

**iRBB**TODAY®

Media Guide  
April - June 2021



# RBB TODAY delivers the present to business persons

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

## IT

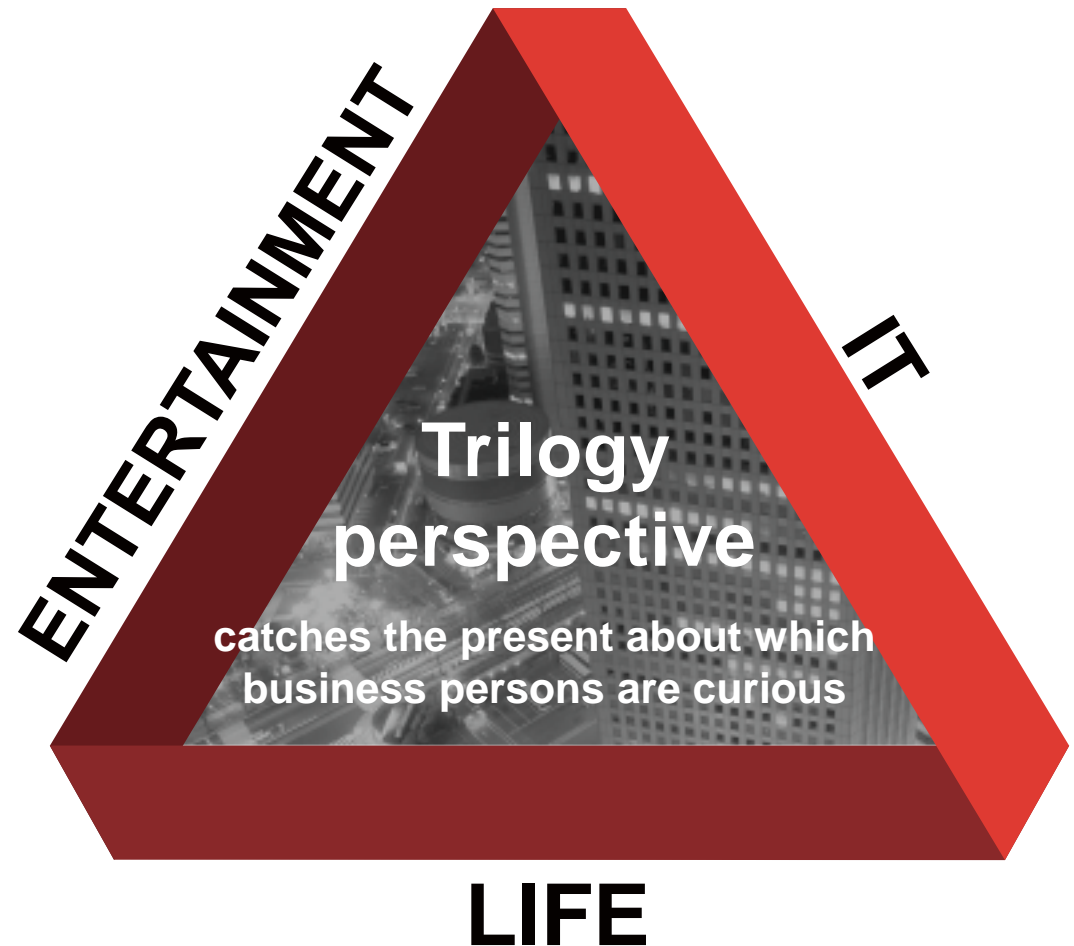
Provides articles mainly in the categories of telecommunications, mobiles and gadgets

## ENTERTAINMENT

Communicates current show business news and entertainment news fast

## LIFE

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

Twitter

12,000

IT / Digital

Business

Global

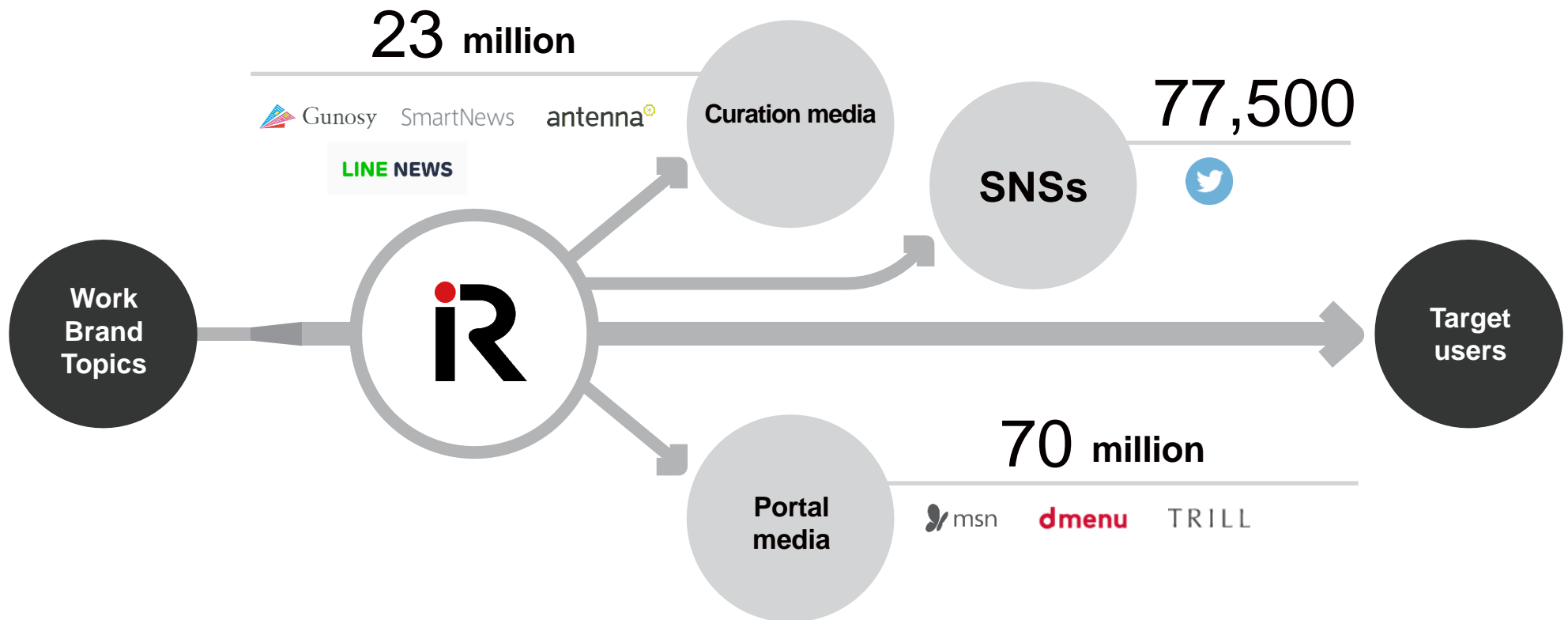
Entertainment

Life

SPEED TEST

# RBB TODAY's ability to reach target users

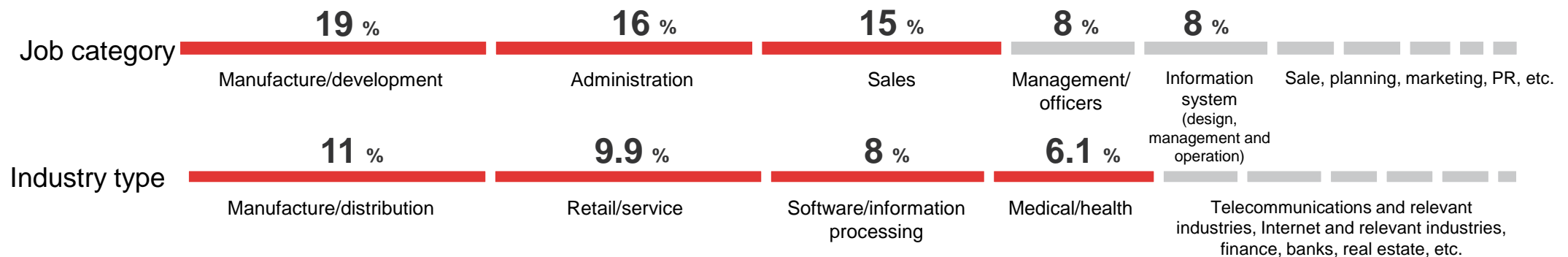
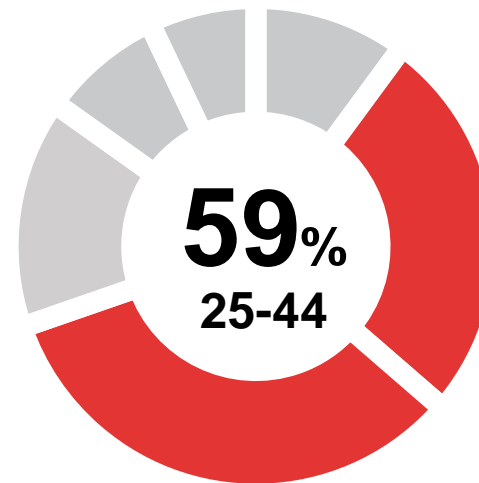
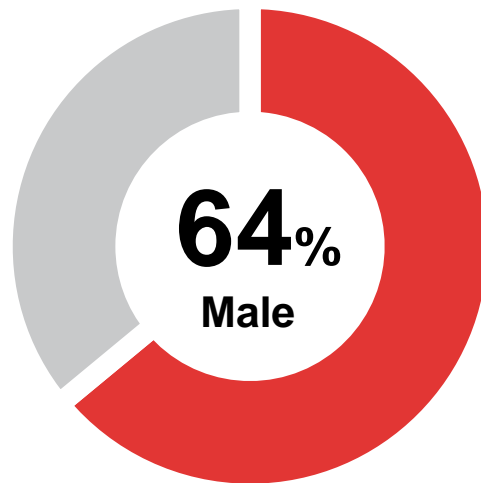
Articles have been spread widely on portal media, SNSs and others.



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 20s to 40s.



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 20s and 40s who are interested in topics of telecommunications.

## Interests and attention

- IT/broadband information
- Digital information
- Business information
- Entertainment 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 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、およびデバイスが一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することが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の新型「赤」が好評！ネットユーザー「青も...

iPhone 7に新型「レッド」が登場！予約は25日午...

編集部にメッセージを送る

### IT・デジタル / その他 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をテーマに開催される。

Interpets  
通称「ペットのビッグサイト」は、人とペットの豊かな暮らしをテーマに開催される。Interpets 2018は、3月30日から4月2日まで開催される。

### エンタメ / 音楽 活動自粛中だった「夢アド」の山田朱莉、グループ卒業を発表



今年1月に「巨大な契約違反」の目的で活動自粛が発表されていたアイドルグループ「夢アド」の山田朱莉、グループ卒業を発表した。

夢アド  
活動自粛中だった「夢アド」の山田朱莉、グループ卒業を発表した。山田朱莉は、今年1月に「巨大な契約違反」の目的で活動自粛が発表されていた。山田朱莉は、今年1月に「巨大な契約違反」の目的で活動自粛が発表されていた。

### IT・デジタル / その他 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 Plus」が、国内16箇所に発表された。今回の新機種も国内3キャリアが取り扱いに乗り出した。今回の新機種も国内3キャリアが取り扱いに乗り出した。今回の新機種も国内3キャリアが取り扱いに乗り出した。

### IT・デジタル / モバイル 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月初旬より順次発売する。

カーナビ  
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月初旬より順次発売する。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月初旬より順次発売する。

### IT・デジタル / その他 インテル、モビリティを買収…自動運転車の開発を強化

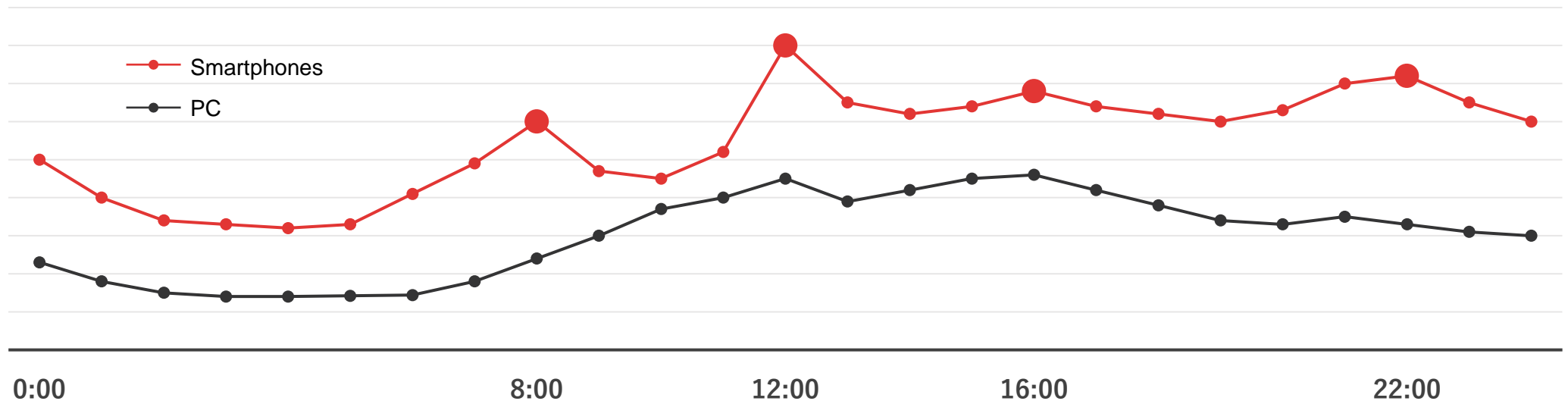


インテルは3月13日、モビリティを買収することで合意した。と発表した。

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# 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



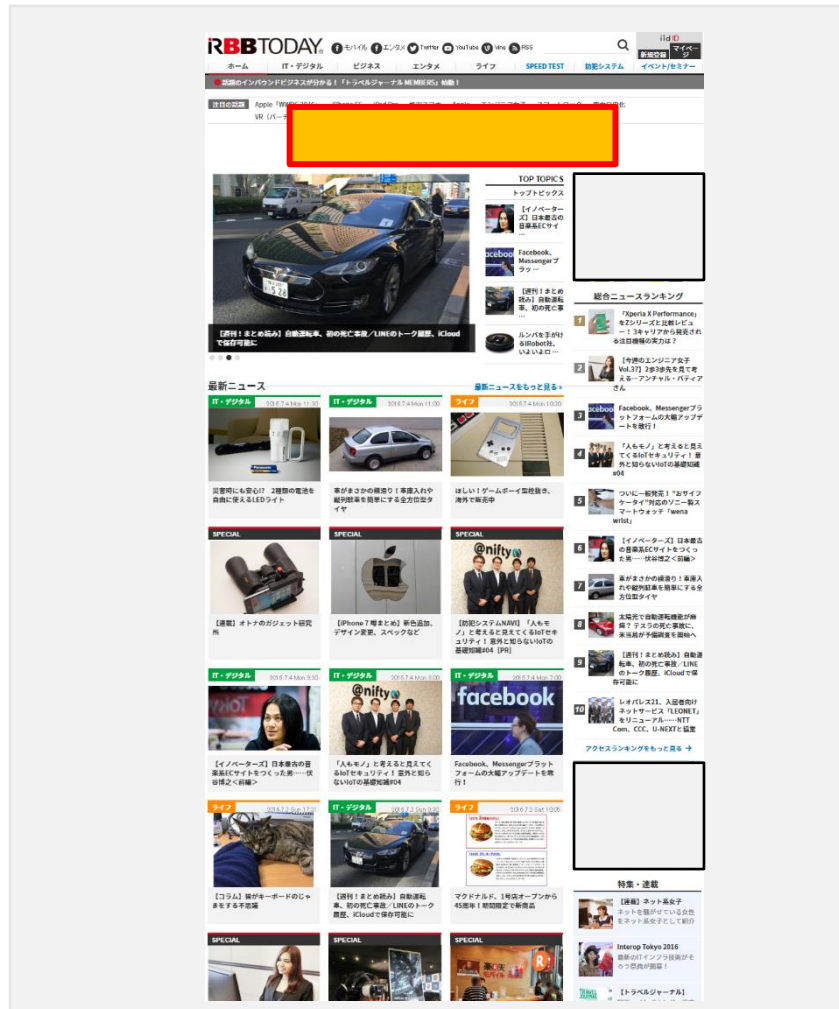
# Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp/PV)		Rate
Display advertisement	PC	Super Banner	2 weeks	120,000imp	imp (estimated)	¥150,000
		In-Article Rectangle	2 weeks	110,000imp	imp (estimated)	¥150,000
		Premium Takeover Menu	2 weeks	120,000imp	imp (estimated)	¥200,000
			4 weeks	250,000imp	imp (estimated)	¥400,000
	SP	Header Banner	1 week	500,000imp	imp (estimated)	¥500,000
		Smartphone Rectangle	1 week	500,000imp	imp (estimated)	¥600,000
		Smartphone Premium Takeover	1 week	800,000imp	imp (estimated)	¥1,000,000
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
			Archive	5,000PV	PV (guaranteed)	¥650,000 ~
			Archive	20,000PV	PV (guaranteed)	¥1,100,000 ~

\* The figures above are estimated and quoted as of March 2021. Please note in advance that they are subject to change.

\*All prices are tax excluded.

# PC Super Banner



PC Super Banner		
Placement page	TOP page Article page	
Placement period	2 weeks	
Estimated imp	120,000	
Rate	¥150,000	
Display style	Rotation	
Advertisement material format	● Dimensions	970 x 250
	● Max file size	150KB

- \* File formats are GIF and JPEG.
- (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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.

# PC In-Article Rectangle



PC In-Article Rectangle		
Placement page	Article page	
Placement period	2 weeks	
Estimated imp	110,000	
Rate	¥150,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	150KB

- \* File formats are GIF and JPEG.
- (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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.

# PC Premium Takeover



## Top Takeover Menu

Placement page	TOP page	
Placement period	2 weeks	4 weeks
Estimated imp	120,000	250,000
Rate	¥200,000	¥400,000
Display style	Paste of all material	
Dimensions	A:1160 × 250px B:140 × 640px	

- \* File formats are GIF, JPEG and PNG.  
(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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.

# SP Super Banner



SP Super Banner		
Placement page	TOP page Article page	
Placement period	1 week	
Estimated imp	500,000	
Rate	¥500,000	
Display style	Rotation	
Advertisement material format	● Dimensions	320 x 100
	● Max file size	150KB

- \* File formats are GIF and JPEG.
- \* 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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.

# SP Rectangle



SP Rectangle		
Placement page	Article page	
Placement period	1 week	
Estimated imp	500,000	
Rate	¥600,000	
Display style	Rotation	
Advertisement material format	● Dimensions	300 x 250
	● Max file size	150KB

- \* File formats are GIF and JPEG.
- \* 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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.



# SP Premium Takeover



SP Premium Takeover		
Placement page	TOP page Article page	
Placement period	1 week	
Estimated imp	800,000	
Rate	¥1,000,000	
Display style	Pasted	
Advertisement material format	● Dimensions	Header: 750 × 200 × 100 Footer: 750 × 60 × 160
	● Max file size	Total : 200KB

- \* File format is PNG.
- \* 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.
- \* Distribution time of the advertisement is from 10: 00 am on the designated day.
- \* This price is tax excluded.

# Native Advertising



The screenshot shows the RBB TODAY website interface. At the top, there's a navigation bar with links like Home, IT・デジタル, ビジネス, エンタメ, ライフ, SPEED TEST, 情報システム, and イベント/セミナー. Below the navigation bar, there's a search bar and a list of categories. The main content area features an article titled '初音ミクとポッキーがコラボ、その鍵は音にあった…冷やすだけじゃない仲間との楽しみ方'. A yellow box with the text 'Portion for placing images' is overlaid on the article content. Below the article, there are several small images and a section titled '合同転職面談会を開催／DODA'.

Native Advertising			
Device	PC / Smartphone		
Placement period	Archive		
PV (guaranteed)	-	5,000PV	20,000PV
Quotation	¥450,000 ~	¥650,000 ~	¥1,100,000 ~

★A Native Advertising placed is posted one time on SNS 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.

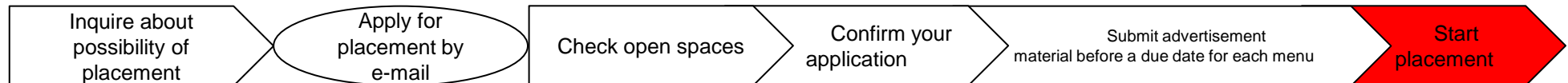
• For the menu guaranteeing PV, we will induce customers by using Taboola, Popin, Outbrain and so on.

\* Distribution time of the advertisement is from 10: 00 am on the designated day.

\* This price is tax excluded.

# 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 2021. 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

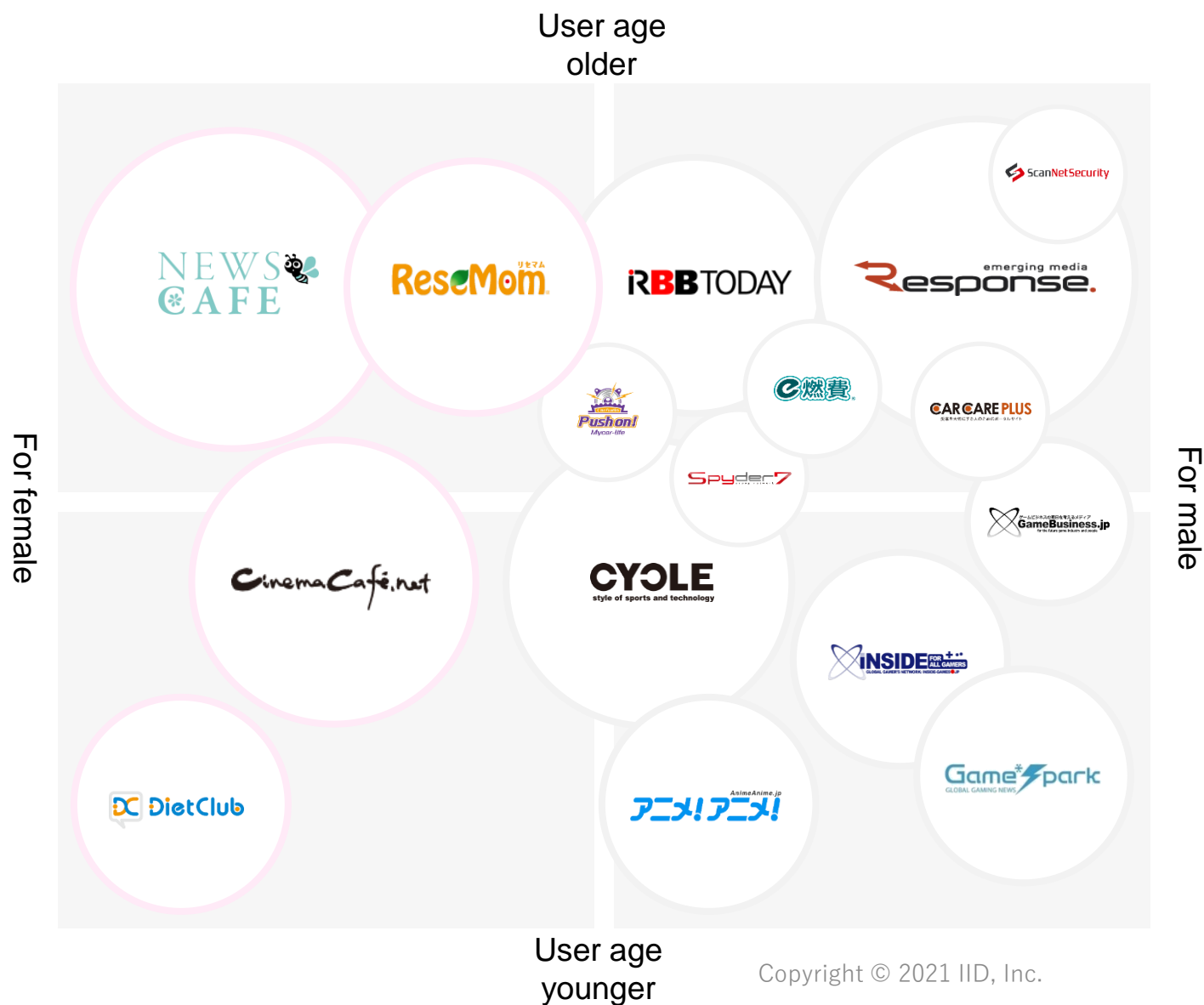
- If our company finds it inappropriate to place your advertisement, you may be kindly requested not to place it. We ask for your kind understanding.

## ■ 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
Push on!	Automobile goods
Scan Net Security	Security
Spyder7	Entertainment (for male)
CAR CARE PLUS	Automobiles (repair/maintenance)