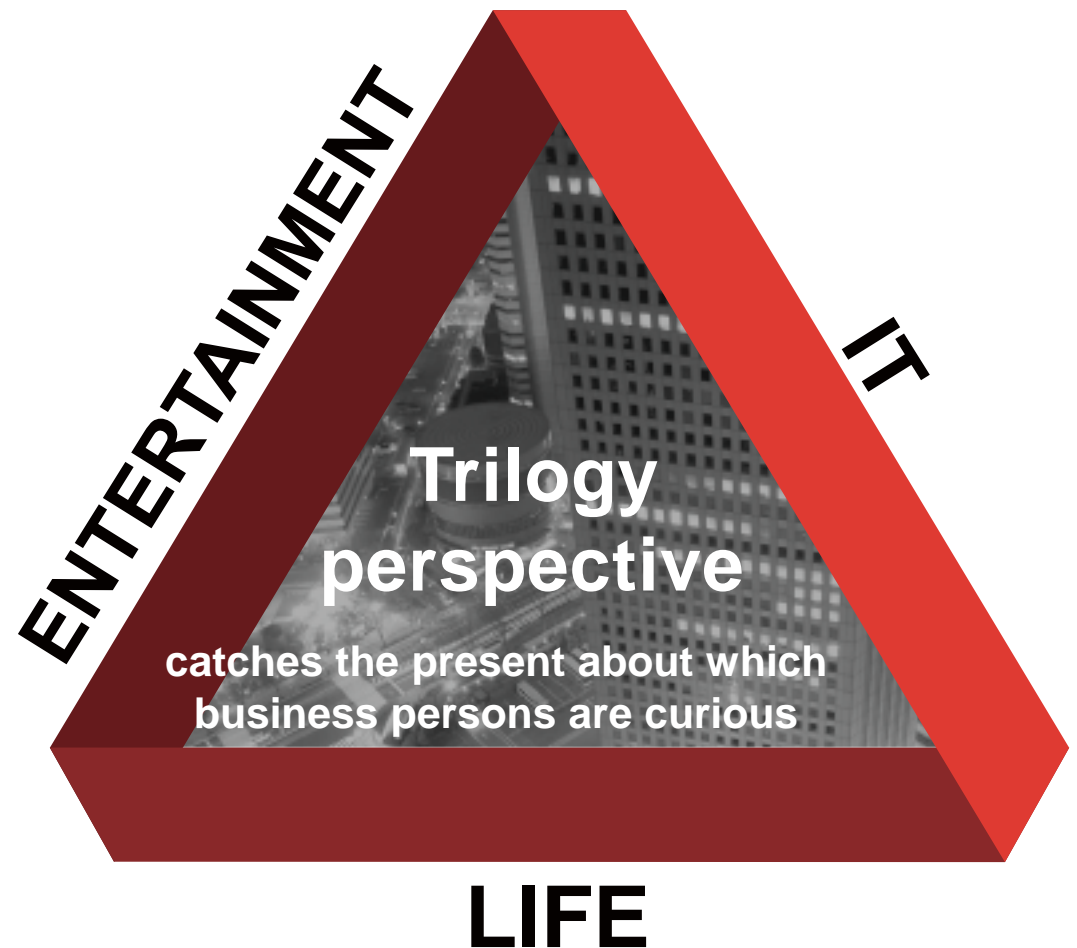
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Communicates current show business news and entertainment news fast

## LIFE

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Contains the interesting news such as gourmet and pets about which people want to tell someone



# RBB TODAY

RBB TODAY is a comprehensive business news website mainly communicating information on telecommunications and IT.



Monthly PVs

10 million

Monthly UUs

2 million

Facebook

16,000

Twitter

13,000

IT / Digital

Business

Global

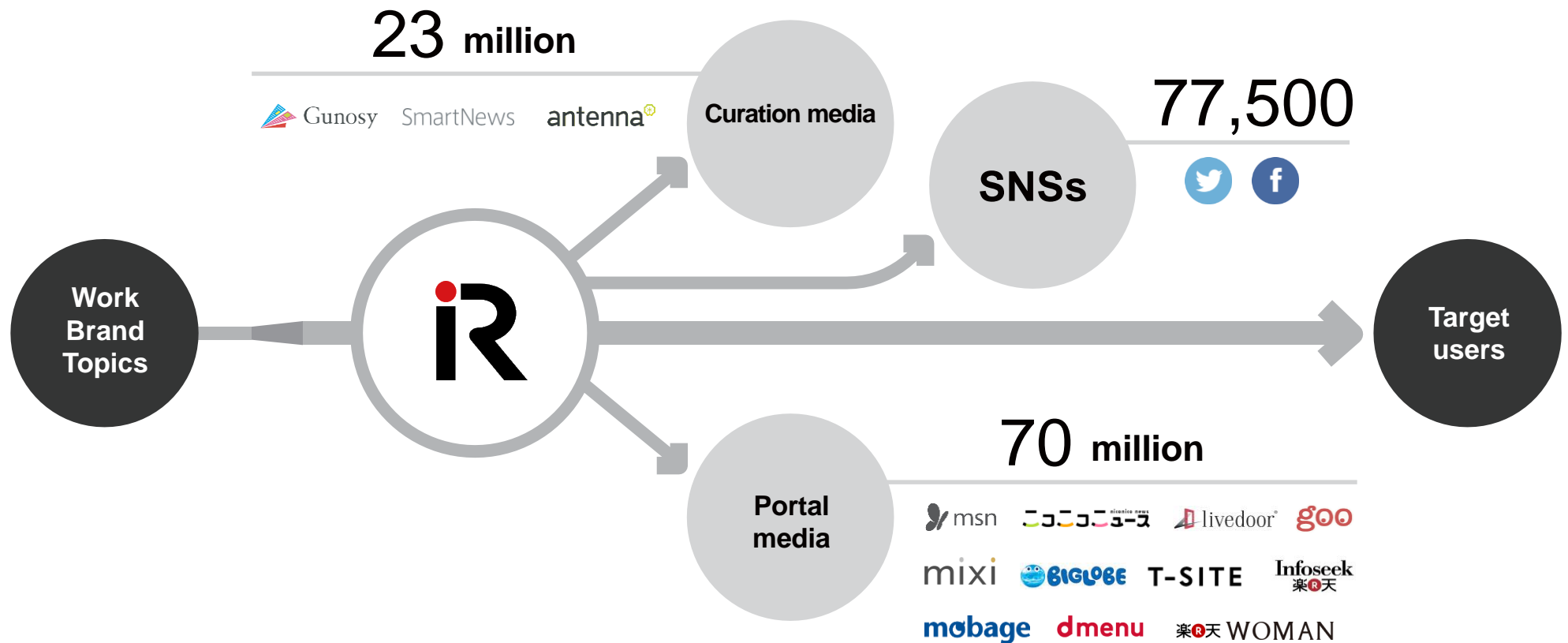
Entertainment

Life

SPEED TEST

# RBB TODAY's ability to reach target users

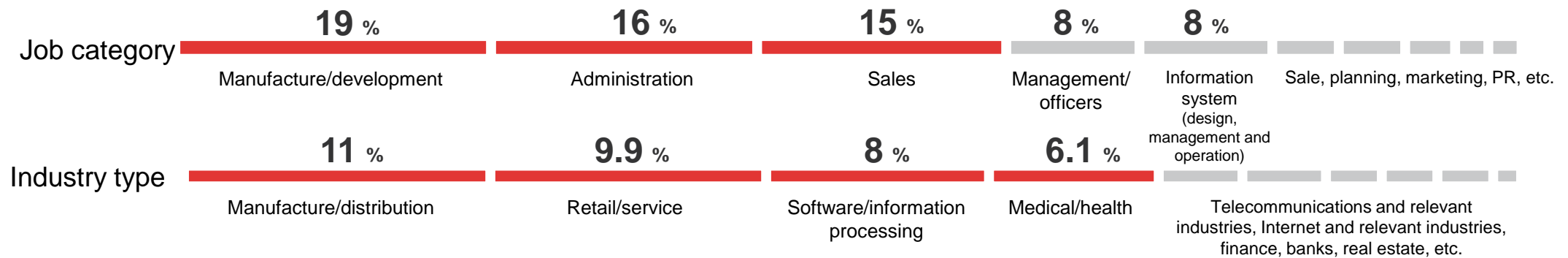
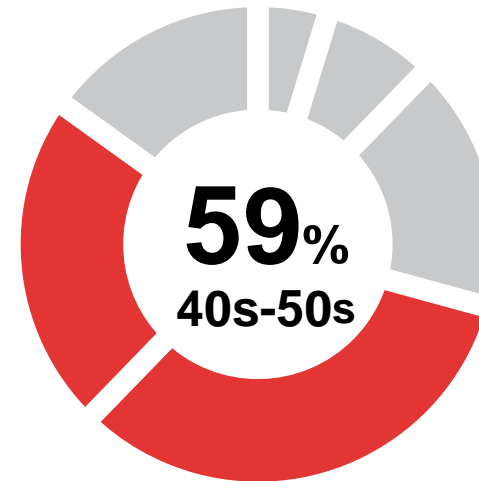
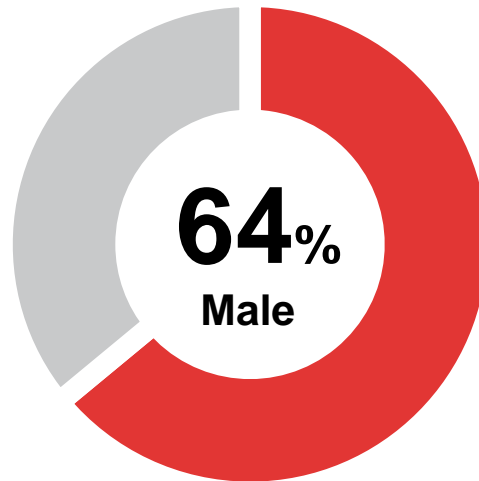
Articles have been spread widely on portal media, SNSs and others.



Articles posted are spread widely through RBB TODAY official SNSs, media as external distribution destinations, curation media and others. In addition to exposure within media, you can generate communication points with many users.

# User attributes

It is characterized by many male users in their 40s and 50s.



The top 3 job categories are manufacture/development, administration and sales. The main readers are engineers, management-level employees, and persons involved in marketing and sales.

# User persona

The website is viewed by the users in their 40s and 50s who are interested in topics of telecommunications.

## Interests and attention

- IT/broadband information
- Entertainment information
- Digital information
- Life information
- Business information
- Life information

## Insight

They are sensitive to information on IT/broadband. They are aggressive in getting information both on and off time.

IT・デジタル / モバイル 2017年3月29日 (火) 11時13分  
Apple、新ファイルシステムを採用したiOS 10.3をリリース



Appleは、iPhoneやiPadなどのiOSデバイス向けにiOS 10.3をリリースした。

iOS 10.3では、Apple IDアカウントの情報や設定内容、およびデバイスがご覧できる新しい設定画面が導入されたほか、「iPhoneを探す」機能を利用してAirPodsを探すことができるように。また、Siriを使用して支払い（支払いの実行、請求書の確認）や配車サービスを利用できるようになっていたり、対応自動車メーカー製のアプリ

Apple (アップル)

CIA主導でMacやiPhoneをハッキング!? 暴露サ...

iPhone 7の新色「赤」が好評！ネットユーザー「青も...

iPhone 7に新色「レッド」が登場！予約は25日午...

編集部にメッセージを送る

ペット情報 日本最大級のペット関連イベント「Interpets」、東京ビッグサイトで開催



3月30日から4月2日に東京ビッグサイトで日本最大級のペットイベント「Interpets〜人とペットの豊かな暮らしフェア〜」が開催される。  
Interpets 2018 1st 24日 開催でチェックし...

活動自業中だった「夢アド」の山田朱莉、グループ卒業を発表



今年1月に「夏の大嵐」の活動自業中だった山田朱莉が発表されていたアイドルグループ「夢みるアドレセンス」(以下、夢アド)の山田朱莉が1日、同日をもってグループを卒業することが明らかになった。  
アイドル 山田朱莉、大人の魅力全開！1stアルバム発売でデビュー5周年を迎える「夢みるアドレセンス」の山田朱莉が、1日、同日をもってグループを卒業することが明らかになった。

iPhone 7速度レポート……秋の3連休、横浜の人気観光スポットで測定【SPEED TEST】



アップルの最新スマートフォン「iPhone 7 (7 Plus)」が9月16日に発表された。今回の新機種も国内3キャリアが取りこみ競争を上げているが、その実力を秋の3連休でざわわ横浜みなとみらいの観光スポットで調査した。

ポータブルカーナビに震災支援モード搭載！ユビテルの新モデル



ユビテルは、ポータブルカーナビの2017年モデル4機種を4月1日より順次発売する。  
ユビテルは、見やすく使いやすい「マップナビ Pro」の2017年最新モデルデータを収録する。3月開演の「首都圏圏外ナビ」収録北緯 (横浜東北)CT-1生美

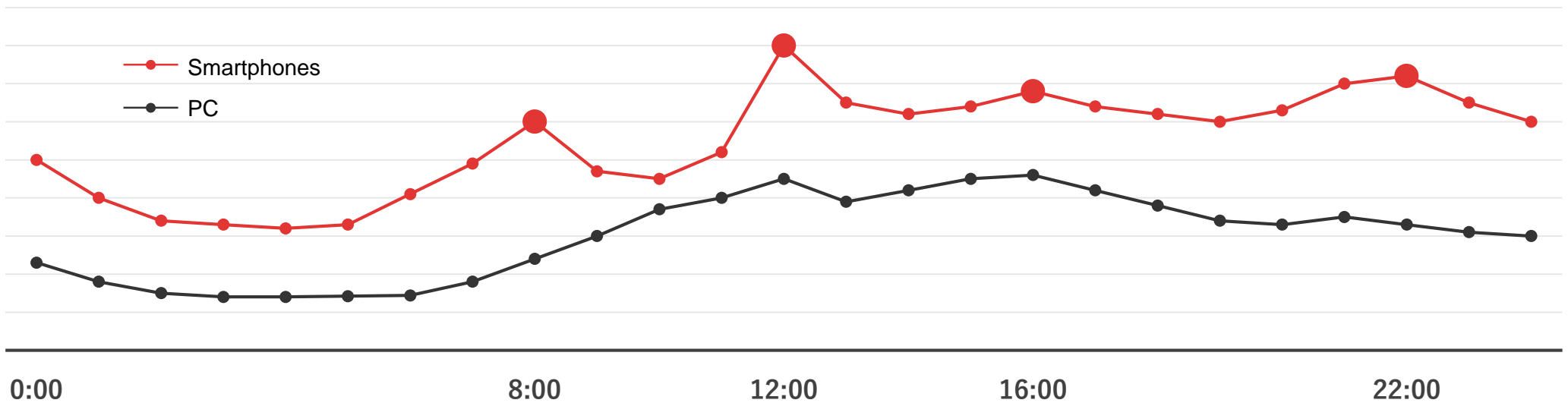
インテル、モーターバイを買収…自動運転車の開発を強化



インテルは3月13日、モーターバイを買収することで合意したと発表した。  
インテルは3月13日、モーターバイを買収することで合意したと発表した。1999年に設立されたモーターバイは、イスラエルに本拠を置く自動車企業。自動運転車の開発に力を入れているセンサーや地図などの分野において、強みを持つ。

# Use scene

The media are supported by business persons. On weekdays, articles are read during morning commuting hours, lunch hours, and hours from after returning to home to going to bed.



# Information on advertisement products



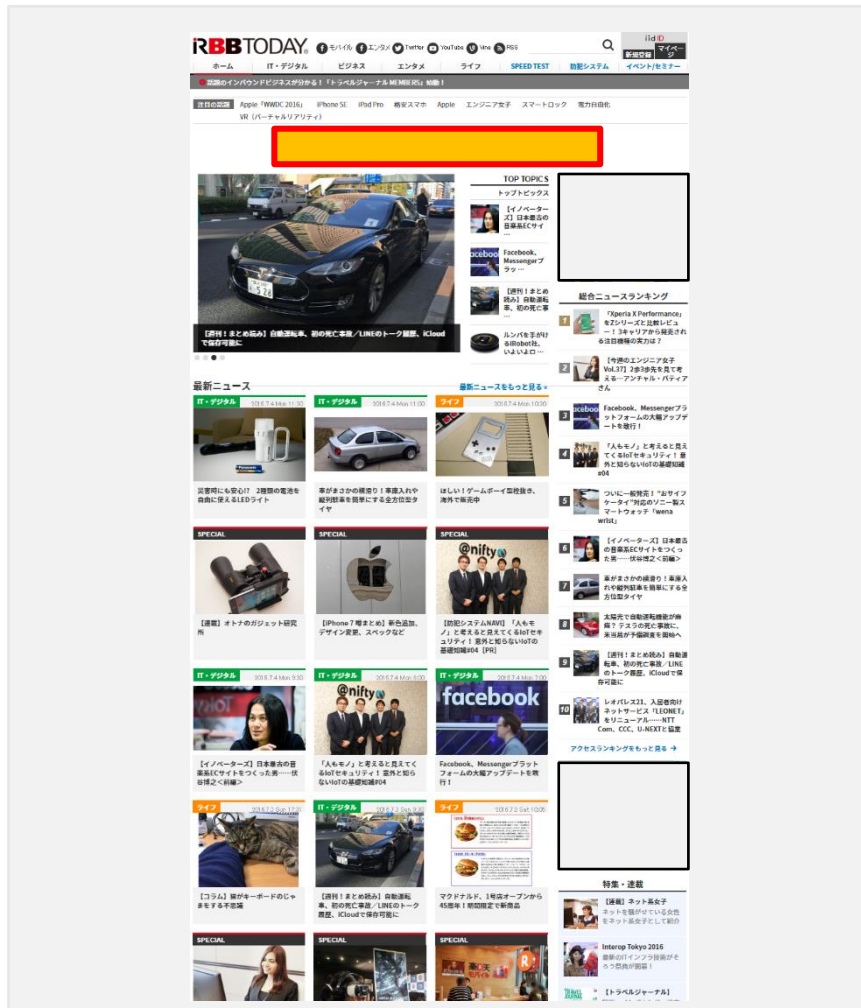
# Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp/PV)		Rate
Display advertisement	PC	Super Banner	2 weeks	300,000imp	imp (estimated)	¥350,000
		TOP Brand Panel	4 weeks	50,000imp	imp (estimated)	¥70,000
		In-Article Rectangle	2 weeks	300,000imp	imp (estimated)	¥350,000
		Right-frame Text Link	2 weeks	300,000imp	imp (estimated)	¥300,000
		Billboard	2 weeks	300,000imp	imp (estimated)	¥420,000
		Rich Rectangle	2 weeks	300,000imp	imp (estimated)	¥420,000
		Moving Banner	2 weeks	300,000imp	imp (estimated)	¥420,000
		Premium Takeover Menu	2 weeks	300,000imp	imp (estimated)	¥550,000
	4 weeks		600,000imp	imp (estimated)	¥1,000,000	
	SP	Super Banner	2 weeks	500,000imp	imp (estimated)	¥500,000
Smartphone Rectangle		2 weeks	500,000imp	imp (estimated)	¥600,000	
Text advertisement	SP	Text Link Under Title	1 week	500,000imp	imp (estimated)	¥400,000
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
			Archive	5,000PV	PV (guaranteed)	¥650,000 ~
			Archive	20,000PV	PV (guaranteed)	¥1,100,000 ~
		Tie-up Page	Archive	5,000PV	PV (estimated)	¥900,000 ~

\* The figures above are estimated and quoted as of December 2018. Please note in advance that they are subject to change.

\* If using animation images, you are also asked to submit static images.

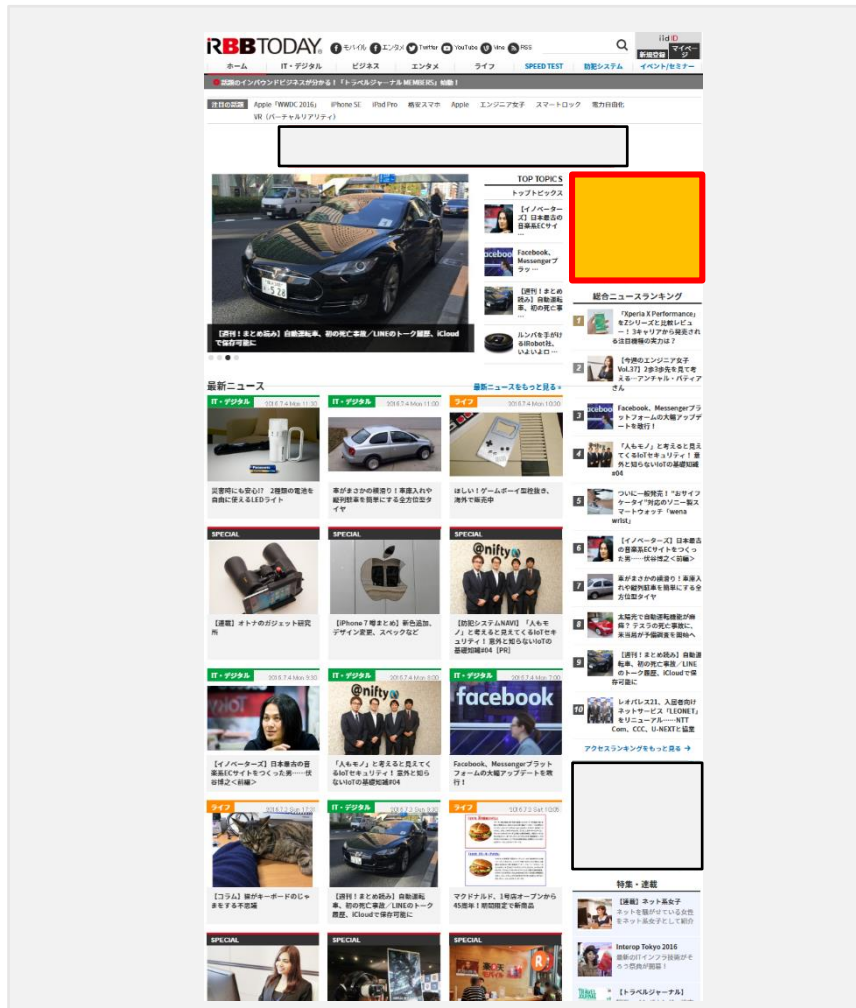
# PC Super Banner



PC Super Banner		
Placement page	TOP page Article page	
Placement period	2 weeks	
Estimated imp	300,000	
Rate	¥350,000	
Display style	Rotation	
Advertisement material format	● Dimensions	728 x 90
	● Max file size	15KB

- \* File formats are GIF, JPEG and Flash.  
(Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# PC Top Brand Panel



PC Top Brand Panel		
Placement page	TOP page	
Placement period	4 weeks	
Estimated imp	50,000	
Rate	¥70,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	50KB

- \* File formats are GIF, JPEG and Flash. (Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# PC In-Article Rectangle



PC In-Article Rectangle		
Placement page	Article page	
Placement period	2 weeks	
Estimated imp	300,000	
Rate	¥350,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	15KB

- \* File formats are GIF, JPEG and Flash. (Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

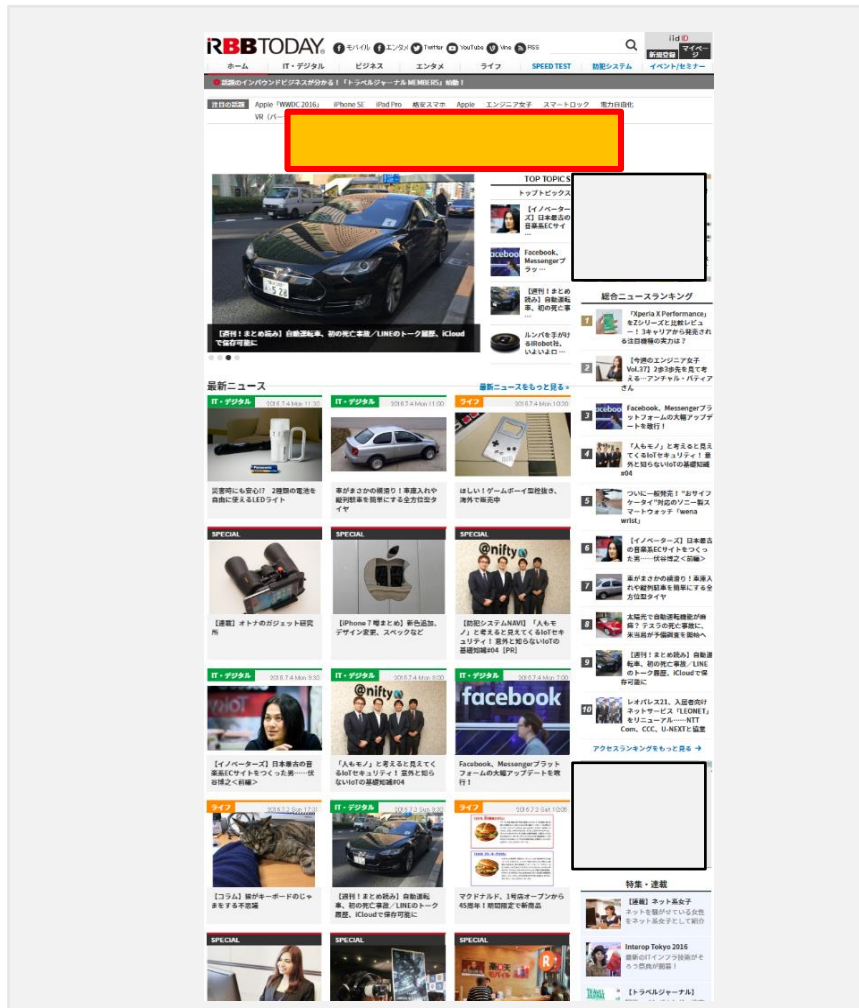
# PC Right-frame Text Link



PC Right-frame Text Link	
Placement page	TOP page Article page
Placement period	2 weeks
Estimated imp	300,000
Rate	¥300,000
Display style	Rotation
Advertisement material format	● Up to 30 two-byte letters
	● Three spaces only

- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

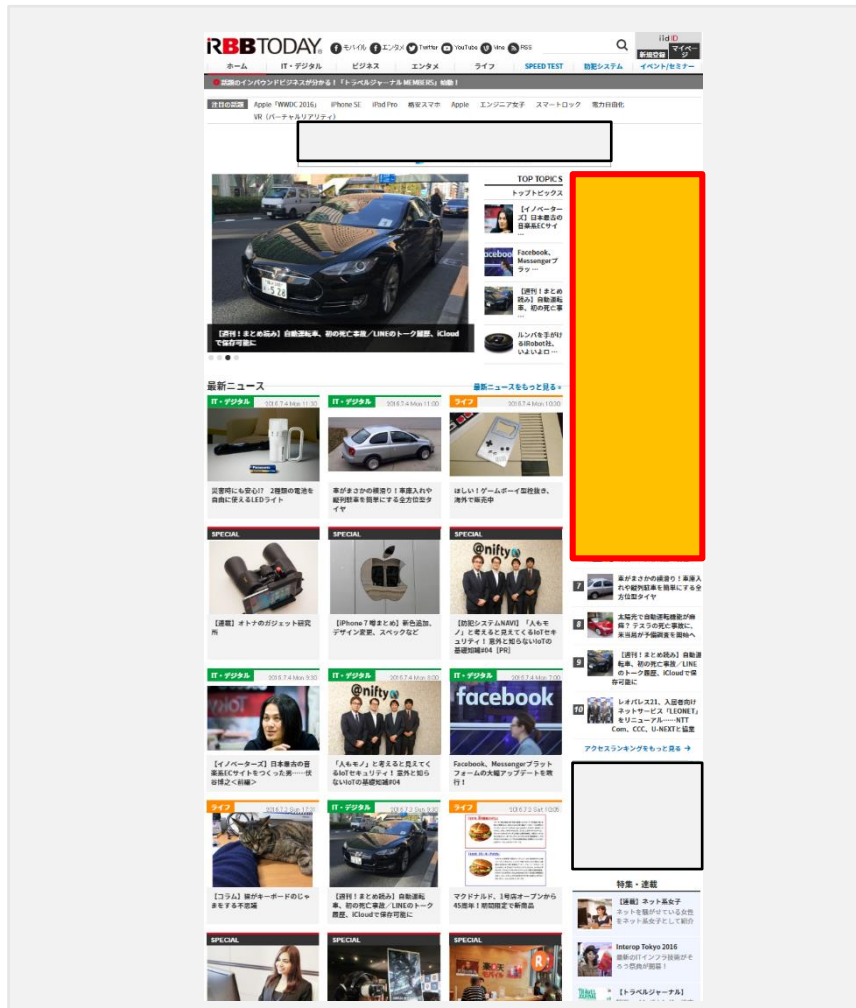
# PC Billboard



PC Billboard		
Placement page	TOP page Article page	
Placement period	2 weeks	
Estimated imp	300,000	
Rate	¥420,000	
Display style	Rotation	
Advertisement material format	● Dimensions	970 x 250
	● Max file size	50KB

- \* File formats are GIF, JPEG and Flash. (Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

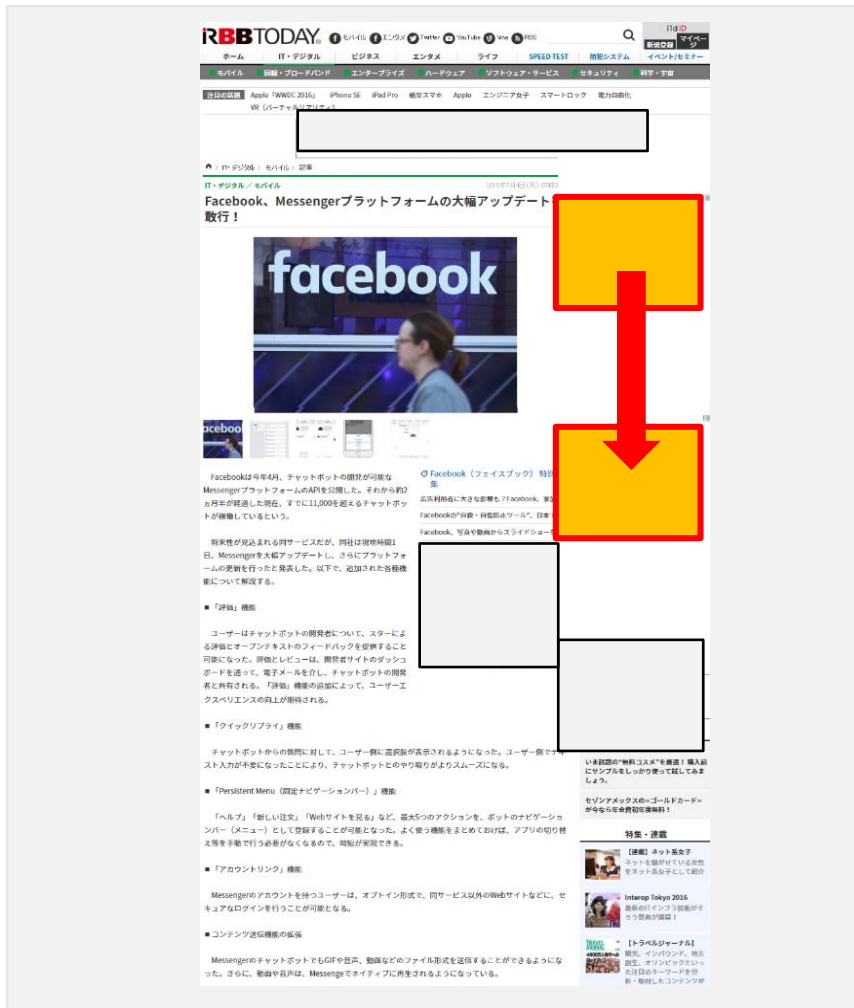
# PC Rich Rectangle



PC Rich Rectangle		
Placement page	Article page	
Placement period	2 weeks	
Estimated imp	300,000	
Rate	¥420,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 600
	● Max file size	50KB

- \* File formats are GIF, JPEG and Flash. (Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# PC Moving Banner

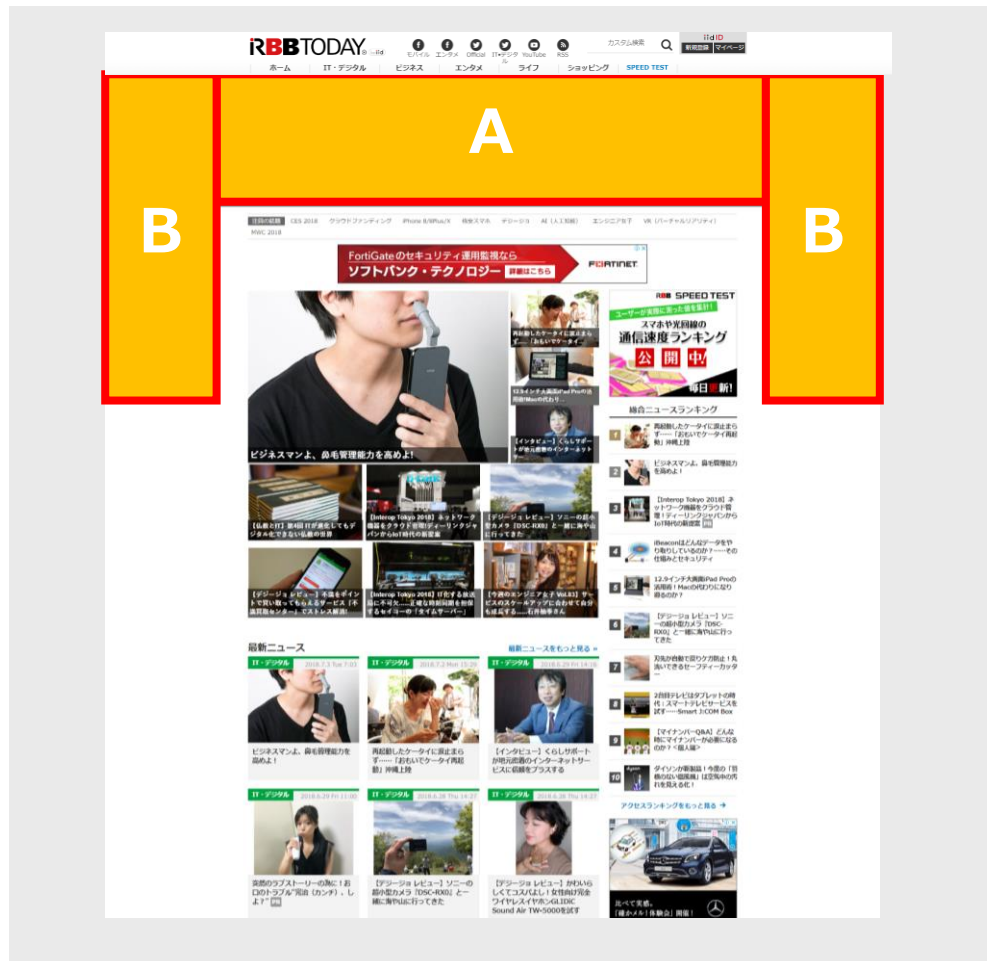


PC Moving Banner		
Placement page	Article page	
Placement period	2 weeks	
Estimated imp	300,000	
Rate	¥420,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	50KB

- \* The banner scrolls with the page to a certain position.
- \* File formats are GIF, JPEG and Flash.  
(Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.



# PC Premium Takeover



## Top Takeover Menu

Top Takeover Menu		
Placement page	TOP page, Article page	
Placement period	2 weeks	4 weeks
Estimated imp	300,000	600,000
Rate	¥550,000	¥1,000,000
Display style	Paste of all material	
Dimension	A : 1160 × 250px B : 140 × 640px	

- \* Please inquire about inventory to each sales representative.
- \* We will submit a report on imp, number of clicks and click rates when your advertisement is finished.

# SP Super Banner



SP Super Banner		
Placement page	TOP page Article page	
Placement period	2 weeks	
Estimated imp	500,000	
Rate	¥500,000	
Display style	Rotation	
Advertisement material format	● Dimensions	320 x 100
	● Max file size	50KB

- \* File formats are GIF, JPEG and Flash.  
(Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# SP Rectangle



SP Rectangle		
Placement page	Article page	
Placement period	2 weeks	
Estimated imp	500,000	
Rate	¥600,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	50KB

- \* File formats are GIF, JPEG and Flash.  
(Flash cannot be used for side tiles)
- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# SP Text Link Under Title



SP Text Link Under Title	
Placement page	Article page
Placement period	2 weeks
Estimated imp	500,000
Rate	¥400,000
Display style	Rotation

- \* Submission due date is five business days before placement.
- \* An advertisement will start running on any day of week.
- \* This is not an imp-guaranteed product.
- \* We will submit a report on imp, number of clicks and CTR when your advertisement is finished.
- \* Please consult about distribution by area.

# Native Advertising



Native Advertising			
Device	PC / Smartphone		
Placement period	Archive		
PV (guaranteed)	-	5,000PV	20,000PV
Quotation	¥450,000 ~	¥650,000 ~	¥1,110,000 ~

**\* A Native Advertising placed is posted each one time on Facebook and Twitter of RBB TODAY (free of charge).**  
**\* Secondary use (such as external navigation to content and provision of materials) is possible. Please inquire about rates.**

\* The rates above are gross. For detailed quotations, please consult separately.

\* Articles will be written after we ask your requests.

\* You are asked to proofread and approve the content of articles before placement.

\* Articles have the credit [PR]. No distribution to external websites will be allowed.

\* For the menu guaranteeing 20,000PV, we will induce customers by using Cynergi Platform (see P.20).

# Tie-up Page



## Recommended content

- Want to be particular about design or layout
- Want to draw attention of readers by distributing highly original content
- Want to carry out dynamic promotions such as features and serialization

Tie-up Page	
Content	Production of screens for PC/SP Navigation: 4 weeks
Placement period	Archive
Estimated PV	5,000PV
Quotation	¥900,000 ~

\* Articles have the credit [PR].

# Cynergi platform

This is a menu by which you can use your content for approach to potential customers beyond boundaries of media.

This is the pay-per-click type menu\* navigating only the readers who are interested in your content from over 10 diversified media.

The platform induces excellent users to your article page from a group of our media with total monthly inventory of 200 million impressions.

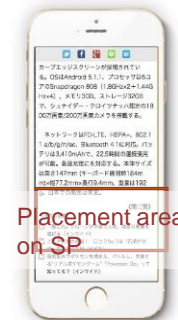
\* Media cannot be designated



Submission page

## Points

- ◎ We create the effective headlines which really hit potential customers.
- ◎ Beyond media, the platform can deliver information to interested readers.
- ◎ We induce the excellent users\* with high rates of time on page/scroll depth. (\* researched by our Google Analytics)



Placement area on SP



Placement area on PC

An advertisement is placed on “noteworthy articles” directly underneath an article page.

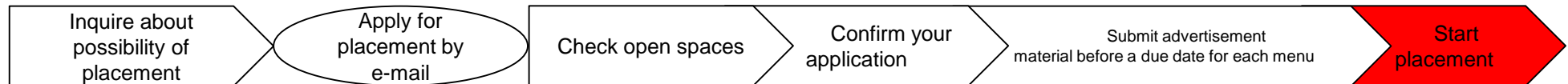
\* Placement media/areas are allocated by a system automatically and optimally.

\* Your company can not designate placement media and areas.

\* This is an effective system which increases a ratio for displaying advertisements on high CTR media.

# Submission guidelines

## ■ Flow until starting placement



## ■ Read before you apply for placing an advertisement

- Before you apply for placing an advertisement, you must inquire to check whether or not your advertisement on products/services will be able to be placed.
- We respond to your inquiry only by the word “possible” or “impossible.”
  - \* Please note that we will not answer the reasons why you are able/unable to place an advertisement.
- Our company accepts your application and submission formally when sending receipt e-mails. Please note in advance that no affairs will be handled if our company has not sent receipt e-mails.
- We keep a vacant advertisement space temporarily for five business days after your request. If we are not notified during the period, the space is released automatically.
- All communications are done by e-mail from your application to submission.
- After submission, we review your advertisement material based on our advertisement placement policy and production guidelines. If your advertisement violates the policy, guidelines or any other rules, you may be asked to modify the advertisement.
- The advertisement specifications are as of March 2018. The dimensions, maximum file size and other elements are subject to change.
- We may utilize our advertisement menu to implement research or other activities for the purpose of improving services for users and advertisers.
- Please understand that we will not coordinate advertisements of competitors or placement at the same time.

## ■ Submission guidelines

- Advertisement material: See each advertisement menu.
- Submission due date: See each advertisement menu.
- Submission method: Submit your advertisement material as an attachment file by e-mail to your person in charge. After confirming submission, we will send a receipt e-mail.
- About links: To demonstrate links, create a designated URL at least five days before starting placement.



# Advertisement placement policy/precautions

## ■ Advertisement placement policy

- If our company finds it inappropriate to place your advertisement, you may be kindly requested not to place it. We ask for your kind understanding.

## ■ Precautions

- The rates, number of spaces, inventory and specifications for each advertisement space are subject to change without notice. Please always check these conditions before you apply for our service.
- If you change the content of your advertisement, the hours from 10 a.m. to 2 p.m. on the first day of the change and the hours from 11:59 p.m. on the last day of the change to 9:59 a.m. on the next day are regarded as adjustment hours. We are not responsible for problems during the adjustment hours. Please understand in advance.
- There are hours for not placing and distributing advertisements due to force majeure such as fire, power blackouts and natural disasters and regular system maintenance. In these cases, please note that our company will be exempted if total hours do not exceed 48 hours in a month or if content is distributed within 24 hours for distribution service.
- The usage purposes for image data used in this Media Guide and past cases are limited only to explanations and introduction of advertisement products, preparation of proposals and materials for sales expansion. Please also understand that images are just only past cases of other companies. You can not produce similar creative or material.
- Please note that the rates listed in this Media Guide exclude taxes.

# Overview for IID Media

IID, Inc. is a **content marketing company** operating **48 media** in **20 categories**.



Media name	News categories handled
Response	Automobiles
RBB TODAY	IT/business
INSIDE	General games (Japan/smartphones)
ReseMom	Education/entrance exams
CinemaCafe.net	Movies
NEWS CAFE	Living information portal site
CYCLE style	Sports
Game Spark	Core games (overseas/PC)
Anime! Anime!	Animation
eNennpi	Fuel consumption/environment
Diet Club	Diet
GameBusiness.jp	Games
Expo TODAY	Exhibitions/events
Push on!	Automobile goods
Scan Net Security	Security
Spyder7	Entertainment (for male)
CAR CARE PLUS	Automobiles (repair/maintenance)