

東洋經濟

T O Y O K E I Z A I

O N L I N E

Media Guide

2024

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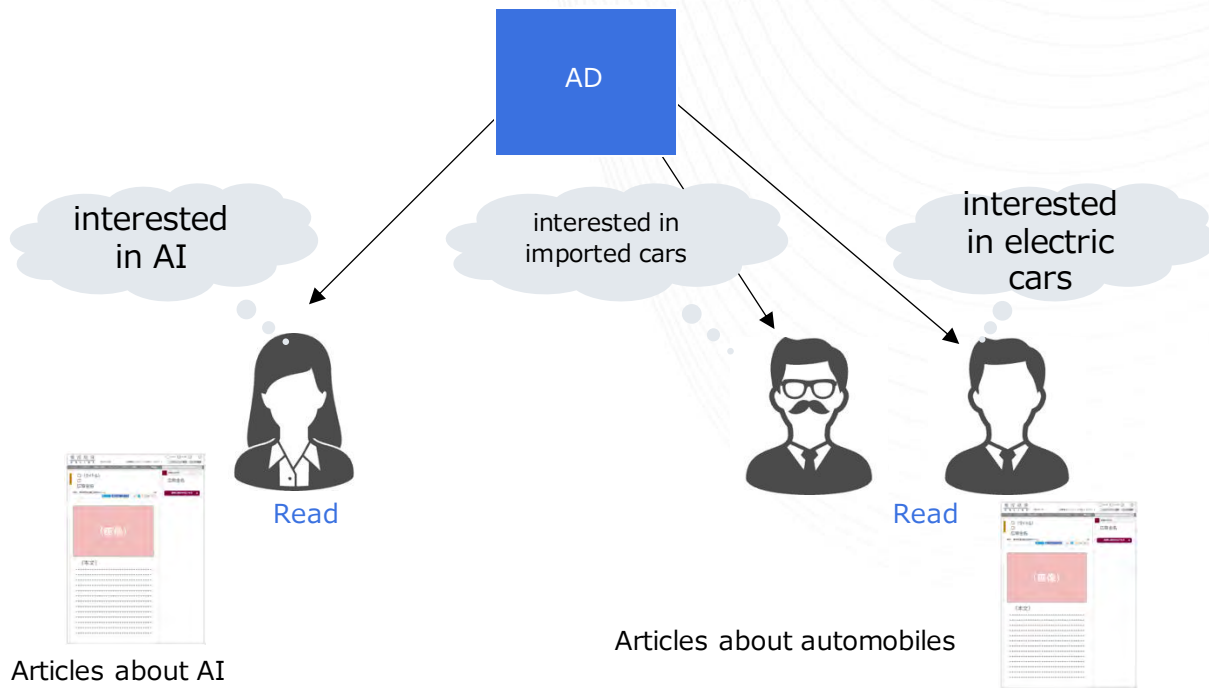
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## Submission Rules

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# NEW TOPICS New menu "Original Targeting Rectangle" released

We target users who are most suitable for your products and services by utilizing "attribute data" and "article reading data," which are "1st party data" of Toyo Keizai Online member users. This is the "1st party data" of Toyo Keizai Online member users, which is used to target users who are most suitable for your products and services.



		Attribute data	Article reading data
Financial	Real Estate & Prospective Buyers	○	○
	Individual investors	○	○
Human resources	People interested in changing jobs	○	○
Automobile	Foreign cars	○	○
	Family cars	—	○
	EVs	○	○
IT-related interest in	Security	○	○
	Generated AI	○	○
Category	IT equipment/system implementation decision makers	○	—
	Back office/corporate departments	○	—
	Manufacturing	○	—
	Management	○	—
	Enterprise	○	—
	Small and medium business owners	○	—

# Toyo Keizai Online: The No. 1 business magazine site in Japan; It is a high-profile web media that attracts the interest of a wide range of readers

Toyo Keizai Online is an online medium launched in June 2003 by Toyo Keizai Inc., the publisher of Weekly Toyo Keizai and Kaisha Shikiho, a quarterly company databook. As one of the largest business magazine-affiliated sites in Japan, it is supported by business people who are active on the front lines.



PC version

SP version

## 1. Daily delivery of unique articles that are read thoroughly

Articles from Toyo Keizai's journalists and talented writers are featured every day.

As a staple of economic news that can be read for free, the site has gained the support of many readers and continues to attract new viewers.

## 2. Maximum power of individual articles

While newspaper companies and other news media distribute 20,000 or more articles each month, Toyo Keizai Online posts only about 500.

The PVs per article are high, maximizing influence.

## 3. Well-informed readers accustomed to complex text

Toyo Keizai Online articles are relatively long, and articles that extend to several thousand words are not uncommon.

The site is favored by readers who are accustomed to lengthy text.

## 4. Viewed by a wide range of businesspeople from top managers to on-site personnel

Toyo Keizai Online's main readers are active businesspeople.

The site boasts a broad viewership ranging from employers and executives to managers and on-site personnel.

## 5. Diverse range of articles beyond business, politics, and economics, including career development, education, and lifestyle

Toyo Keizai Online presents articles in various genres written from unique perspectives. As well as articles on business, politics, and economics, the site features articles on lifestyle and child education favored by women.



# Message; Manager, Toyo Keizai Online Business Division and Product Manager



Thank you very much for your valuable patronage of Toyo Keizai Online.

Toyo Keizai Online launched in 2003, has been supported by many companies and continues to be a top-runner among business magazine-related websites.

For businesspeople working on the front lines, neutral economic and corporate information based on objective data is a way of life.

How can we deliver high quality content to as many people as possible in a fresh, easy-to-understand, and efficient manner? We have been tirelessly working through a process of trial and error.

On the other hand, the world is in an era of unprecedented upheaval, and the situation surrounding the media is also in the midst of daily change. If we do not evolve without resting on our laurels, our readers will leave us in the blink of an eye.

We will continue to develop and innovate further as a web media outlet with great influence on the domestic and international business scene by combining the power of data and technology with the media management know-how we have cultivated over the past 20 years.

I hope that advertisers make active use of us so that we can help to solve your problems

# Message; Toyo Keizai Online Chief Editor



Thank you for your continued patronage of Toyo Keizai Online.

Since the advent of ChatGPT, generative AI (artificial intelligence) has been rapidly evolving, which is likely to change not only the way individuals work, but also the business models of many industries. In addition, with the rise of various geopolitical risks, the need to accurately understand the nature of economic and social conditions will probably increase.

Toyo Keizai Online features a panel of industry journalists who write for Kaisha Shikiho, as well as experts in economic, social, international, and other fields. Toyo Keizai Online works with approximately 400 industry reporters who write for Kaisha Shikiho, as well as experts and journalists who are well versed in various fields such as economics, society, and international affairs. We will send out timely information on topics of interest to our readers. In addition, we will also be thoroughly committed to uncovering "themes that are not yet well-known. Another major feature of our content is that it makes use of the wealth of data we have accumulated on financial information and corporate social responsibility (CSR).

We will always pursue the most appropriate form for each theme, including not only text but also visual data, video, audio, and other forms of content. We will always pursue the most appropriate form for each theme. We will make further efforts to become a medium that people can rely on when they are faced with major changes and are pressed to make decisions.

The entire editorial team will continue to make every effort to be of service to advertisers and other stakeholders.

Toyo Keizai Online Chief Editor

**Kengo Inoshita**

# These are the readers of Toyo Keizai Online



**40 years old,  
lives in Tokyo  
region,  
university  
graduate**



**Married, dual income  
household, has  
children**  
Lives in a single-family  
home, owns a car



Around 1,000 employees  
Manufacturing  
**Section chiefs to  
general managers**  
**Grade**

**DX**

Digitalization  
in the company  
strong sense of  
challenge  
**DX promotion**  
highly motivated



Has financial assets of  
10 million yen or  
more  
**37.9%**

**SDGs**

**65.1%**  
of readers have  
high interest in  
**SDGs**



Plan to purchase  
**fashion, cosmetics**  
**appliances,  
automobiles**



**45.0%**  
of readers are  
**Women**

[Survey Summary]

Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online  
Survey period: February 7, 2023 – February 9, 2023  
Survey organization: Online questionnaire by Rakuten Insight

# Top-Viewed Companies on Toyo Keizai Online

## Manufacturing (machinery)

Panasonic  
Mitsubishi Electronic  
Ricoh Japan  
Canon  
Sharp  
Panasonic Holdings  
Murata Manufacturing  
Hitachi Group

## Manufacturing (cars & bikes)

Honda Motor  
Denso  
Nissan  
Mazda  
Isuzu Motors  
Mitsubishi Motors  
Toyota Motor  
NTN

## Manufacturing (pharmaceuticals, chemicals & materials)

Fujifilm  
Asahi Kasei  
Toray  
Daiichi Sankyo  
Nichia Corporation  
Bayer Yakuhin  
Kaneka  
Chugai Pharmaceutical

## Manufacturing (consumer goods)

Asahi Breweries  
Bridgestone  
Japan Tobacco  
Dell  
Shiseido  
LIXIL  
Morinaga Milk Industry  
Kao

## Wholesale, retail & trading

ENEOS Holdings  
Itochu  
Mitsubishi Corporation  
Marubeni  
Toyota Tsusho  
Mitsui & Co.  
Macnica  
Uchida Yoko

## Finance & insurance

Sumitomo Mitsui Banking  
Sompo Japan Insurance  
Nomura Securities  
Sumitomo Life Insurance  
Mizuho Bank  
Bank of Japan  
Meiji Yasuda Life Insurance  
Hokkoku Bank

## Transportation & infrastructure

Tokyu  
Sumitomo Densetsu  
Sankyu  
East Nippon Expressway  
UPS Japan  
Kandenko  
All Nippon Airline  
Tokyo Metro

## Real estate and construction

Toda Corporation  
Taisei Corporation  
Daiwa House Industry  
Shimizu Corporation  
Mitsubishi Estate Company  
Mori Building  
Mitsui Fudosan  
Kinden

## IT, consulting & information services

Softbank  
Cyber Agent  
Sega Sammy Holdings  
Otsuka Coporation  
PricewaterhouseCoopers Japan  
Nomura Research Institute  
LINE  
Amazon Japan

## Communications, broadcasting, publishing & printing

Nikkei Inc.  
Rakuten Communications  
Japan Broadcasting  
Asahi Shimbun  
Dai Nippon Printing  
NTT Docomo  
Nippon Television Network  
So-net

## Government agencies

Tokyo Metropolitan Government  
Yokohama City Hall  
Ministry of Health, Labour and Welfare  
Japan Ministry of Defense  
Ministry of Internal Affairs and  
Communications  
Kanagawa Prefectural Government  
Cabinet Office  
Hokkaido Government

## Universities & research institutions

Tokyo University  
Kyoto University  
Tohoku University  
Kyushu University  
Osaka University  
Meiji University  
Ritsumeikan University  
Nihon University



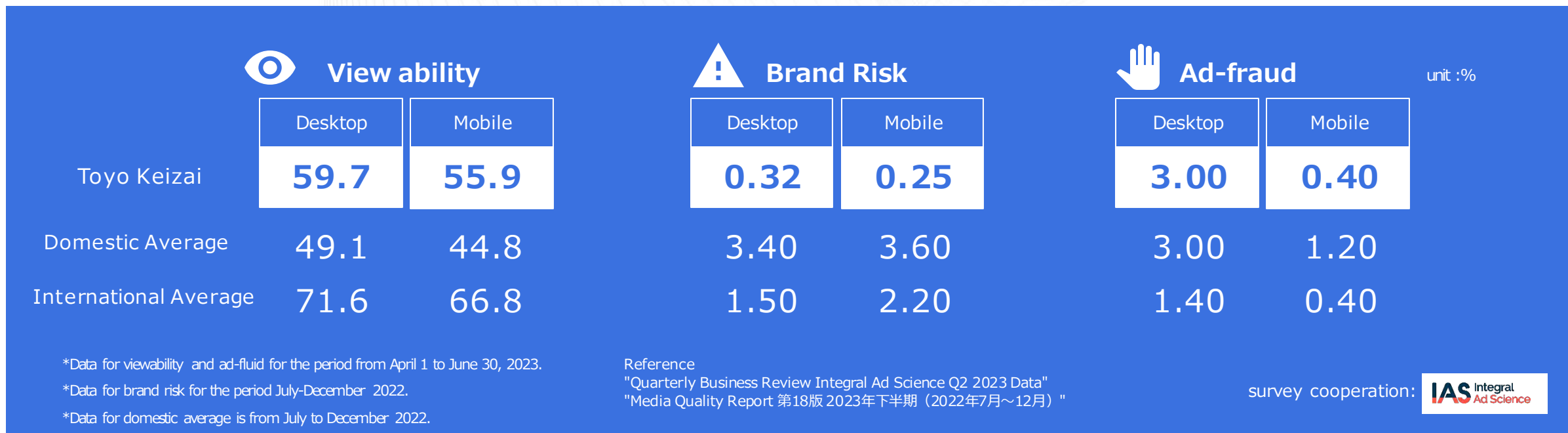
# We offer a menu of ads based on the reader's behavioral funnel

Toyo Keizai Online offers a variety of advertising menus to meet the various marketing challenges of advertisers.



# Commitment to a Safe and Secure Advertising Delivery Medium

In order to make Toyo Keizai Online a safe and secure media trusted by advertisers, various ad-verifications are being conducted. As a result of a brand safety survey from multiple perspectives, it has been proven that the ad space has a higher performance than the domestic average.



Toyo Keizai Inc. is a JICDAQ (Japan Institute for Certification of Digital Advertising Quality) quality certification provider in the two areas of brand safety and countermeasures against invalid traffic.



For details on PMP and other operational advertising menus, please contact us.

# Advertorial

Toyo Keizai Brand Studio staff will interview advertisers,  
We will make the content readable by readers.

# Editorial Design

“Editorial Design” advertorial has a normal editorial news design. It can be used to send the message of your brand or product to our readers.

## Sample



<https://toyokezai.net/artides/-/477383>

\*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 19.

## Implementation fees

¥3 million~

(w/o tax)

Guaranteed no. of 10,000PV

¥4 million~

(w/o tax)

Guaranteed no. of 20,000PV

## Contents

Text volume	Equivalent to 2-3 pages of A4 magazine Approximately 2,000 to 2,500 words About 2 photos/graphs (* with interview photography) Depending on the content, we will also create an inducement frame.
Appearing Terms	4~8 weeks (*1 year archive after publication) In case of 20,000PV guarantee, 6 weeks *If the guaranteed PV is not reached within this period. The period may be extended.
Credits	Requires “AD” credits near title, insert client name and “Writer: Toyo Keizai Brand Studio”.
Right column	In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

## Additional fee

Experts Distant interviews	Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities.
Express fee	If the production period is short, an express fee may be required.
Tag installation fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.
Cancellation fee	If you cancel just before the interview, a cancellation fee may be required.



# Unique Design

We can design a unique advertorial to send a unique brand message.  
Interactive designs can also be created.

## Sample



[https://toyokeizai.net/sp/media/innovation\\_collaboration/15.html](https://toyokeizai.net/sp/media/innovation_collaboration/15.html)

## Implementation fees

¥4 million~

(w/o tax)

Guaranteed no. of  
10,000PV

¥5 million~

(w/o tax)

Guaranteed no. of  
20,000PV

## Contents

### Appearing Terms

4~8 weeks (\*1 year archive after publication)  
In case of 20,000PV guarantee, 6 weeks  
\*If the guaranteed PV is not reached within this period. The period may be extended.

### Credits

Requires "AD" credits near title, insert client name and "Writer: Toyo Keizai Brand Studio".

### Smartphone optimization

Smartphone optimization is included in the implementation fee.

## Additional fee

### Experts Distant interviews

Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities.

### Express fee

If the production period is short, an express fee may be required.

### Tag installation fee

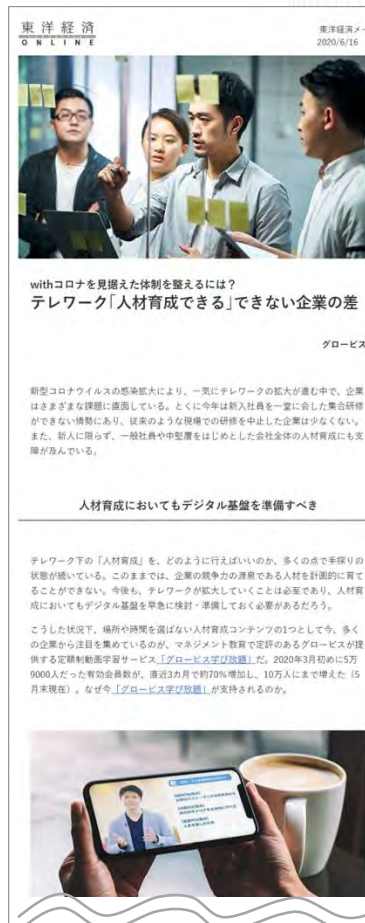
If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

### Cancellation fee

If you cancel just before the interview, a cancellation fee may be required.

# Mail Advertorial

This menu allows you to create content about your products and services in the form of an article advertisement and deliver it via e-mail. Implementation fee Delivered to Toyo Keizai Online e-mail members.



Implementation fees(No coverage)

¥2 million~

(w/o tax)

The estimated number of Email 600,000

\*When conducting targeted delivery, the guaranteed open count is not limited to the above

## Contents

Text Volume	Equivalent to 1-2 pages of A4 magazine Approximately 1,500 words About 2 photos/graphs
Design and Layout	The design and layout of the email will be the same. Unique designs are not allowed.
Credits	Requires "AD" credits near title and insert client name and "Writer: Toyo Keizai Brand Studio".
Page	We will create a page with the same editorial style as the content of the email and publish it on Toyo Keizai Online. No service to attract customers. The content cannot be modified.
External link	External link Links can be set up to direct users to your website.
Right column	In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)
Additional fee	
Express fee	If the production period is short, an express fee may be required.
Cancellation fee	If you cancel during writing draft, a cancellation fee may be required.

\*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 19.

# Lead generation

This menu aims to acquire customer information by using article ads and PDFs as hooks.

The Standard Plan includes the production of the landing page and white paper by us and the Light Plan includes the white paper supplied by the advertiser to acquire customers via e-mail.



Landing Page



E-mail magazine



Questionnaire page



PDF

## Implementation fees

Standard Plan /  
White Paper Creation Type

¥2.8 million~  
(w/o tax)

Light Plan /  
White Paper Supplied Type

¥2.2 million~  
(w/o tax)

Estimated lead acquisition period 4-8 weeks

Appearing Terms	Run until the subscription goal is achieved
Credit	Requires "AD" credits, the client name and "Writer: Toyo Keizai Advertorial Team" on the landing page and PDF. Toyokeizai online logo also inserted in the PDF.
White paper creation	The quoted price includes the production of a 2-page PDF; if you would like a 4-page PDF, an additional fee of 500,000 yen will be charged.
Guide	We will create and post the space while monitoring the availability. We will also distribute it in our e-mail magazine.
Questionnaire	<u>Basic Fields</u> Family name/Place of Employment/Type of Business/Department name/Job Title/Work Address/E-mail address/Phone Number/Cell phone number *One to three additional questions can be added.
Additional fee	
Cancellation fee	If you cancel just before the interview, a cancellation fee may be required.

\*We will confirm whether or not we can accept your request in advance at the lead acquisition, so please let us know the product.

\*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 19.



# Lead generation

The lead generation menu offers multiple patterns.

Menu	概要	料金	リード件数	備考
Standard Plan / White Paper Creation Type	Landing page on Toyo Keizai Online, We will acquire leads through white paper downloads. Guaranteed number of leads.	¥2.8 million~	100 guaranteed	We will create the landing page and white paper. *We will terminate the inducement as soon as the guaranteed number of cases is reached. (Estimated lead acquisition period : 4-8 weeks)
Light Plan/ White Paper Supplied Type	We will acquire leads by directing them to the white paper from the email. We will create the white paper without any interview.	¥2.2 million~	100 guaranteed	*We will use the white paper supplied by the client.
Survey-based plans	We acquire leads through a survey-based method.	¥4.0 million~	200 guaranteed	
Seminar Plan (On-site)	A customized seminar sponsored by one company. One-stop support from planning and advertising to on-site management on the day of the seminar.	¥5.4 million~	100 estimated	*The venue is expected to be a conference hall in Tokyo. *Keynote speaker's honorarium is not included in the fee. *Estimate for details to be provided on a case-by-case basis.
Seminar Plan (Online)	Online version of tailor-made seminars sponsored by a single company. Both live and on-demand streaming are available.	¥4.5 million~	200 estimated	*Keynote speaker's honorarium is not included in the fee *Delivery format (live or on-demand) to be discussed on a case-by-case basis. *Estimate for details on a case-by-case basis.

\*A combination of the above menus can also be designed. Please contact us for details.

\*Please let us know the product(s) you are interested in, so that we can confirm whether or not we can accept it at the lead acquisition in advance. For the Light Plan, please share your white paper with us.

\*The number of guaranteed leads excludes invalid leads (duplicates, housewives/husbands, unemployed, students, obviously incorrectly entered leads, and free addresses).

\*After acquiring the guaranteed number of leads and if you would like to receive more leads, you can purchase additional leads at the lead unit price in the "Guaranteed Leads" menu.

\*After the guaranteed number of leads has been acquired and if you wish to continue using the lead acquisition menu, please contact our sales representative.



# Re-post for Website

An option for a magazine advertorial repost on Toyo Keizai online.

## Sample



→  
Repost



『Weekly Toyo Keizai』 Business Aspect 4P

<https://toyokezai.net/articles/-/655172>

## Implementation fees

Editorial Design Advertorial

¥2 million~  
(w/o tax)

Guaranteed no. of  
10,000PV

¥3 million~  
(w/o tax)

Guaranteed no. of  
20,000PV

Mail Advertorial

¥1.8 million~  
(w/o tax)

The estimated number of  
Email 500,000

## Contents

Article details

We repost magazine advertorial content on the website.  
The article title may be modified to fit the online.

Appearing Terms

4~8 weeks (\*1 year archive after publication)  
\*In case of 20,000PV guarantee, 6 weeks  
\*If the guaranteed PV is not reached within this period, the period may be extended.

Credits

Requires "AD" credits near title, and insert client name and "Writer: Toyo Keizai Brand Studio".

Right column

In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

Guide

We will create and post the space while monitoring the availability.

# Series advertorial plan

We focus on a specific theme and serialize content that is more closely related to the advertiser over a long period of time.



[https://toyokeizai.net/category/daikin\\_kuki](https://toyokeizai.net/category/daikin_kuki)

## Implementation fees

¥16.2 million~

(w/o tax)

Number of advertorial 6

Guaranteed no. of 10,000PV

## Contents

Contents	We produce and publish content with a unified theme on a regular basis. A "joint editing team" will be formed between the advertiser and Toyo Keizai Brand Studio for integrated branding.
Text volume, Appearing term	It will conform to the usual editorial article style appearance and original design.
Credits	Requires "AD" credits near title, insert client name and "Writer: Toyo Keizai Brand Studio".
Right column	In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

## Additional fee

Index page	We will create an index page to consolidate serial articles. We can place a link to guide you to the Toyo Keizai Online global navigation ("Theme" category). CMS ¥500,000~、HTML ¥1,000,000~ (Net)
Experts Distant interviews	Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities.
Express fee	If the production period is short, an express fee may be required.
Tag installation fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

# Article ads, notes, and options

## Report Submission Estimate (Editorial Design, Unique Design, Lead generation, Re-post for Website)

Within 10 business days, starting from the first business day following the end of the posting. There is a 1 week measurement period after distribution, then within 5 business days after that.

## Report Submission Estimate (Mail Advertorial)

There is a 1 week measurement period after distribution, then within 5 business days after that.

## Guide

Basically, we will use the guide space exclusively for article ads. Display ads are also available at a special fee.

## Publication period

1 year archive after publication

## Posting on official X (Twitter)

The URL of the published advertorial(Editorial Design and Unique Design) will be posted organically on the official X (Twitter) of the Toyo Keizai Brand Studio.

## Remote support

In some cases, meetings, interviews, filming, etc. may be handled remotely using videoconferencing tools, etc.

## Option

Access company analysis

We can analyze IP addresses and provide you with a list of names of companies viewing your article ads.

Video

We can provide a one-stop production service, from video shooting to production, together with article ads. Please contact us for details.

Offprint

We can also provide web pages in a cut-out format. Please contact us for details.

# Research Plan

## Questionnaire

Pop up a questionnaire at the end of the article to conduct qualitative research.



### Implementation fees

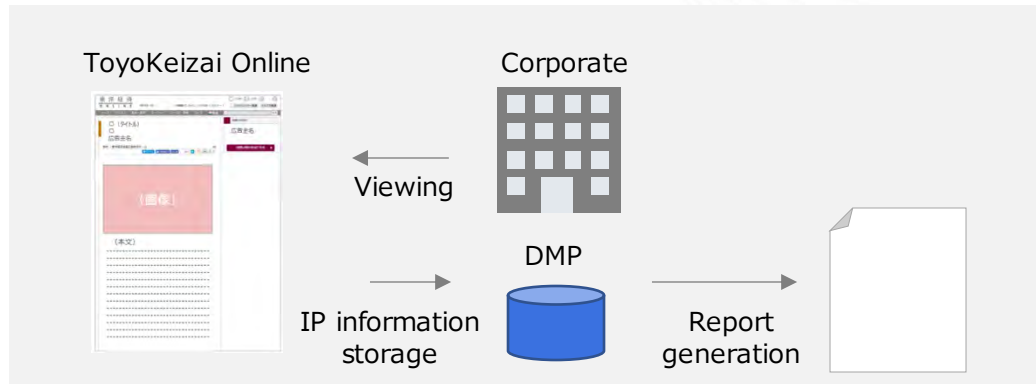
¥150,000

(w/o tax)

Question format	Single Answer/Multi-Answer/Free Answers
Number of questions	1~4
Appearance Conditions	Displayed when at least 95% of the final page of the article ad has been viewed
Survey Location	Displayed as a banner in the lower right or left corner of the page
Report (standard)	All survey responses (Excel) Total number of responses (about 1-2 PPT)
Remarks	Cannot be used to obtain personal information such as name or email address

## Access Company Report

Access to which companies were accessed to the article ads, We will include the company information in this report.



### Implementation fees

¥200,000

(w/o tax)

Items to be reported	Company name/UB・PV/Zip code of the head office/Address of head office/Telephone number of the/head office/Fax number of the head office/Date of establishment/Capital stock/Number of employee/Net Sales/Website Address/Corporate Number/Industry Category
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# Additional Induction Package Plan

If you are running an advertorial ad, we will provide you with half the price of the regular ad space.

## Display Ads

Menu	Implementation fees
Viewable Rectangle (PC&SP)	¥ 500,000~
Double Rectangle PC	¥625,000~~
Targeting Rectangle Short-term placement (PC&SP)	¥250,000~
Panel SP Header	¥1,000,000~

# Additional Induction Package Plan

Additional plan to bring more readers by using other media.

## Social Media

Platform	Summary	Menu	Goal	Segment	Implementation fees
Facebook/ Instagram	By using Toyo Keizai Online Facebook ads, it is possible to direct additional leads to your article ads. It is also possible to submit your ads to Instagram. *Only clients that have Facebook page or Instagram account. When placing ads on Instagram, please confirm in advance that the Facebook and Instagram accounts operated by the advertiser are linked.	Facebook ads Instagram ads	Click, Get subscriptions	Require quotes	¥400,000~
X (Twitter)	It is possible to ads on X by Toyokeizai online account name.	Promotional tweets	Click, Get subscriptions	Require quotes	¥400,000~

## Recommend Contents Networks

Platform	Summary	Menu	Report	Publication fees	Implementation fees
Outbrain	Ad articles are recommended and distributed to media managed by media companies that users can trust, such as major newspapers, news agencies, and portal sites.	Outbrain Amplify	Impressions, clicks, CTR, delivered media	Require quotes	¥500,000~
popIn	The article text is subjected to linguistic analysis processing, and the ad article is distributed to the appropriate section of the article content.	popIn Discovery	Impressions, clicks, CTR, delivered media	Require quotes	¥500,000~

\*Please inquire with advertising companies/media reps regarding commissions.

\*Terms and conditions are subject to change depending on the sales strategy of each media company.

\*Boost timing depends on the type of media.

\*Subsidiaries may not be able to guarantee stable service due to the impact of changes in the platform's policies or structure.

\*Cancellations made after registration will be charged the full amount of the fee.

# Additional Induction Package Plan

## News Applications

Platform	Summary	Menu	Delivery Surface & Devices	CPC · Click	Implementation fees
SmartNews	This guide will appear in the newsfeed page in SmartNews in the style of a native advertisement. 2 weeks for publication period	Standards Ads	News Feed Smartphones and tablets (iOS / Android)	¥20~¥50	¥300,000~
Gunosy	This guide will appear in the same format as a regular article in the in-feed frame within Gunosy. 2 weeks for publication period	Gunosy Media Boost	News Feed Smartphones and tablets (iOS / Android)	10,000 Click	¥500,000~
		Gunosy Ads		¥20~¥50	¥300,000~

## Social Bookmark

Platform	Summary	Menu	Delivery Surface & Devices	Impression	Implementation fees
Hatena Bookmark	We aim to make the article popular and spread through SNS by displaying it on the top of Hatena Bookmark. Please check in advance if there are any openings during your desired period.	PC curated ad space App native ad space	Hatena Bookmark PC Version Hatena Bookmark SP Version/App Version	300,000~ 400,000	¥300,000~

\*Please inquire with advertising companies/media reps regarding commissions.

\*Terms and conditions are subject to change depending on the sales strategy of each media company.

\*Boost timing depends on the type of media.

\*Subsidiaries may not be able to guarantee stable service due to the impact of changes in the platform's policies or structure.

\*Cancellations made after registration will be charged the full amount of the fee.

# Option

"The content of Advertorial ads can also be utilized for other purposes.

## Additional guide

	Summary	Remarks	Implementation fees
Secondary use in other media	Please let us know which media you will use. We can create a banner to guide you.	We will issue URLs with parameters. In principle, secondary use of this ad is limited to use on the advertiser's website, internal documents, etc. For other uses, we will ask for details and provide an estimate.	For more details and prices, please contact us.
Own website/Owned media/ Use of in-house SNS	Please let us know which media you will use. We can create a banner to guide you.	We will issue URLs with parameters.	

## Secondary use

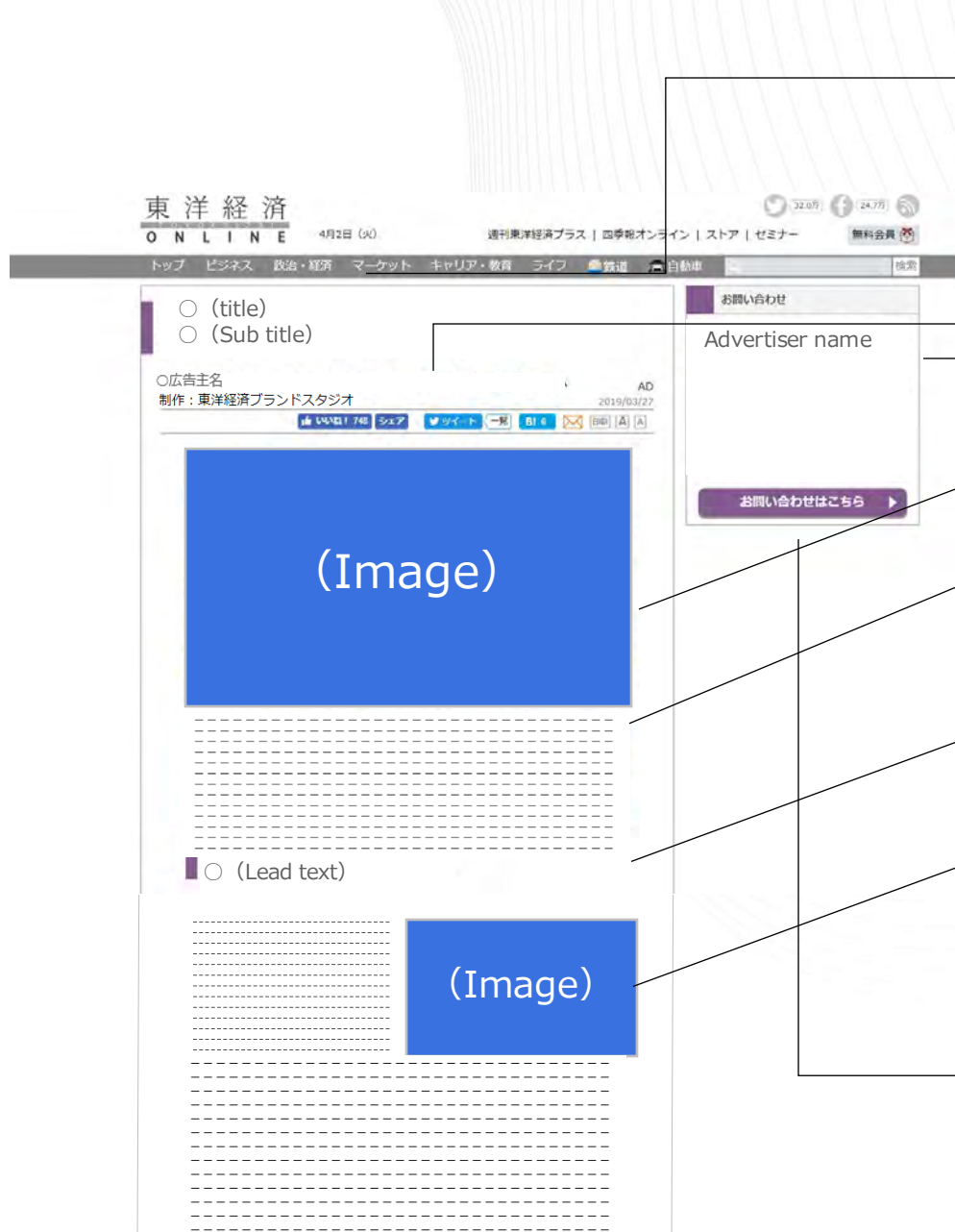
	Summary	Remarks	Implementation fees
Provision of materials	Text (cannot be edited)/Image data (can be trimmed)/Please specify the source of the data. e.g. "From the Toyo Keizai Online article ad".	Delivery will be made after the completion of our induction.	For more details and prices, please contact us.
PDF	PDFs of article ads are available for secondary use, such as for posting on websites.		
Unprinting	It can be developed into a real tool. The basic plan is 4 pages/1,000 copies.	—	

## Tag

	Summary	Remarks	Implementation fees
Tag placement	Tags can be installed. Please contact us for details.	—	¥200,000



# Advertorial Editorial Design



## 【Title】

Title and subtitle should be 20-22 characters. The title and subtitle of the page will be used as the text for the guidance.



- (Title)
- (Sub title)

## 【Advertiser Name, Production Credits, Publication Date】

The advertiser's name will appear at the bottom of the title and subtitle. The advertiser's name will not include the company name. Underneath the advertiser's name is the credit "Produced by Toyo Keizai Brand Studio," with the AD symbol and publication date on the far right.



(Image)

## 【Headlines/Photos/Images】

Photos and illustrations are required for 16:9 headlines.

(Image)

## 【Amount of words】

The standard length for a single online article ad is 2,000 to 2,500 words.

## 【Heading】

Since the middle heading is displayed on only one line (PC version), the number of characters is limited to 25 fullwidth characters

- (Lead text)

## 【Photos】

Photos and illustrations will be posted according to the content.

(Image)

## 【Contact Us】

In the right column and at the bottom of the article, contact information and banners that link to the advertiser's or advertiser's product's website will be displayed. For contact information, you may use the name of the advertiser as well as the company name. You can also use the brand name. The name of the advertiser in the title space and the name of the advertiser and product in the right column do not have to be identical.



(Image)

# Ad Spaces

Depending on the features of the page in question, we will guide readers to the article ad. Guide space will be determined at our discretion. Please understand that there is no prior confirmation.

PC

Top



Article

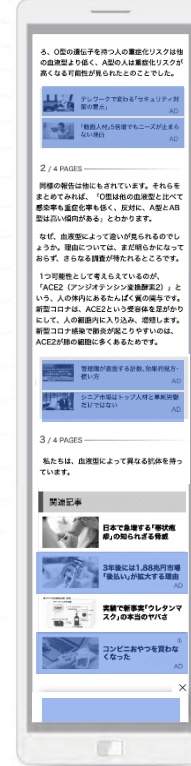


SP

Top



Article



Mail

ToyoKeizai online Editors Email



official X(Twitter )and Mail Magazine

The URL of the published article ad will be posted organically on the official X(Twitter )of the Toyo Keizai Brand Studio. It may also be distributed through the Toyo Keizai Brand Studio newsletter, an e-mail magazine of Toyo Keizai Online.

Normal Space

Long serialized advertorial Space

# Schedule

	Mail Advertorial	Survey-based plans	Editorial Design	Unique Design
9~10 Weeks before		Meeting		Meeting
7~9 Weeks before		Review of survey items	Meeting	Interview
6~7 Weeks before		Research		Proposal of draft
5~6 Weeks before		Interview	Interview	
4~5 Weeks before	Material Provided			
3~4 Weeks before		Proposal of draft	Proposal of draft	
2~3 Weeks before	Proposal of draft			Test page
1 Week before	Compose Email			
4 Days before	Final proofreading	Final proofreading	Final proofreading	Final proofreading
Open	Start guidance, send email, post on official Twitter			

We listen to information about the advertising goals, content and context from the client by meeting directly with the client.

We visit the client with a writer and cameraman.  
We conduct an interview based on question items.

We propose a draft of the article by text document based on the interview. It can be difficult to make changes after design is finalized. Please check thoroughly in this phase.

We send a preview URL to check the text, images and hyper link.

4 business days after we receive your proof, we will start posting and sending emails.

Ad spaces are opened at AM 11:00.  
After publication, the published Advertorial will be posted on the Brand Studio official Twitter.

\*If the production period is short, an express fee may be required.

\*For editorial design, the rough design is not required because the design is already decided.

# Schedule

	Lead generation : Basic Plan	Lead generation : Light Plan	
<b>8 Weeks before</b>	Meeting		Based on the discussion on the content and content approach, we will submit the questions to be asked during the interview.
<b>7 Weeks before</b>	Interview		Along with a writer and a cameraman (if filming is required), we will visit the designated location and proceed with the interview.
<b>5 Weeks before</b>	Proposal of draft		
<b>4 Weeks before</b>		Order	
<b>2 Weeks before</b>		Compose Email Survey	Create distribution email and survey pages. You will be asked to check the text, links, etc.
<b>4 Days Before</b>	Final proofreading	Final proofreading	
<b>Posting and Distribution</b>	Page Open Email Distribution	Email Distribution	Four business days after we receive your proof, we will start posting and sending emails.
<b>8 Weeks after</b>			Acquired leads are available to clients, downloaded from the management platform at any time.

Delivery of acquired leads

\*If the production period is short, an express fee may be required.



# Video Ads

Original videos produced by our company can be posted on the "Toyo Keizai Online YouTube Channel" and advertisements can be distributed on YouTube.

# Editorial design advertorial + Package video

This plan allows for video production and insertion of video within article advertisements, in addition to the editorial style appearance of Toyo Keizai Online.



<https://toyokeizai.net/articles/-/277369>

## Implementation fees

¥4.5 million~

(w/o tax)

Guaranteed no. of 7,000PV

Production Video Delivery Secondary use included

Contents	Equivalent to 2 to 3 pages on the floor of A4 magazine/About 2,000 to 2,500 words of text and pictures /About 2 graphs (*We will take photos for the interview.) We will also create an inducement frame depending on the content. Video duration: 30 seconds to 3 minutes. We also create the summary section according to the content. The produced video is inserted in the article ad.
Inducement Period	6 weeks (*1 year archive after publication)/In case of 20,000PV guarantee, 6 weeks *If the guaranteed PV is not reached within this period, the period may be extended.
Place	During interviews and at locations specified by Toyo Keizai
Credits	TOYOKEIZAI VIDEO INSIGHT" will always be credited in the upper right corner. The logo of "Toyo Keizai Brand Studio" will appear at the end of the video. The advertiser's logo can also be inserted. In this case, the advertiser's logo ≥TOYOKEIZAI BRAND STUDIO will be displayed. When distributing YouTube ads, the sponsored setting will be made, and the sponsored description will be displayed in the summary section.
Production Video	Video delivery with secondary use costs included.
Contact Information	Contact information will be included in the summary section.
Designation of shooting location and gratuities for experts	Additional fees for transportation and gratuities may be required if you specify a shooting location or request an interview with an expert or celebrity.
Express charge long-term support	If the length of production is short, an express fee may be required. Additional fees may also be incurred if content production takes longer.

\*The guidelines for report submission deadlines and additional fees, as well as video advertising notes, can be found on page 34.

# YouTube video + Simple introductory advertorial

Introduction of services and products in the usual video format of Toyo Keizai Online. The format can be interview format, news format, or any other format you wish.

Implementation fees

¥4.5 million~

(w/o tax)

Simple article page creation, no PV guarantee

Guaranteed views 50000 views (including YouTube ad serving)

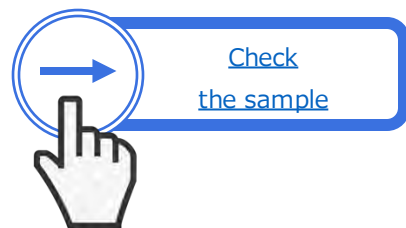
## Sample



YouTube Video Sample



Simple article page



## Contents

Upload on Toyo Keizai Online YouTube page  
Video duration: 30 seconds to 3 minutes  
We will also create a summary section according to the content of the video.  
We will create a simple article ad page and post it on Toyo Keizai Online (\*No PV guarantee)  
50,000 views guarantee includes ads on YouTube.

## Inducement period

4 weeks (1 year archive after publication)

## Filming location

Toyo Keizai designated location

## Credits

The promotion will be mentioned in the video.  
Toyo Keizai Brand Studio will be mentioned before and after the video.

## Contact

The contact information will be clearly indicated in the summary field.

## Designation of shooting location and Gratuities for experts

Additional fees for transportation and gratuities may be required if you specify a shooting location or request an interview with an expert or celebrity.

## Express charge Long-term support

If the length of production is short, an express fee may be required. Additional fees may also be incurred if content production takes longer.

# Video Ads Formats

You can choose from video formats A through F. Please consult with us about the content you have in mind. If outside location shooting is required, it is not included in the package and will be quoted on a case-by-case basis depending on the content

Format		Contents	Shooting	Video length
A	About corporation and service Presentation	Company Introduction (History) Introduction of services and products	2 cameras *Quote for 3 or more cameras as an option.	~Up to 3 minutes *If more than 3 minutes, estimate as an option.
B	Interview 1 Interviewee	Interviewee Company representative Case study company representative	2 cameras *If more than 3 cameras are required, estimate as an option.	~Up to 3 minutes *If more than 3 minutes, estimate as an option.
C	Conversation 2 Person	Interviewer and Person in charge Contact person and Case study company contact person Interviewer and Case study company representative	2 cameras *If 3 or more cameras are required, estimate as an option	~Up to 5 minutes *If more than 5 minutes, estimate as an option.
D	Trilogy 3~4 Person	Trilogy of events Interviewer and person in charge of the case study Interviewer and person in charge and case study company representative	3 cameras Optional quotation for 4 or more cameras	~Up to 5 minutes *If 5 min. or more, quoted as an option
E	Seminar Seminar digest	Digest of the seminar	Editing of webinar materials 2 cameras for real events	~up to 5 min *If more than 5 min, estimate as an option.
F	Animation Animation video	Introduction of the company (history), services and products	—	~Up to 3 min



# Schedule

	Editorial design advertorial + package video	YouTube video + simple introductory advertorial
<b>8 Weeks</b> before	Orientation	Orientation
<b>6~7 Weeks</b> before	Submission of proposed structure	Submission of proposed structure
<b>4~5 Weeks</b> before	Shooting	Shooting
<b>3~4 Weeks</b> before	One time	One time
<b>2~3 Weeks</b> before	Preview	Preview
<b>1 Week</b> before	Feedback *Maximum 2 times	Feedback *Maximum 2 times
<b>4 Days</b> before	Proofreading	Proofreading
<b>Open</b>	Release and delivery of the video	

For packaged videos, we will hold hearings on the format and content at the same time as the meeting for article ads.

For packaged videos, we will discuss the format and content at the same time as the meeting for article ads.

After confirming the storyboard and composition plan, we will move on to the production of the video. The production schedule may vary depending on the content.

In the case of a package video, we will basically shoot the video material at the same time as the interview for the article production. We will also shoot the video material at the same time.

We will send you a preview URL to check the video. Please send back any requests for modifications at this time.

We will upload the video to YouTube and publish it within Toyo Keizai Online by pasting it into the article advertisement page. For packaged videos, we will also deliver the video material itself.

# Notes on Video Ads

## Report Submission Estimate

Within 7 business days, starting from the first business day following the end of the posting.

## Posting on official Twitter

The URL of the published article ad will be posted organically on the official X(Twitter )of the Toyo Keizai Brand Studio.

## Remote support

In some cases, meetings, interviews, filming, etc. may be handled remotely using videoconferencing tools, etc.

## Option

Sales Promotion Use

Videos created by a small company can also be used as in-store.

Owned Media

Videos can also be used in your company's owned media.

SNS boosting

Twitter or Facebook ad serving capabilities can also be used to increase the number of views.

# Display Ads

A wide range of option is available from banner ads to text ads.

We can respond flexibly to specification of the ad period and the number of impressions.

Please contact us with any questions.

# Viewable Rectangle Advertising

These are the options for rectangle ads that incorporate viewability measurements from Integral Ad Science (IAS) and expend budget only on impressions that are certain to have been seen by users.

## Sample

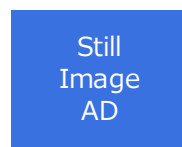


Rectangle SP below article

Rectangle SP within article

First rectangle PC  
Second rectangle PC

## Still Image



## Video



## Still Image and Video



## Implementation fees

### Still Image

¥1million~

(w/o tax)

Guaranteed no. of 500,000vimp

### Video

¥1million~

(w/o tax)

Guaranteed no. of 400,000vimp

\*If more than 50% of the banner area is displayed for more than 1 second, the budget will be used.

Page	Top Page, Article Page (Still Image) Article Page (Video)
Frame	Rectangle SP below article Rectangle SP within article Rectangle SP below article summary First rectangle PC Second rectangle PC
Display	Rotation
Period	1week~
Ad size (静止画)	Width 600px × height 500px. (submission size) Width 300px × height 250px. (display size)
Ad size (動画)	Aspect16 : 9
Attention	<ul style="list-style-type: none"> <li>Both PC and SP devices will be used.</li> <li>We do not guarantee a minimum of one week or an end date.</li> <li>Formats combining video and still images are also possible. For details, please refer to the submission rules.</li> </ul>
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

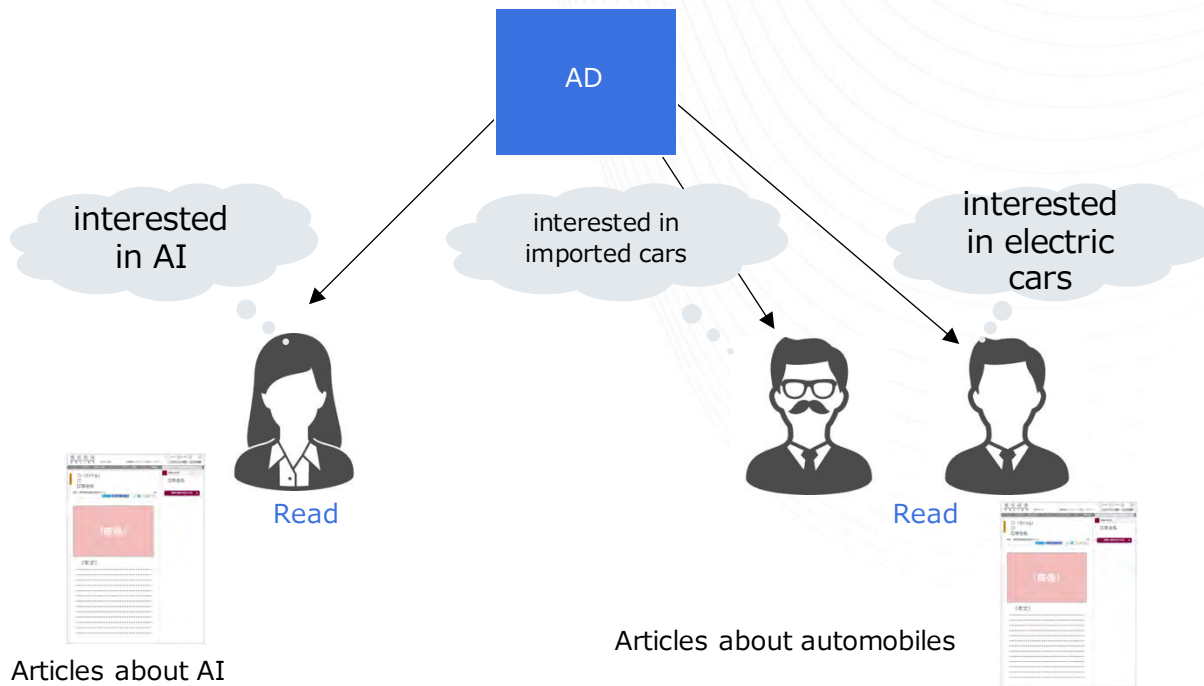
\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51



# Targeting Rectangle Advertising/ Original Targeting Rectangle

Distribution of rectangle ads targeting a specific article category or segment. If you want to distribute your ads to people interested in DX or people interested in automobiles (imported cars, family cars, electric cars, sports utility cars), we can distribute the ads to people who read the articles about those interests categories.



Articles about AI

Articles about automobiles

\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 44.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 50.

## Implementation fees

Short term  
(start 1 week)

¥500,000~

(w/o tax)

Guaranteed no. of  
200,000imp

Long term (12 weeks)

¥3.6 million~

(w/o tax)

Guaranteed no. of  
2,250,000imp

Page	Article Page
Frame	First rectangle PC Second rectangle PC Rectangle SP below article Rectangle SP within article Rectangle SP below article summary
Display	Rotation
Period	Short term : start 1 week , Long term: 12 weeks
CPM	Short term : ¥2,500 , Long term: ¥1,600
Ad size	Width 600px × height 500px. (submission size) Width 300px × height 250px. (display size)
Attention	<ul style="list-style-type: none"> <li>Depending on the suspension of support for third-party cookies on major browsers, the number of deliveries may differ from the estimate at the time of proposal. Check our inventory before placing an order. Applications are due 8 business days in advance.</li> <li>Multiple ad spaces may be placed at the same time.</li> <li>Minimum 1-week posting period without the final day guaranteed.</li> </ul>

## Additional fee

If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

# Targeting Infeed Advertising

Smartphone Targeting Distribution Menu to be published in the same format as the article headline.

Implementation fees

¥600,000~

(w/o tax)

Guaranteed no. of  
400,000imp

Sample



Page	Top page Article page
Frame	Image TextSP
Display	Rotation
Period	Arbitrary
Ad size	Text 20~22 words Image Width 640px × height 360px. (submission size) Width 320px × height 180px. (display size)
Remarks	Submit a minimum of three sets of manuscripts
Attention	<ul style="list-style-type: none"> <li>Depending on the suspension of support for third-party cookies on major browsers, the number of deliveries may differ from the estimate at the time of proposal. Check our inventory before placing an order.</li> <li>Applications are due 10 business days in advance.</li> <li>Minimum 1-week posting period without the final day guaranteed.</li> </ul>

\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51

# List of Targeting

These are some of the targeting segments. Targeting other than those listed below is also possible, so please feel free to contact us.

Category	User			Original targeting
<ul style="list-style-type: none"> <li>Business</li> <li>Politics &amp; Economics</li> <li>Market</li> <li>Career &amp; Education</li> <li>Life</li> <li>Train</li> <li>Automobile</li> </ul>	<p>Age *</p> <ul style="list-style-type: none"> <li>20s</li> <li>30s</li> <li>40s</li> <li>50s</li> <li>More than 60</li> </ul> <p>Sex *</p> <ul style="list-style-type: none"> <li>Male</li> <li>Female</li> </ul> <p>Position *</p> <ul style="list-style-type: none"> <li>Corporate manager</li> <li>General employee, staff</li> <li>Public servant</li> <li>Independent business</li> <li>Housewife/Househusband</li> <li>Student</li> </ul> <p>Area of residence</p> <ul style="list-style-type: none"> <li>47 Prefectures</li> </ul> <p>Annual sales</p> <ul style="list-style-type: none"> <li>Less than ¥10 billion</li> <li>¥10 billion~ ¥100 billion</li> <li>More than ¥100 billion</li> </ul>	<p>Household income*</p> <ul style="list-style-type: none"> <li>¥4–6 million</li> <li>¥6–8 million</li> <li>¥8–10 million</li> <li>¥10–15 million</li> <li>More than ¥15 million–</li> </ul> <p>Household structure*</p> <ul style="list-style-type: none"> <li>Husband and wife</li> <li>Single</li> <li>Have a child</li> </ul> <p>Corporate size*</p> <ul style="list-style-type: none"> <li>Big company</li> <li>Small company</li> </ul> <p>High class*</p> <ul style="list-style-type: none"> <li>Manager</li> <li>High earner</li> </ul> <p>Job type *</p> <ul style="list-style-type: none"> <li>Management</li> <li>Sales &amp; Marketing</li> <li>IT/Engineering</li> <li>General Affairs / Human Resources</li> <li>Accounting &amp; Finance</li> </ul>	<p>Industry *</p> <ul style="list-style-type: none"> <li>Agriculture, Forestry</li> <li>Construction</li> <li>Manufacturing</li> <li>Wholesale, Retail</li> <li>Finance and Insurance</li> <li>Real Estate and Goods Rental</li> <li>Information and Communication</li> <li>Transportation and Postal Services</li> <li>Service Industry (Other)</li> <li>Electricity, Gas, Heat Distribution, Water Supply</li> <li>Public Service</li> <li>Education and Learning Support</li> <li>Medical Care, Welfare</li> <li>Accommodation, Food and Beverage Services</li> <li>Academic research, professional and technical services</li> <li>Life Related Services, Entertainment</li> </ul>	<p>Financial</p> <ul style="list-style-type: none"> <li>Real Estate and Prospective Buyers <b>A</b> <b>B</b></li> <li>Private Investors <b>A</b> <b>B</b></li> </ul> <p>Human resources</p> <ul style="list-style-type: none"> <li>People interested in changing jobs <b>A</b> <b>B</b></li> </ul> <p>Automobile</p> <ul style="list-style-type: none"> <li>Foreign car buyers <b>A</b> <b>B</b></li> <li>Family cars <b>B</b></li> <li>EVs <b>A</b> <b>B</b></li> </ul> <p>IT</p> <ul style="list-style-type: none"> <li>Security <b>A</b> <b>B</b></li> <li>Generated AI <b>A</b> <b>B</b></li> </ul> <p>By Category</p> <ul style="list-style-type: none"> <li>IT equipment and system implementation decision makers <b>A</b></li> <li>Back Office &amp; Corporate Departments <b>A</b></li> <li>Manufacturing <b>A</b></li> <li>Management <b>A</b></li> <li>Enterprise <b>A</b></li> <li>Small and medium business owners <b>A</b></li> </ul>
				<p><b>A</b> Attributes and 1st Party Data  <b>B</b> Article Viewing Attributes, 1st Party Data</p>

# Double Rectangle

This ad is displayed dynamically in the right column of the PC's homepage and article pages, at twice the size of a regular rectangle ad.

Sample



Article page

## Implementation fees

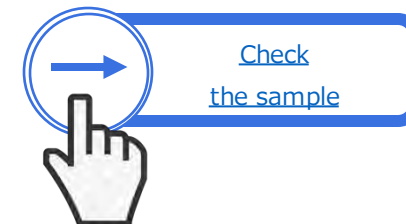
¥1.25 million~

(w/o tax)

Guaranteed no. of  
500,000imp

Page	Top page, Article page
Frame	First Rectangle PC
Display	Rotation
Period	1week~
Ad size	Width 600px × height 1200px. (submission size) Width 300px × height 600px. (display size)
Attention	Minimum 1-week posting period without the final day guaranteed.

**Additional fee** If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.



SP

\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51



# Guaranteed click advertising

An advertising menu that guarantees the number of clicks according to the budget.

Implementation fees

¥0.6~2.4 million~

(w/o tax)

Guaranteed Click 3000~12000 Click



PC article page



SP top page



SP article page

Page	Top page, Article page
Frame	Image & Text Topics board Text PC Topics board Text PC Trend watch Image & Text SP Rectangle SP in article page Sticky Ad(PC, SP)
Display	Rotation
Period	From 2week~
CPC	Start ¥200~
Ad size	Main text : Within 20 words Sub text : Within 20 words Image : Width640px Height360px
Attention	Please check inventory before placing an order, as we may not be able to accept the order due to stock.

\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51

# Inter scroll SP

This is a rich format ad frame displayed at the bottom of the article. By scrolling in the frame the entire creative can be seen by scrolling within the frame, which is impactful enough.

Sample



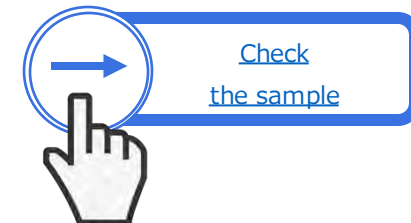
## Implementation fees

¥2million~

(w/o tax)

Guaranteed no. of  
500,000imp

Page	Article page
Display	Scroll
Period	4week~
Ad size	Width 600px × height 1200px. (submission size) Width 300px × height 600px. (display size)
Attention	<ul style="list-style-type: none"><li>The ad area will be 300px left/right × 300px top/bottom.</li><li>Minimum 4-week posting period without the final day guaranteed.</li></ul>
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.



SP

\*For information on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51

# Billboard SP/Billboard PC

Highly visible static image or video displayed at the top of the top page and articles page.

Sample



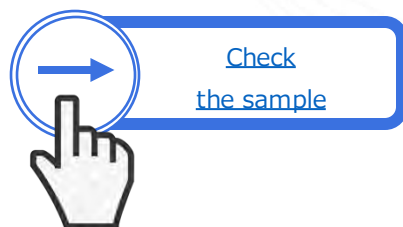
SP Article page



PC TOP Page



PC Article page



SP

## Implementation fees

¥1million~

(w/o tax)

Guaranteed no. of 200,000imp

	Billboard SP (still image)	Billboard SP (Video)	Billboard PC (still image)	Billboard PC (still image and Video)
Page	Article page	Article page	Article page PC TOP Page First articles page	Article page PC TOP Page First articles page
Display	Rotation	Rotation	Rotation	Rotation
Period	1week~	1week~	1week~	1week~
imp unit cost	¥5	¥7	¥5	¥7
Ad size	Width 640px × height 360px. (submission size) Width 320px × height 180px. (display size)	Width 640px × height 360px. (submission size) Width 320px × height 180px. (display size)	Width 970px × height 250px	【Still image】 Width 526px × height 250px 【Video】 Width 1920px × height 1080px (within 16:9) * Resize
Attention	<ul style="list-style-type: none"> <li>For video and still image + video, a closed button will be placed in the upper right corner and an audio ON/OFF button in the lower right corner. To avoid overlapping of these buttons in the creative, please submit a creative with 40px left/right x 40px top/bottom.</li> <li>Minimum 1-week posting period without the final day guaranteed.</li> </ul>			
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.			

\*For info on report submission guidelines, options, and precautions for display ads, please refer to page 46.

\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51



# One-day Exclusive Ad (billboard SP + Gate PC)

An option for one-day exclusive ad of billboard SP and gate PC on the overall top and top of the category. The background color can be selected from among white, gray, light pink, light blue, light green, and light yellow and can be changed.

Sample



SP Article page



PC TOP Page

Back ground

Back ground color

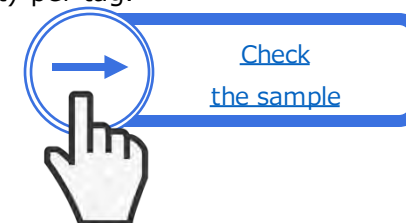
## Implementation fees

¥1 million~

(w/o tax)

Guaranteed no. of Quote required

Page	TOP Page, First articles page
Frame	billboard SP, Gate PC , First Rectangle PC
Display	Limited to one company for one day From 11:00 am to 11:00 am (next day)
Period	1 day
Ad size	Top banner: width 1,020px × height 80px. Side banner: width 145px × height 600px. Rectangle: width 300px × height 250px. Billboard SP: Width 640px × height 360px.(submission size) Width 320px × height 180px. (display size)
Attention	<ul style="list-style-type: none"> <li>Creative may not fit in the left and right columns of the gate depending on the PC environment and the user's browser. Please be careful not to include creative elements that should not be missing in the left and right pillars.</li> <li>Minimum 1-week posting period without the final day guaranteed.</li> </ul>
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.



\*For info on report submission guidelines, options, and precautions for display ads, please refer to page 46.  
\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 50 .



# Gate PC

Displayed in a manner that covers the upper left and right of the PC screen. Dynamic and impactful expression is possible.

Sample



First articles page

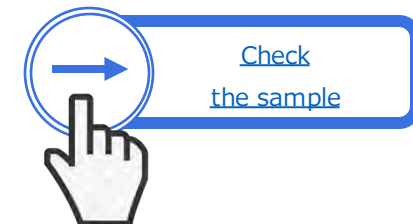
## Implementation fees

¥1.4million~

(w/o tax)

Guaranteed no. of  
200,000imp

Page	First articles page
Display	Gate PC, First Rectangle PC
Period	1week~
Ad size	Top banner: width 1,020px × height 80px. Side banner: width 145px × height 600px. Rectangle: width 300px × height 250px.
Attention	<ul style="list-style-type: none"> <li>Creative may not fit in the left and right columns of the gate depending on the PC environment and the user's browser. Please be careful not to include creative elements that should not be missing in the left and right pillars.</li> <li>Minimum 1-week posting period without the final day guaranteed.</li> </ul>
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.



SP

\*For info on report submission guidelines, options, and precautions for display ads, please refer to page 46.  
\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51

# In-Read Video SP / In-Read Video PC

A video advertisement frame displayed below the article when it is being viewed.

## Sample



SP Article page



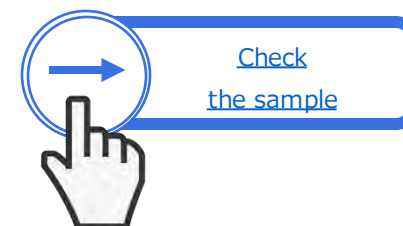
PC Article page

## Implementation fees

¥2million~  
(w/o tax)

Guaranteed no. of  
500,000view

	In-Read Video SP	In-Read Video PC
Page	Article page	Article page
Display	Display time: within 15-30 sec.(looping not possible)	Display time: within 15-30 sec.(looping not possible)
Period	4week~	4week~
Ad Size	Width 640px × height 360px.(submission size) Width 320px × height 180px.(display size)	Width 640px × height 360px.(submission size) Width 480px × height 270px.(display size)
Attention	<ul style="list-style-type: none"> <li>• There is variation in the control of the timing when playback starts depending on the environment.</li> <li>• There are limitations concerning the video file format. Please confirm the Submission Rules before submission.</li> <li>• Minimum 1-week posting period without the final day guaranteed.</li> <li>• If targeting is desired, 2.4 million yen (400,000 views guaranteed, 6,000 CPM). Please select segments from P38.</li> </ul>	
Additional fee	<p>If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.</p>	



\*For info on report submission guidelines, options, and precautions for display ads, please refer to page 46.  
\*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 51

# Notes on Display Ads

## Application deadline

5 business days prior to submission deadline

## Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

This is required for long-term placements of Targeting Rectangle Advertising/contextual advertising, the first time, 4 weeks later, and 8 weeks later, you need to submit three times

## Report submission target

Within 10 business days after distribution ends

This is required for long-term placements of Targeting Rectangle Advertising/contextual advertising, midway reports will be submitted for two weeks after each submission.

## Option

### Tag placement

Tags prepared by your company can be placed in display ads.  
Implementation fees start at 200,000 yen.  
Please contact us for details.

# Email Ads

Emails are sent each morning to inform readers about the latest articles on Toyo Keizai Online.

Toyo Keizai Email providing information about advertisers are also sent every day.

Advertiser information is distributed to users with high sensitivity to information gathering.

# Toyo Keizai Online Editors Email

Toyo Keizai Online Editors Email sent each morning to registered members of Toyo Keizai Online. You can specify the top line of the ad space in the body of the email.

## Sample



## Implementation fees

¥500,000~

(w/o tax)

Ad space	Toyo Keizai Online Editors Email ad frame
No. of emails	Approx. 600,000
Day	Daily
Time	About 7:00 a.m. Japan time
Size	Image: 520px × 29px (Display size 260px × 146px) Title: No more than 22 characters Body: No more than 100 characters
Report submission target	After the email is sent out, a one-week measurement period is taken, after which the data is submitted within 5 business days.



# Toyo Keizai Email/ Toyo Keizai Targeting Email

Notice of advertiser advertorials is sent to all users by email. Targeted segments are also possible. Use to reinforce attraction of users to the advertiser's website, attract participants in seminars, and gain leads.

## Sample



## Implementation fees

Toyo Keizai Email

¥1.5 million~  
(w/o tax)

Toyo Keizai Targeting Email

¥500,000~  
(w/o tax)

No. of emails	Approx. 600,000
Day	Distributed daily
Time	The distribution time can be selected from (1) 11 a.m. or (2) 1:30 p.m. or (3) 16 p.m. Japan time.
unit	¥ 80/a mail
Ad size	Image: at least 300 × 620 px./Title: No more than 40 double-byte characters/Body: No more than 40 double-byte characters x 100 lines
Report submission target	After the email is sent out, a one-week measurement period is taken, after which the data is submitted within 5 business days.

# List of Segments

Age	Household income	Industry	Job type	Interests
<ul style="list-style-type: none"> <li>Narrow by year of birth</li> </ul>	<ul style="list-style-type: none"> <li>Under ¥2 million</li> <li>¥4–6 million</li> <li>¥6–8 million</li> <li>¥8–10 million</li> <li>¥10–12 million</li> <li>¥12–15 million</li> <li>¥15–20 million</li> <li>Over ¥20 million–</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing (machinery, electronics, precision instruments)</li> <li>Manufacturing (other)</li> <li>Service (IT)</li> <li>Service (other)</li> <li>Retail, dining</li> <li>Foodstuffs, beverages, luxury foods</li> <li>Pharmaceuticals, chemicals</li> <li>Information systems, software</li> <li>Consulting, think tank</li> <li>Banking, securities, insurance, finance</li> <li>Construction, housing, real estate</li> <li>Trading company, wholesale</li> <li>Resources, energy</li> <li>Education</li> <li>Forestry, fisheries, mining</li> <li>Healthcare, welfare, nursing</li> <li>Advertising, mass communications</li> <li>Transportation</li> <li>Information, communications</li> <li>Government, public agency, public organization</li> <li>Local government</li> <li>Professional (attorney, CPA, tax accountant, etc.)</li> <li>Other</li> </ul>	<ul style="list-style-type: none"> <li>Corporate planning, business development</li> <li>General management</li> <li>Accounting, finance</li> <li>Consultant</li> <li>Planning, research, marketing</li> <li>Publicity, public relations</li> <li>Sales, marketing</li> <li>Manufacturing, production, inspection</li> <li>Research, development, design</li> <li>Information system, IT engineer</li> <li>Designer, creator</li> <li>Administration, legal affairs</li> <li>Labor, personnel, human resource education</li> <li>Purchasing, logistics, materials</li> <li>Professional (attorney, CPA, tax accountant, etc.)</li> <li>Educator</li> <li>Other</li> </ul>	<ul style="list-style-type: none"> <li>Politics, social issues</li> <li>Marco economics</li> <li>Industry, companies</li> <li>Business, management</li> <li>Accounting, finance</li> <li>Human resources</li> <li>Marketing, sales</li> <li>IT</li> <li>Self-improvement, qualifications</li> <li>Job hunting, new employment</li> <li>Money, investing</li> <li>Hobbies, culture, crafts</li> <li>Childcare, education</li> </ul>
<ul style="list-style-type: none"> <li>Men/Women</li> </ul>	<ul style="list-style-type: none"> <li>1–9</li> <li>10–99</li> <li>100–499</li> <li>500–999</li> <li>1,000–1,999</li> <li>2,000–4,999</li> <li>5,000–9,999</li> <li>10,000 or more</li> </ul>			
<ul style="list-style-type: none"> <li>Area of residence</li> <li>Prefecture</li> </ul>	<ul style="list-style-type: none"> <li>No. of employees</li> </ul>			
<ul style="list-style-type: none"> <li>Role</li> <li>Corporate manager</li> <li>Officer</li> <li>Department manager</li> <li>Section chief</li> <li>Assistant manager, senior staff</li> <li>General employee, staff</li> <li>Other</li> </ul>	<ul style="list-style-type: none"> <li>Annual sales</li> <li>Less than ¥100 million</li> <li>¥100 million–¥10 billion</li> <li>¥10 billion–¥100 billion</li> <li>¥100 billion–¥1 trillion</li> <li>¥1 trillion or more</li> </ul>			

# Submission Rules

# How to request display ads and email ads

When requesting display ads and email ads, confirm in advance that advertising space is available and send an application email to the address below.

Address for ad requests: [ad-ask@toyokeizai.co.jp](mailto:ad-ask@toyokeizai.co.jp)

Fill in the email subject (title) and body according to the example. We will reply with an email acknowledging the request.

\*Please send one email for each frame. If requesting multiple frames, please send emails equal in number to the number of frames requested.

\*If you have a replacement manuscript, please send it at the time of submission.

\*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

\*In the case of advertisers and advertising companies placing ads for the first time, the advertising fees must be paid in advance for the first three ads (payment must be made five business days before the ad starts running). Please inquire for details.

## Display ads Sample of request email

### Email subject (title)

Request: 18/04/01-18/04/28; Toyo Keizai Online;  
Viewable rectangle PC: XX Co., Ltd.

### Email body

Advertiser: XX Co., Ltd. ←Input the full company name  
Advertising company: XX Co., Ltd. ←Input the full company name  
Media: Toyo Keizai Online  
Ad menu/Frame: Viewable rectangle PC ←Input the ad menu name and frame name  
Number of displays: 500,000 imp. ←If the number of impressions is guaranteed, input "guaranteed imp."  
Ad period: 18/04/01-18/04/28 ←If the period is guaranteed, input "guaranteed period"  
Request amount: ¥750,000  
Ad details: XX advertisement  
Link URL: [http://\\*\\*\\*\\*.co.jp/](http://****.co.jp/) ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information  
Remarks: Keko Toyo Tel: 03-xxxx-xxxx  
Email: xxx@xxxx.co.jp ←Input contact information and special matters, if any

## Email Ads Sample of request email

### Email subject (title)

Request: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

### Email body

Advertiser: XX Co., Ltd. ←Input the full company name  
Advertising company: XX Co., Ltd. ←Input the full company name  
Media: Toyo Keizai Online Editors Email ←Input the ad menu name  
Posting date: 18/04/01  
Request amount: ¥200,000  
Ad details: XX advertisement  
Link URL: [http://\\*\\*\\*\\*.co.jp](http://****.co.jp) ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information  
Remarks: Keko Toyo Tel: 03-xxxx-xxxx ←Input contact information and special matters, if any  
Email: xxx@xxxx.co.jp  
Input contact

# How to complete the submission email for display ads and email ads

Fill in the link URL, manuscript file name, and other necessary information along with the “ad order receipt details” in the order receipt email sent by Toyo Keizai, attach the manuscript to the email, and send it to the following address.

Address for submission: [ad-send@toyokeizai.co.jp](mailto:ad-send@toyokeizai.co.jp)

Fill in the email subject (title) and body according to the example. We will reply with an email confirming receipt of the submission.

\*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

\* Please comply strictly with submission deadlines. If submissions are late, the ad start date or ad placement date may be changed.

## Display ads sample

### Email subject (title)

Submission: 18/04/01-18/04/28; Toyo Keizai Online; Viewable rectangle PC: XX Co., Ltd.

### Email body

Advertiser: XX Co., Ltd.	←Input the full company name
Advertising company: XX Co., Ltd.	←Input the full company name
Media: Toyo Keizai Online	
Ad menu/Frame: Viewable rectangle PC	←Input the ad menu name and frame name
Number of displays: 500,000 imp.	←If the number of impressions is guaranteed, input “guaranteed imp.”
Ad period: 18/04/01-18/04/28	←If the period is guaranteed, input “guaranteed period”
Request amount: ¥750,000	
Ad details: XX advertisement	
Link URL: http://****.co.jp/	←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information
Manuscript file: ****.gif	
Remarks: Keko Toyo Tel: 03-xxxx-xxxx	←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp	

## Email ads sample

### Email subject (title)

Submission: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

### Email body

Advertiser: XX Co., Ltd.	←Input the full company name
Advertising company: XX Co., Ltd.	←Input the full company name
Media: Toyo Keizai Online Editors Email	
Posting date: 18/04/01	
Request amount: ¥200,000	
Ad details: XX advertisement	
Link URL: http://****.co.jp/	←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information
Manuscript file: ****.txt	
Remarks: Keko Toyo Tel: 03-xxxx-xxxx	←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp	

### 【Manuscript replacement/multiple simultaneous ads】

We can accept up to two manuscripts per week. Please indicate the ad periods for each manuscript at the time of submission and submit all manuscripts at the same time.



# Image Ad PC Submission Rules (Submission Deadline, File Format, File Size, etc.)

## Submission deadline

Please submit the manuscript at least 10 business days prior to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

## File format

GIF、JPG、PNG

\*We are unable to accept image files and content other than the above.

## Files required for submission

GIF, JPEG, and PNG Format

- (1) GIF, JPG, or PNG file;
- (2) Link URL (one site) \*Specify separately in the submission email

\* If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.

## Attention

- Frequency control of interstitials is performed every 12 hours (the number of displays originating from user access is controlled).
- Be sure to make linked sites accessible by noon of the business day prior to the ad start date. Also, making major changes to the advertisement and changing the link destination through redirecting and the like during the ad period are prohibited.
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m. –6:00 p.m., Monday to Friday, excluding holidays)

## Maximum file size (same for GIF, JPEG, and PNG)

Advertising Menu	Image size	File size
Rectangle	Width 600px × height 500 px.	No more than 150 KB
Double rectangle	Width 600px × height 1000 px.	No more than 150 KB

## Maximum number of manuscripts (same for GIF, JPG, and PNG)

We can accept up to two manuscripts per week. The deadline for submitting a replacement manuscript is also 10 business days prior to the start of the publication of the project itself.

# Image Ad Submission Rules (Third-Party Distribution)

## Contents

- If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column.
- If notice is not provided at the time of the request, we may not be able to implement third-party distribution even if a request is made at the time of manuscript submission.
- Even if the third-party distribution is tagged in the submitted manuscript, please attach the manuscript to be distributed (gif, jpg, png) to the submission email so that we can confirm the details of the ad.
- The file size limits are in principle the same as for ordinary distribution. After clicking on a banner ad, do not open it in the same tab.

## Submission deadline

Please submit the manuscript at least 10 business days prior to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

## Security checks

- Security checks
- Even in the case of a service currently approved by us, we may suspend ad placement in cases where a new security related problem is discovered.
- In cases where a third-party distribution service that has not been approved by us is used, we will perform the security checks designated by us. The security check takes approximately two weeks to perform, so please be sure to contact us before making a request.
- Please note that if a problem is discovered during the security check, we may decline the use of the third-party distribution service.

## Attention

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours  
(10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

# Targeted In-feed and Guaranteed click advertising Submission Rules

## Submission deadline

Please submit the manuscript at least 10 business days prior to the start date.

## Targeted in-feed manuscript format

Text: 20 to 22 double-byte characters

Image: Width 640 x height 360px.(submission size) Width 320 x height 180px.(display size) GIF (animated GIFs are not acceptable), JPG 100KB max.

## Prohibited characters in text manuscripts

Prohibited characters (examples of machine-dependent characters) \*Use of other characters may also be prohibited.

No. K.K. TEL (株) (有) (代) mm cm km mg kg I II III IV V VI VII VIII IX X ①②③④⑤⑥⑦⑧⑨⑩ (1)(2)(3)(4)(5)(6)(7)(8)(9)(10) (月)(火)(水)(木)(金)(土)(日)

## Characters that may be used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (single-byte), alphabetic characters (single-byte) and some symbols  
(single-byte; double-byte “!” and “?”)

## Attention

- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m. –6:00 p.m. Japan time, Monday to Friday, excluding holidays)
- We will review all manuscripts submitted for publication. We may ask you to revise your manuscript before or after publication.

## Number of Submission

Please submit at least three sets of the following manuscripts.

## Guaranteed click advertising manuscript format

Text (Main): Within 22 double-byte characters

Text (Sub): Within 21 double-byte characters

Image: Width 640 x height 360px, GIF (animated GIFs are not acceptable), JPG 100KB max.

# In-Read Video PC Submission Rules

## Submission deadline

Please submit the manuscript at least 10 business days prior to the start date.

## Display environment

- Google Chrome latest version
- Microsoft Edge latest version (for Windows 10)
- Safari latest version

\*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

## Report

Number of views, number of complete replays, number of clicks, CTR

## Specifications/submitted manuscript

	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate
Video file formats	mp4	H.264	AAC	Width 640px × height 360px.(submission size) Width 480px × height 270px. (display size)	Within 3 MB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps
	flv	H.263	AAC	Width 640px × height 360px.(submission size) Width 480px × height 270px. (display size)	Within 3 MB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps

## Attention

- Manuscript replacement during distribution is not possible.
- We recommend the progressive distribution method.
- Be sure to submit materials for which approval has been obtained from the copyright holder. Please note that we are unable to perform any copyright processing regarding submitted materials.
- If a claim is received from a user, we may suspend at placement.
- Even if it is technically feasible, we may refuse to publish or request revisions based on user claims or usability considerations.
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)



# In-Read Video SP Submission Rules

## Submission deadline

Please submit the manuscript at least 15 business days prior to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

## Display environment

- OS : Android 4.0 and above, iOS 5.0 and above

\*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

## Specifications/submitted manuscript

	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate	Link destinations
<b>Video file formats</b>	mp4	H.264	AAC	Width 640px × height 360px.(submission size) Width 320px × height 180px. (display size)	No more than 3 KB	15-30 sec.	Video: 1,000 kbps Sound: 64 kbps	One site (transition from an external link button)

## Attention

- Frequency control is performed every 12 hours.
- The number of simultaneous placements is limited to one. Manuscript replacement during distribution is not possible.
- We recommend the progressive distribution method.
- Be sure to submit materials for which approval has been obtained from the copyright holder. Please note that we are unable to perform any copyright processing regarding submitted materials.
- If a claim is received from a user, we may suspend at placement.
- Even if it is technically feasible, we may refuse to publish or request revisions based on user claims or usability considerations.
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

## Report

Number of views, number of complete replays, number of clicks, CTR

# Gate PC and Billboard SP, One-day exclusive Ad Submission Rules

## Submission deadline

Please submit the manuscript at least 15 business days prior to the ad placement date.

## Gate PC

Manuscript size: No more than 100 kB for top banners, side banners, and rectangles

Animation: within 15 sec. (looping not possible)







Number of simultaneous submissions: One (manuscript replacement is not possible)

Link URL: One (clickable within the entire area of the ad content)

ALT text: Not permitted

Manuscript size: Top banner: width 1,020px × height 80px., side banner: width 145px × height 600px., rectangle: width 300px × height 250px.

## One-day exclusive ad background color

 White #FFFFFF	 Light Green #F0FFF0
 Light pink #FFF0F5	 Light Yellow #FFFFE0
 Light blue #F0F8FF	 Gray #DCDCDC

## Billboard SP (video)

### **Number of simultaneous submissions: Video submission guidelines**

One (manuscript replacement is not possible)

Link URL: One

ALT text: Not permitted

Format: MP4

Size: No more than 1920px × 1080px. (16:9)

At the time of distribution, videos will be distributed at 320px × 180px. size. Duration: Within 15 or 30 seconds

## Attention

- If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)
- Depending on the PC environment and the user's browser, the left and right pillars of the gate may not be able to accommodate the creativity. Be careful not to include any creative elements in the left and right pillars that should not be missing.
- Billboard SP (video) will have a closed button in the upper right corner and an audio on/off button in the lower right corner. In order to avoid overlapping of these buttons on the creative, please submit a creative with 40px left/right × 40px top/bottom for both the top right and bottom right.

# Billboard PC & SP (still image) and Billboard PC (still image + video) Ad Submission Rules

## Submission deadline

Please submit the manuscript at least 15 business days prior to the ad placement date.

### Billboard PC (still image)

Manuscript size: No more than 300 KB

Number of simultaneous submissions:

One (manuscript replacement is not possible)

Link URL: One (clickable within the entire area of the ad content)

ALT text: Not permitted

Manuscript size: Width 970px × height 250px.

File format: GIF (Animated GIF is not acceptable)

### Billboard PC (still image + video)

Manuscript size: No more than 300 KB

Number of simultaneous submissions: One (manuscript replacement is not possible)

Link URL: One (clickable within the still image area)

ALT text: Not permitted

Manuscript size: : width 526px × height 250px.

Video submission guidelines/Format: MP4/Size: No more than 1920px × 1080px. (16:9)/At the time of distribution, videos will be distributed at ad size.

Duration: Within 15 or 30 seconds Manuscript size: No more than 3 MB

\*In cases where YouTube videos are used, specify the URL of the YouTube video to be distributed.

## Attention

- If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m. – 6:00 p.m., Monday to Friday, excluding holidays)
- Ads will begin to be posted at 11:00 a.m. on the first day of publication.
- For video and still image and video, the closed button will be in the upper right corner and the audio ON/OFF button will be in the lower right corner. If you do not want these buttons to overlap on the creative, please submit a creative with 40px left/right x 40px top/bottom for both the top right and bottom right.

# Viewable Rectangle Video, Interscroller SP Ad Submission Rules

## Submission deadline

Please submit the manuscript at least 15 business days prior to the ad placement date.

## Viewable Rectangle Video

Number of simultaneous submissions:	Format: MP4 (H264)
1 (cannot be replaced)	Size: 1920px left/right × 1080px top/bottom (aspect ratio 16:9) or less 300px × 80px for combined video and still image format
Linked URL: 1	(File format: PNG / JPG / GIF (animated GIFs are not acceptable). (As a rule, file size should not exceed 100KB).
ALT text: Not allowed	Capacity: 20 MB or less
	Length: 15 or 30 seconds or less

## Interscroller SP Ad Submission Rules

Number of simultaneous submissions:	Format: JPG, PNG
1 (cannot be replaced)	Size: Width 600px × height 1200px. (submission size) Width 300px × height 600px. (display size)
Linked URL: 1	Capacity: 300 KB or less
ALT text: Not allowed	

## Attention

- Please be sure to submit materials that have been approved by the copyright holder. Please note that we do not handle copyrights for materials.
- We reserve the right to discontinue publication if we receive a claim from a user.
- We may refuse to distribute or publish the material or request revisions to be made to the manuscript due to user complaints, usability considerations, etc.
- The ad start time is 11:00 a.m. Japan time on the first day of posting.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m. –6:00 p.m., Monday to Friday, excluding holidays)

# Tag Installation Rules

## Advertorial

Tags that can be submitted are as follows.

	AdvertisingTags	Measurement Tags	Survey Tags
Example	GDN,YDN etc...	negotiable	AccessMill etc...
Term	Guaranteed PV Achievement Period	Guaranteed PV Achievement Period	Guaranteed PV Achievement Period
Place	Advertorial	Advertorial	Advertorial

## Display Ads

Tags that can be submitted are as follows.

	AdvertisingTags	Measurement Tags	Survey Tags
Example	Not allowed	IAS etc...	Not allowed
Term	Not allowed	Guaranteed Achievement Period	Not allowed
Place	Not allowed	Display Ads	Not allowed

## Attention

- Please be sure to consult with us when considering the installation of tags.
- Tags not listed above may also be available.
- Please consult with us before placing tags.
- There is no guarantee that the tags will work in all environments, devices, or conditions.



# Email Ad Submission Rules (Toyo Keizai Online Editors Email Ads)

## Submission deadline

Please submit the manuscript at least 10 business days prior to the ad placement date.

## Manuscript format

Image: 520px × 292px (Display size 260px × 146 px)

Title: No more than 22 characters Body: No more than 100 characters

- Be sure to submit a URL with <http://> or <https://>.
- In principle, the linked website should be publicly available at the time of submission.
- Making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.

## Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.

## Characters that used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (double-byte/single-byte), alphabetic characters (single-byte) and some symbols (double-byte)

- Some kanji characters not included in the list of characters in common use are excluded.
- The number of alphabetic characters may vary depending on the font.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m. – 6:00 p.m. Japan time, Monday to Friday, excluding holidays)

# Email Ads Submission Rules (Toyo Keizai Email/Toyo Keizai Targeting Email)

## Submission deadline

Please submit manuscripts by 4:30 p.m. (Japan time) at least 10 business days prior to the ad placement date.

## Prohibited characters and characters that may be used

- The same as periodically distributed emails.
- For ruled lines, use the <hr> tag rather than a symbol (-).

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

## Click count URL

Link URLs will be replaced with a measurement URL.

\*If replacement with a measurement URL is not needed, please indicate this at the time of request.

(In this case, it will not be possible to report the number of clicks.)

## Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.
- When preparing the manuscript, please use a monospaced font.

If a proportional font is used to prepare the manuscript, the layout may be distorted when displayed depending on the email reception environment.

## Header and footer

We will insert a header and footer specified by us.

## File format

- Please download and submit the "Toyo Keizai Mail and Targeting Mail Submission Rules" found on the Toyo Keizai Promotion website (<https://biz.toyookeizai.net/guide/>).
- When using images, please submit image files as well (between 300px and 620px on the left and right sides).

## Manuscript format

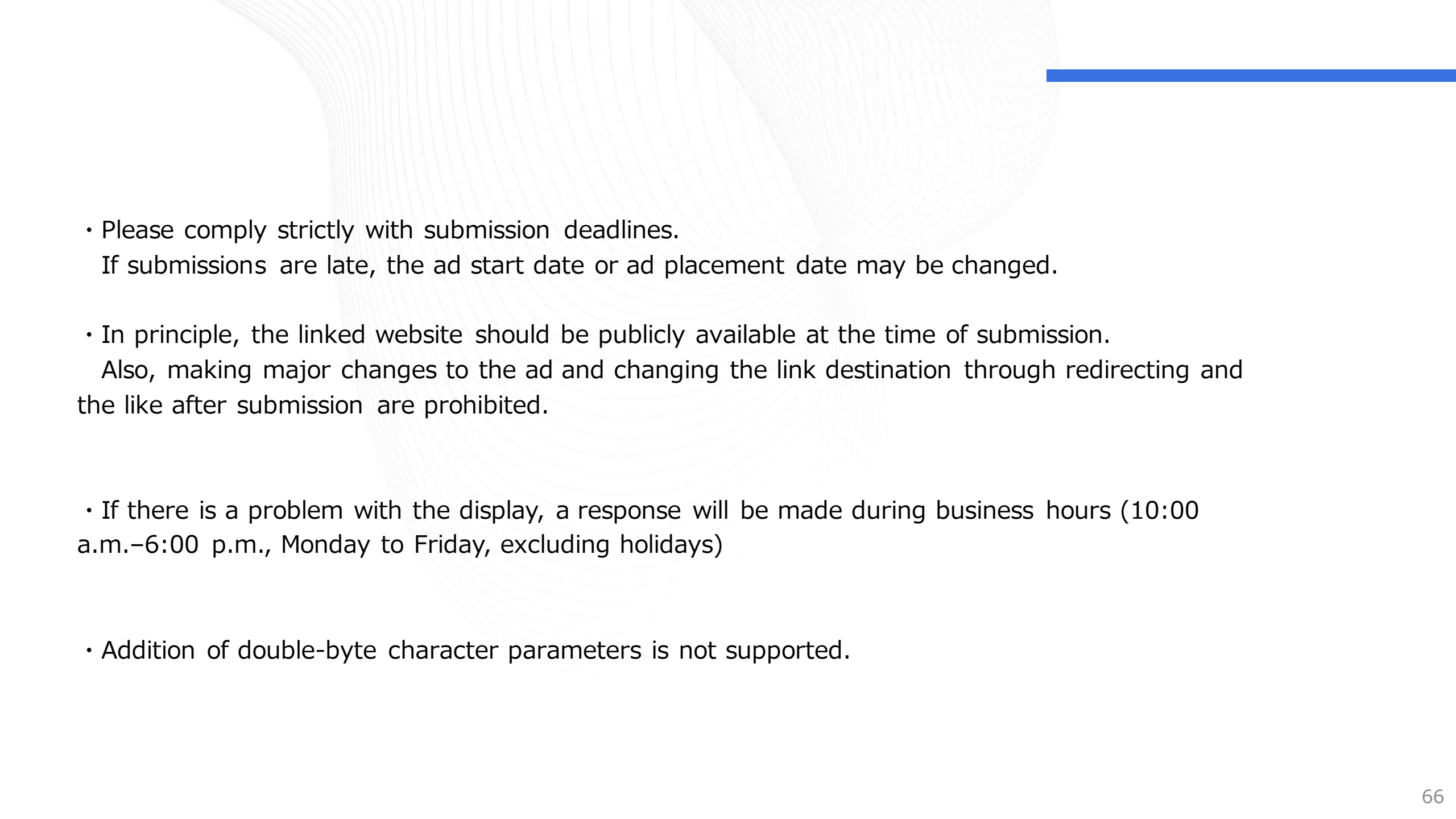
Title: No more than 40 double-byte characters

\*"Toyo Keizai Email" will be inserted after the title.

Body: No more than 100 lines × 40 double-byte characters

\*Excluding the header and footer

- It is necessary to insert "Produced by: [advertiser name]" after the body text.
- Be sure to submit a URL in the manuscript with http://or https://.
- Be sure to insert double-byte spaces before and after URLs in text.
- In principle, the linked website should be publicly available at the time of submission. Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.

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- Please comply strictly with submission deadlines.  
If submissions are late, the ad start date or ad placement date may be changed.
  - In principle, the linked website should be publicly available at the time of submission.  
Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.
  - If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)
  - Addition of double-byte character parameters is not supported.

# Toyo Keizai Inc. Business Promotion Department

## Rules for the Publication of Advertisements / Disclaimer / Cancellation Policy

### Standards for the Publication of Advertisements / Rejection of Advertisements

#### Standards for the Publication of Advertisements

Standards for the publication of advertisements (hereinafter the “Standards”) shall apply to advertisements intended for publication via all Toyo Keizai Inc. (hereinafter the “Company”) media. All advertisements shall comply with the Standards.

#### Relationship between the Standards for the Publication of Advertisements and the Rejection of Advertisements

Advertisements that meet the Standards specified by the Company, may be rejected based on the decision made by the Company on a case-by-case basis. In addition, advertisements that do not meet the Standards may be accepted after evaluation by the Company. (The preceding notwithstanding, the Company does not publish advertisements that violate laws or regulations.) Publication of advertisements via the Company media in the past does not preclude rejection of current or future submissions. The Company does not disclose the reasons for rejection.

#### Rejection of Advertisements and Responsibility of Advertisements

The Company makes the determination to accept or reject publication of individual advertisements in accordance with the Standards. However, its decision does not reduce the responsibility of the advertiser for individual advertisements. Submission of advertisements for publication is deemed agreement by the advertiser that it shall bear responsibility for its advertisements. The Company does not provide reasons for rejection.

#### Materials to Be Prepared for Screening for the Publication of Advertisement

Materials include the company name, location and business description or the URL that shows the company profile and financial settlements for the past three years.

Complaints from third parties, including readers or users, about information posted as advertisements or in the linked websites shall be handled by the advertisers on their own responsibility, and the Company shall have no responsibility therefor. Advertisement fees and menus may change based on the Company’s convenience. Please confirm fees and other details beforehand. Copyrights and other intellectual property rights related to advertisements, including tie-up advertisements with articles and pure advertisements created by the Company, shall belong to the Company even after being posted.

## Screening Standards for the Publication of Advertisements

The Company makes the determination to accept or reject publication of individual advertisements and determinations regarding the content of advertisements in accordance with related Japanese laws and regulations regarding advertisements and the advertisement guidelines (latest version) specified by the Japan Magazine Advertising Association and the Japan Interactive Advertising Association, of which the Company is a member, and other industry-specific regulations, and in consideration of characteristics of the advertisement media and the social impact of the advertisement. The Company retains the right to accept or reject publication of individual advertisements. In addition, screening standards and the determination to accept or reject publication of individual advertisements may differ depending on the characteristics of the relevant media, and the Company shall have no responsibility to provide reasons for rejecting individual advertisements. Advertisements that fall under any of the following or that the Company determines inappropriate shall be rejected for publication:

- Advertisements that violate related Japanese laws or regulations, international treaties, etc.;
- Advertisements that violate laws regulating advertisements and representations, including the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, the Health Promotion Act, the Act against Unjustifiable Premiums and Misleading Representations, the Act on Specified Commercial Transactions and the Public Offices Election Act;
- Advertisements that may infringe on any individual's rights by using names, portraits, publications or trademarks without the relevant individual's permission;
- Advertisements in which the advertiser's name, address and contact information are not clear, and the individual/organization that is responsible is unknown;
- Advertisements whose linked websites' advertisements or representations may take unfair advantage of readers or users
- Advertisements containing misleading or inappropriate representations, including false or extravagant representations that may cause incorrect understanding by readers or users;
- Advertisements that are unscientific or superstitious and may cause anxiety or take unfair advantage of readers or users;
- Advertisements that are related to antisocial forces, deceitful business, products and services that are not allowed in Japan, and whose expression urges readers or users to speculate in financial matters;
- Advertisements that may disturb public order, affirm violence and crime, or that contain explicit or indecent sexual images or expressions that may be contrary to public order and morality; and
- Advertisements that the Company determines inappropriate in consideration of the characteristics of the media, the content of advertisement and social conditions.



## Business Categories and Conditions That Cause Advertisements to Be Rejected

- Advertisements that solicit or introduce pyramid schemes, multilevel marketing, network businesses and deposit transactions;
- Advertisements regarding the recruitment of franchisees, distributors and human resources that do not contain specified items to be represented;
- Advertisements for doctrines of specific religions, joining religious groups, spiritual abilities or unscientific fortune telling, and advertisements for products emphasizing certain effects such as bringing good luck, economic fortune or recovery from disease;
- Advertisements for businesses that fall under the category of sex establishments (store/non-store types) or short-stay hotels used primarily for sexual activities;
- Advertisements for online dating services;
- Advertisements for gambling or casinos (including online casinos);
- Advertisements for synthetic cannabis or unregulated drugs that are collectively called quasi-legal drugs;
- Advertisements calling for donations or provisions of money or articles for private purposes;
- Advertisements for cryptocurrency transactions or crowdfunding, and advertisements recommending medical practices or surgeries at hospitals and clinics, and
- Other advertisements that the Company determines inappropriate
- Note: Advertisements for tobacco products, including electrically heated tobacco product, shall be evaluated in accordance with the standards specified by the Tobacco Institute of Japan.

## Disclaimer

- Submission of an advertisement for publication is deemed acknowledgement that the advertiser agrees to bear all responsibility regarding said advertisement.
- The advertiser bears all responsibility for the posted advertisement (including information shown in the linked websites), and the Company shall have no responsibility therefor.
- At any time following acceptance of an advertisement for publication, the Company reserves the right to reject or cancel publication if the content of the advertisement violates the Standards specified by the Company.
- In the case that the Company rejects or cancels all or part of an advertisement due to reasons attributable to the advertiser, the Company shall have no responsibility therefor.
- Screening by the Company or the decision to accept an advertisement for publication shall not be interpreted to mean that the Company has ruled out all possible violations regarding conformity to laws, regulations or the Standards specified by the Company.
- In the case of third-party claims for damages caused by the advertisements against the Company, the relevant advertiser or advertising company shall resolve said claims at their own responsibility and expense. However, the foregoing shall not apply to the cases involving damages caused by reasons attributable to the Company.
- The Company shall have no responsibility for damages or losses incurred by the advertisers or advertising companies due to data loss, unauthorized access to data, and the interruption, delay or discontinuation of Company media caused by electrical outage, natural disasters, or failures in telecommunication lines, computers, servers or carrier networks.
- The Company does not in principle eliminate competitors for the time and period in which each advertisement is published.
- The advertiser and advertising company shall warrant that the contents of the advertisement do not violate any third-party rights, and that all property rights regarding the contents of the advertisement have been managed thoroughly and appropriately.
- In the case that an advertisement is not published due to reasons attributable to the Company, the Company shall bear general loss or damage only. The total amount of the compensation shall be limited to the fee for publication of said advertisement regardless of the reason.
- Advertisements in the form of articles are created based on information as of the time of publication; therefore, the Company will not in principle accept revision to contents after publication.
- The Company asks external screening organizations to examine contents and expressions in relation to the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, Act against Unjustifiable Premiums and Misleading Representations, etc. In response to the examination conducted by said external screening organizations, the Company may require changes in the contents or expressions of the advertisements, or may cancel publication.

## Precautions Regarding Expressions Used in Advertisements

- Advertisement drafts must be reviewed in advance.
- Please do not use expressions that are confusingly similar to editorial articles (i.e., unclear distinction between the advertisement and our content, or imitation of the design or content of our media). Please confirm that the testimonials are from real people.
- The use of the name of the media in the advertisement is not allowed.
- Please avoid using expressions that are ugly, cruel, bizarre, or may cause discomfort.
- If you wish to use No.1 or No.1 class expressions (Japan's first, largest, first person, No.1 in Japan, etc.), please be sure to include evidence of permission from a third party organization in the ad.
- When including proper nouns, please use only those that have been approved.
- We do not accept excessive aggression, sexually explicit expressions, or content that is cruel or offensive.
- Patents can only be displayed if they have been "obtained". In that case, please be sure to include the patent number. Patent pending" cannot be displayed.
- If the contents related to the Pharmaceutical Affairs Law are included, we may check with JARO.
- Please include a disclaimer for financial products and services. For pure advertisements, please fill in the landing page.
- For real estate investment, we only accept corporate advertisements for listed companies. Seminar announcements and other content intended to attract leads will not be accepted.
- We may not be able to accept certain types of advertisements depending on the content of the product, even if there are no problems with the corporate screening process. Please let us know the content of your advertisement in advance so that we can make a decision on whether or not it can be posted.
- Please place the landing page of the pure ad under the domain owned by the advertiser.
- If there is a significant discrepancy between the ad creative and the landing page, we may request a correction.
- If the landing page of the pure ad is an application form, please be sure to include items and elements that explain the details of the application and the terms of use of personal information.

## Expressions or Images Used in Internet Advertisements

- Advertisements that fall under any of the following may be rejected, or may require revision before publication is allowed:
- Advertisements that may mislead users by evoking smartphone or PC windows, icons, cursors or buttons; and
- Advertisements that include new operation concepts that do not match general methods. These include clicking, tapping and mouse-over operations (e.g., mouse-over or mouse-out operations that allow users to jump to a different website, or to start a pop-up window).
- Sirens, horns, shouts or irritating sounds are not allowed. Advertisements that contain sound are required to have “mute” as the default setting. In addition, advertisements including sound require a button that allows users to turn sound on/off and adjust volume.
- Advertisements that contain animations (gifs, etc.) that change rapidly, primary colors, fluorescent colors or flashing colors with higher luminance may require revision. Advertisements that are on an endless loop or are longer than 15 seconds in length are not allowed.
- Note: Expressions and images that the Company determines to be inappropriate may require revision.

## Submission of Advertisements

- Submit advertisements in writing or via e-mail by the deadline for publication.
- The deadline for advertisements differs depending on the media. Please confirm deadlines with the sales department at the Company.
- The Company shall not accept postponement or cancellation of submitted advertisements on or after the relevant deadline.
- Advertisements are pre-screened by the Company. After screening, they may be rejected or require revision.
- Advertisers shall have complete responsibility for the contents of the advertisements posted (including the information provided in linked websites), and the Company shall have no responsibility therefor.
- In the case that the Company rejects or cancels all or part of an advertisement due to reasons attributable to the advertiser, the Company shall have no responsibility therefor.
- Screening by the Company or the decision to accept an advertisement for publication shall not be interpreted to mean that the Company has ruled out all possible violations regarding conformity to laws, regulations or the Standards specified by the Company.
- Rules for the Application for Advertisement, Rules for the Publication of Advertisements, Rules for the Advertisement Materials ([https://biz.toyokeizai.net/files/user/pdf/ad/Toyokeizaionline\\_Nyukoukitei\\_202002.pdf](https://biz.toyokeizai.net/files/user/pdf/ad/Toyokeizaionline_Nyukoukitei_202002.pdf) [Japanese]), advertisement fees and submission specifications may change. When applying for advertisements, please contact the sales department at the Company to confirm the details.
- When submitting advertisements for publication, advertisers shall be deemed to have agreed to follow the Rules for the Application for Advertisement, Rules for the Publication of Advertisements and Rules for the Advertisement Materials.
- When the Company sends the advertiser approval for the submission of the advertisement for publication, the contract for the publication of advertisements shall be entered into between the advertiser and the Company.

## Application for the Publication of Advertisements: Magazine Advertisements

Application for the publication of magazine advertisements shall be submitted in writing or via e-mail by the deadline for individual media with the required items shown below:

(1) Applicant information: Company name / Department / Name of the applicant / Address / Telephone number

Billing information (If different from applicant information): Address / Department / Name of the person in charge / Telephone number

(2) Content of the advertisement: Name of the advertiser (when an advertising company is the advertiser) / Name or the brand of the product to be advertised

(3) Content of application: Name of the medium used for advertisement / Date of publication / Name of the advertising space (menu) / Volume of the advertisement (number of pages, etc.)

(4) The advertisement fees (net amount excluding tax) / Date of application / Billing date / Payment date

Please consult the Company for detailed information on front matter, placing the advertisement on the page facing the article, etc. Due to matters relating to the layout of articles and advertisements, the Company may not be able to accommodate your wishes.

When cancelling publication after the acceptance of the application, advertisers must pay the cancellation fees described below:

### Cancellations: Magazine Advertisements

#### Pure Advertisements

From the day of application to 8 business days before : 50% of the Implementation fees

After the date of Finalproofreading: 100% of the Implementation fees

#### Article ads

From the day of application to 8 business days before : 50% of the Implementation fees (cost price)

After the date of Finalproofreading: 100% of the Implementation fees (cost price)

Note: "Business Aspect" in Weekly Toyo Keizai sets cancellations fees after eight weeks prior to the date of publication at 100 percent of the advertisement fees and other actual costs (including the costs of employees dispatched to the applicant's place of business outside the Tokyo metropolitan area, honorariums for celebrities, special photographing and other creation costs).

[Postponement] After confirming the tentative period of advertisement, the fees shall not be revised.

Whether or not a cancellation is made after the application has been submitted, the cancellation fees will be charged based on the following criteria for changes made just before the date of the interview.

#### For ordinary article ads coverage

Changes made 2 to 3 business days prior to the interview: Net 50,000 yen

Changes made between 1 business day and the day of the interview: Net 100,000 yen

#### For article ads coverage requiring business travel

Change made 3 business days prior to the interview: Net 100,000 yen

Tax not included. Cancellation fees for experts and outside venues are subject to separate regulations.



## Cancellations: Internet Advertisements

Cancellations after application will be subject to a cancellation fee based on the following standards.

**Pure Advertisements** Cancellation on and after the submission deadline: 100 percent of the Implementation fees

### Advertisements Designed by the Company

Cancellation up to 11 business days prior to the starting date of posting: 50 percent of the advertisement fees and other actual costs

Cancellation on and after 10 business days prior to the starting date of posting: 100 percent of the advertisement fees and other actual costs

In addition to the foregoing, if advertisements designed by the Company are cancelled, the Company asks the advertisers to pay for the actual costs of employees dispatched to the applicant's place of business outside the Tokyo metropolitan area, honorariums for celebrities, special photographing and other creation costs.

[Postponement] After confirming the tentative period of advertisement, the fees shall not be revised.

**Regardless of whether or not a cancellation is made after application, a cancellation fee will be charged based on the following standards for any changes made just before the interview date.**

### For ordinary article ads coverage

- Changes made 2 to 3 business days prior to the interview: Net 50,000 yen
- Changes made between 1 business day and the day of the interview: Net 100,000 yen

### For article ads coverage requiring business travel

Change made 3 business days prior to the interview: Net 100,000 yen

Tax not included.

Cancellation fees for experts and outside venues are subject to separate regulations.

### Cancellation of additional induction

Cancellations made after registration will be charged the full amount of the fee.

## Cancellations: Seminars

In the case of cancellation after the acceptance of the application or the signing of the contract, payment of the full sponsorship amount will be required.

## Advertising inquiries and requests:

Hours: 10:00 a.m. –6:00 p.m. (Japan time)

\*We will respond to inquiries made after 6:00 p.m. the following business day.

## For inquiries and requests

[ad—ask@toyokeizai.co.jp](mailto:ad—ask@toyokeizai.co.jp)

## To submit ads

[ad—send@toyokeizai.co.jp](mailto:ad—send@toyokeizai.co.jp)

## Contact Form



[Click here](#)

### Toyo Keizai Promotion Ad

<https://biz.toyokeizai.net/>

Information on Toyo Keizai magazine and digital advertising

### TOYO KEIZAI BRAND STUDIO

<https://biz.toyokeizai.net/brandstudio/>

Provides services to advertisers by using Toyo Keizai's production capabilities

### Toyo Keizai Inc.

<https://corp.toyokeizai.net/>

Business Promotion Division  
Media Sales Department  
1-2-1 Nihonbashi Hongokucho, Chuo-ku,  
Tokyo 103-8345, Japan

### Toyo Keizai Online

<https://toyokeizai.net>

### Toyo Keizai Onlinetwitter

<https://twitter.com/toyokeizai/>

### Toyo Keizai Onlinefacebook

<https://www.facebook.com/ToyokeizaiOnline/>

### Toyo Keizai OnlineLINE



Toyo Keizai Shimpō Inc. distributes advertisements in accordance with JIAA's guidelines set forth by the JIAA.