

Online news source
providing in-depth coverage on “what’s happening”
in corporate management, economy, and society

Nikkei Business Online Advertising Menu

Swiftly Turning “Knowledge” and “Insights” into Business Competence

Nikkei Business Online Edition

Five key values unique to the online edition



Monthly page views : 9,712,214

Monthly unique browsers: 3,255,001

Registered members : 2,153,303
(As of October 2025)

1 Quickly grasp the article outline

“Three key points of this article” are indicated to support readers understand its outline quickly

2 Customize article suggestions based on reader’s interests

Readers can select the topics and functions of interest on the “tab” menu and customize the top page

3 Freely interchangeable between desktop and mobile

Automatically keep a history of articles browsed. The “Clipping” function enables readers to save articles found on mobile while being on the move for later reading on their desktop screens when they have time.

4 “Overview” the trends from past to present

The new function “Nikkei Business TIME MACHINE” helps readers browse through some 70,000 archived articles

5 Providing new “insight” and “awareness” on a daily basis

The “Tips of the Day” section provides daily updates featuring the words of notable business managers and leadership mindsets

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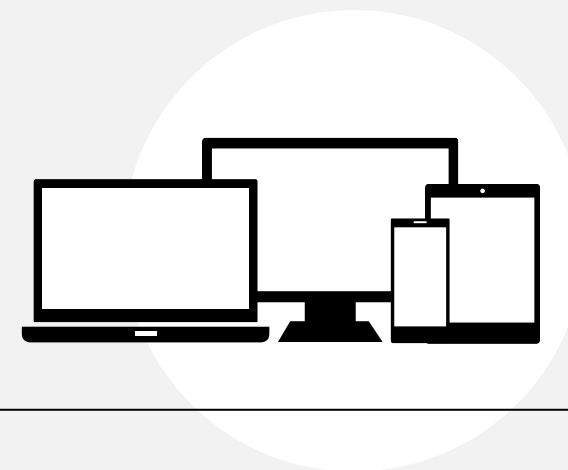
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Advertorial (Tie-up Advertising)

- Custom Advertorial
- Native Advertorial



Based on the user attributes of Nikkei Business Online Edition, the tie-up advertising campaign with NBO enables to captivate corporate decision makers and high-earning professionals. This campaign addresses a variety of needs, including announcing company strategies, raising awareness of specific services, and promoting consumer goods.



*Different ad drivers will be introduced depending on the plan you choose.

The highly-customizable advertorial site is ideal for a variety of needs, such as communicating management strategies, promoting new businesses and services, as well as introducing case studies.



Page sample

Plan	Premium	Standard
Rate	3.5 million yen (excluding tax)	2.5 million yen (excluding tax)
PV	10,000PVs guaranteed (BtoC) 7,000PVs guaranteed (BtoB)	2,000～2,500PVs expected
Duration	4 weeks: Archived for one year after the end of the ad campaign	
Start date	Any weekday (excluding the year-end and new year days)	
Design	Free format : Enables you to convey the promotional message in line with your corporate philosophy, campaign goals and purpose	
Maximum characters	2,000 to 2,500 characters maximum (equivalent to two pages of a magazine)	
Max no. of images	Five images maximum (including the main image) *Negotiable	
Max no. of pages	One to two pages	
Driving traffic	Ad space in the Nikkei Business Online edition Ad space in the Nikkei Business Online Newsletter Strategically place your ad on third-party networks, by leveraging the browser data from Nikkei Business Online.	
Tag implementation	Some tags such as site retargeting tags are accepted under certain conditions.	
Application deadline	Two months before the launch	

*This plan will use external sites to boost traffic to the advertorial site.

* Even if the advertiser is a consumer goods manufacturer, the plan is considered B-to-B when the advertisement is aimed at industrial clients.

*If you would like to use your advertorial content from the print edition in an online campaign, we can do so for a standard fee of 2.5 million yen (excluding tax). Please contact us for further details.

*Extra charges will apply for special production processes that involve prominent figures, conducting interviews in remote places, or for surveys and research.

*The expected PVs for the standard plan serve as a guideline and may vary based on the content. Plans to enhance PVs through additional ad drivers are also available. Please contact us for more details.

The native advertorial is created in a design format that is consistent with the Nikkei Business Online editorial content, thereby ensuring reader familiarity. This allows your content to seamlessly blend with other articles, fostering affinity and trust.



Page sample

Plan	Native	Instant Topics
Rate	4 million yen(excluding tax)	2.5 million yen (excluding tax)
PV	10,000PVs guaranteed (BtoC) 7,000PVs guaranteed(BtoB)	2,000~2,500PVs expected
Duration	4 weeks: Archived for one year after the end of the ad campaign	
Start date	Any weekday (excluding the year-end and New Year holidays)	
Design	Use the NBO editorial template *The [AD] credit is displayed at the beginning of title	
Max. characters	4,000 characters maximum	1,200 characters maximum
Max. no. of images	5 images (including the main image)	2 images (including the main image)
Max. pages	3 pages maximum	1 page maximum *Content is created based on the press release and other materials provided by the advertiser.
Driving Traffic	Ad space in the Nikkei Business Online edition Ad space in the Nikkei Business Online Newsletter Strategically place your ad on third-party networks, by leveraging the browser data from Nikkei Business Online.	
Tags	Not supported	
Application deadline	2-2.5 months before the launch	1.5 months before the launch

*This plan will use external sites to boost traffic to the advertorial site.

* Even if the advertiser is a consumer goods manufacturer, the plan is considered B-to-B when the advertisement is aimed at industrial clients.

*Extra charges will apply for special production processes that involve prominent figures, conducting interviews in remote places, or for surveys and research

*The expected PVs for the Instant Topics plan serve as a guideline and may vary based on the content. Plans to enhance PVs through boosting additional traffic are also available. Please contact us for more details.

【Headline】

Max. of 25 full-width characters, including the 【AD】 credit

【Subtitle】

Max. of 30 full-width characters
*The title and subtitle of your ad will be used as promotional text messages to drive traffic to the ad.

【Message volume】

4,000 characters maximum
3 pages maximum
*1,200 characters maximum for Instant Topics

【Illustrations and photographs】

5 images maximum (2 images max for Instant Topics)
*The numbers above include the main image.
*Video is not supported.

【Display】

All texts will be presented in accordance with our editorial guidelines.



【Production credit】

Produced by: Nikkei BP Advertising Team

【Sponsor credit】

Sponsored by: Your company name

【Contact】

- Links for further information
- Advertised services
- Up to 2 URL links are provided at the bottom of the content for visitors wanting to get further information about the posted services and products

More information about our services and products:

URL:*****

お問い合わせ先
株式会社 〇〇〇〇 〇〇〇〇部 〇〇〇〇氏

*Sample image

【Driving traffic from third-party platforms】 Linking is possible from the sponsor's website, social media, and other third-party platforms. We will confirm the content to be posted with the sponsor in advance. For more details, please contact us.

【Secondary use】 Please contact us for details.

【Tag】 Tags brought by the sponsor cannot be posted.

【Ad space restriction】 Ad spaces for other sponsors will also appear on your tie-up article page. In such a case, we, will not restrict the posting of these ads or exclude the ads of the sponsor's competitors.

【Change of the content after posting】 No content changes will be accepted after posting. Corrections can be added below the original content if unavoidable.

※ For details about native (tip-up) advertising production, please refer to: <https://special.nikkeibp.co.jp/atclh/manual/native/index.html>

Examples of Ad Spaces for Driving Traffic

Desktop/Top page



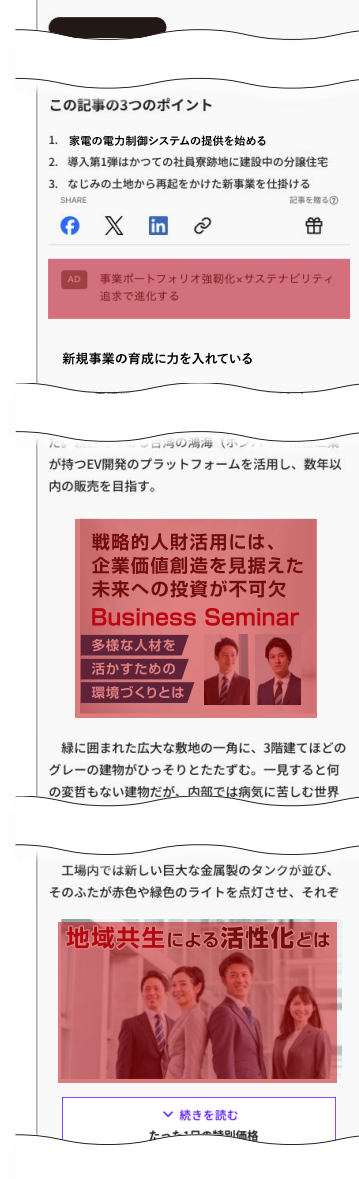
Desktop/Article page



Mobile/Top page



Mobile/Article page



E-Newsletter

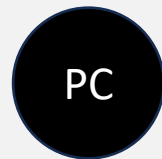


*The ad will be displayed in rotation; impressions are not guaranteed.

*The above shows some examples of different ad placements. The location of your ad varies based on your chosen ad plan, and it does not guarantee placement in all the locations displayed above.

*Please note that the location of your ad may change without notice.

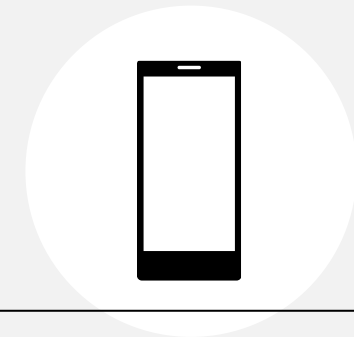
Display Advertising



- Billboard
- In-Feed
- Text Ad/above the article
- First Rectangle
- First Double Rectangle
- InRead Space



- Header Panel
- In-Feed
- InRead Space



Device	Menu	No.	Video support	Specifications Static image dimensions: Width x Height (in pixels) Text in half-width or full-width characters	Rate
Desktop	Billboard	1	Yes	【Image】 970 x 250 (Video/Aspect ratio 16:9) The billboard is reduced to 80% when displayed on article pages due to design limitations.	JPY7.0/imp (9.0 yen for video)
	In-Feed	2	No	【Images】 300x300 and 320x180 *Please prepare two types of images (Do not include any text on the image) 【Text】 Subject/13 characters max, Body/28 characters max	JPY4.0/imp
	Text Ad/above the article	3	No	【Text】 42 characters maximum	JPY2.0/imp
	First Rectangle	4	Yes	【Image】 300 x 250 (Video/Aspect ratio 16:9)	JPY3.0/imp (4.0 yen for video)
	First Double Rectangle	5	No	【Image】 300 x 600	JPY4.5/imp
	InRead Specia	6	Yes	【Image】 640 x 360 (Video/Aspect ratio 16:9)	JPY4.0/imp (5.0 yen for video)
Mobile	Header panel	7	Yes	【Image】 320x180 or 320x100 (Video/Aspect ratio 16:9)	JPY7.0/imp (9.0 yen for video)
	In-Feed	8	No	【Images】 300 x 300 and 320 x 180 *Please prepare two types of images (Do not include any text on the image) 【Text】 Subject: 13 characters max, Body: 28 characters max	JPY2.0/imp
	InRead Space	9	Yes	【Image】 640 x 360 (Video/Aspect ratio 16:9)	JPY4.0/imp (5.0 yen for video)

*Incorporating DMP for readership segmentation is available for certain plans.

https://web-cache.stream.ne.jp/www11/nikkeibpw/adweb/BP_DMP_2024.pdf

*All rates, specifications and other details may change without notice.

*Display ads may be resized based on their placement.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)

*The use of **【】** in text is not permitted.
*Desktop/In-Feed and Mobile/In-Feed ads will be displayed with the “AD” credit on the upper left corner of the ad image.



Rate (gross)	7.0 yen/imp (9.0 yen for video)
Device/ Placement	Desktop/ Almost all pages
Ad space	Upper area of the top category page, in-article
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	【Image】 970 x 250 （Video/Aspect ratio 16:9） The billboard is reduced to 80% when displayed on article pages due to design limitations. *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement. *If the image blends with the page background color, we may ask you to add a border to the image.
File format	HTML5, GIF, JPEG, PNG, MP4
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)



Rate (gross)	4.0 yen/imp
Device/Placement	Desktop/ Almost all pages
Ad space	New Arrivals list, Recommended section
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	[Images] 300x300, 320 x180 *Please prepare two types of images. [Text] Subject/Max. 13 characters; Message body/Max. 28 characters *Text elements in the image and the use of 【 】 in text are not supported. *The image is displayed with the [AD] credit on the upper left. *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement.
File format	GIF, JPEG, PNG and Text
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)

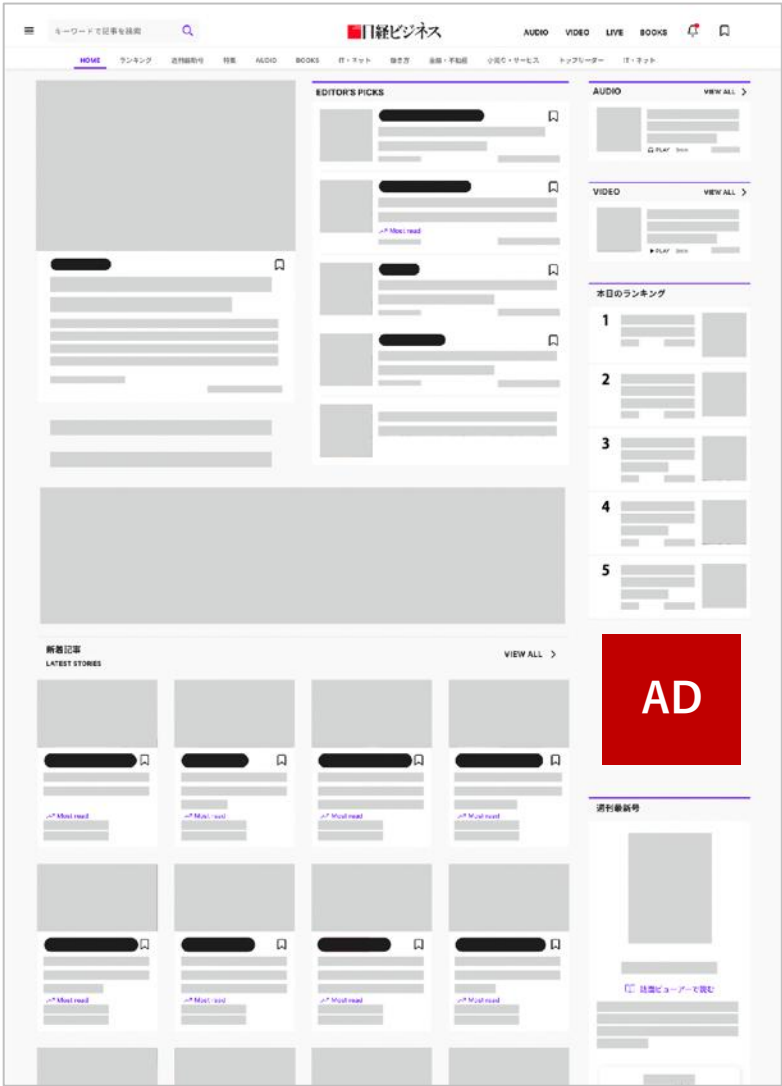


Rate (gross)	2.0 yen/imp
Device/Placement	Desktop/Article page
Ad space	Above the body of the article
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	【Text】 42 characters max *The use of 【】 in text is not permitted.
File format	Text
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)

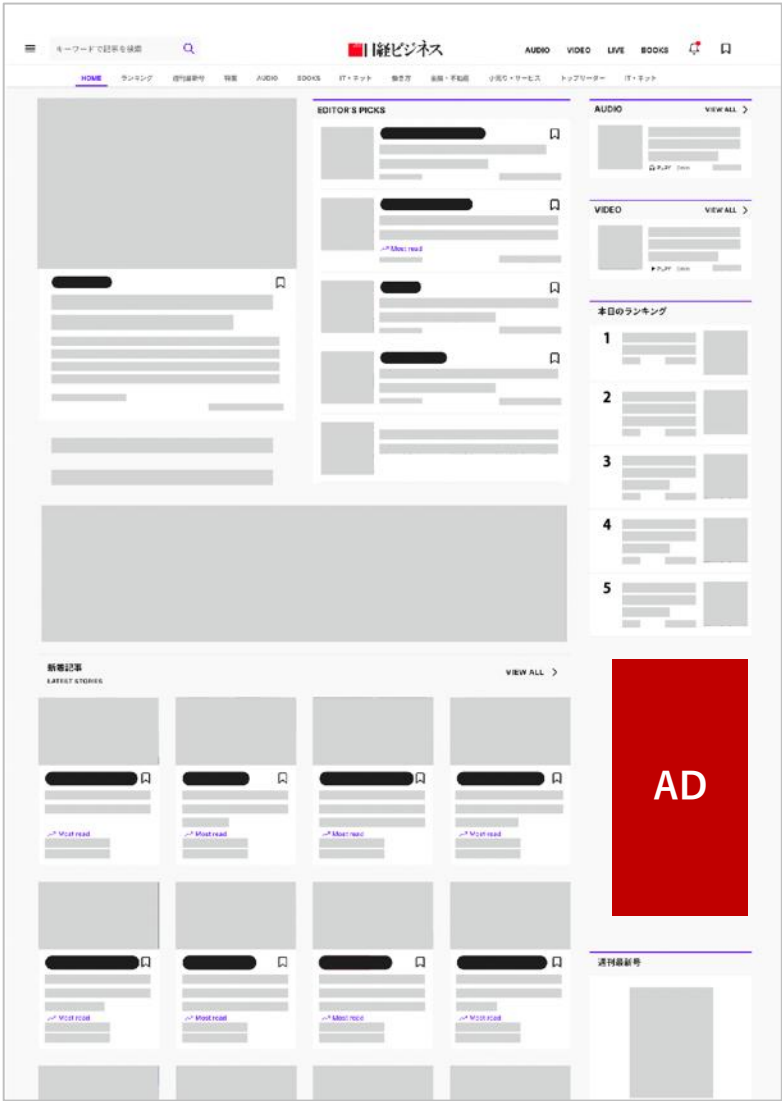


Rate (gross)	3.0 yen/imp (4.0 yen for video)
Device/Placement	Desktop/ Almost all pages
Ad space	Upper to middle sections on the right column
Display format	Rotation
Duration/Frequency	As required (from 1 week or more)
Specifications	【Image】 300 x 250 (Video/Aspect ratio 16:9) *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement. *If the image blends with the page background color, we may ask you to add a border to the image.
File format	HTML5, GIF, JPEG, PNG, MP4
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)

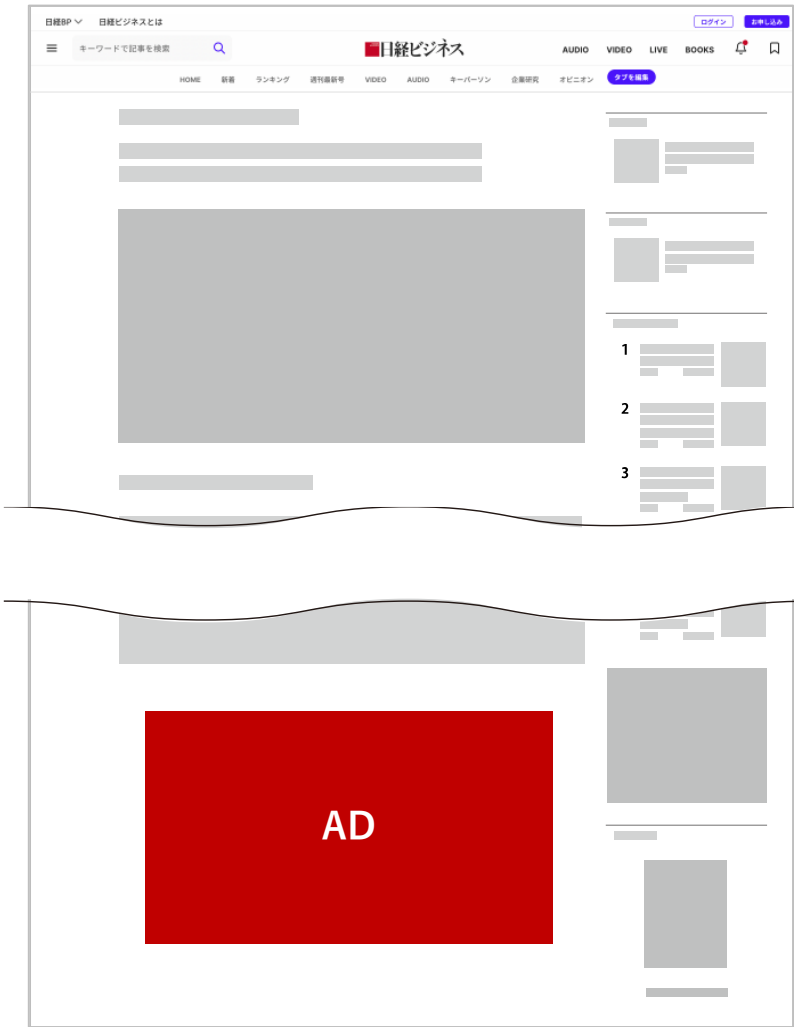


Rate (gross)	4.5 yen/imp
Device/ Placement	Desktop/ Almost all pages
Ad space	Upper to middle sections on the right column
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	【Image】 300 x 600 *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement. *If the image blends with the page background color, we may ask you to add a border to the image.
File format	HTML5, GIF, JPEG, PNG
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)



Rate (gross)	4.0 yen/imp (5.0 yen for video)
Device/Placement	Desktop/ Article page
Ad space	Below the article
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	【Images】 640 x 360 (【Video】 Aspect ratio 16:9) *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement.
File format	GIF、JPEG、PNG、MP4
Guarantee	Guaranteed impressions



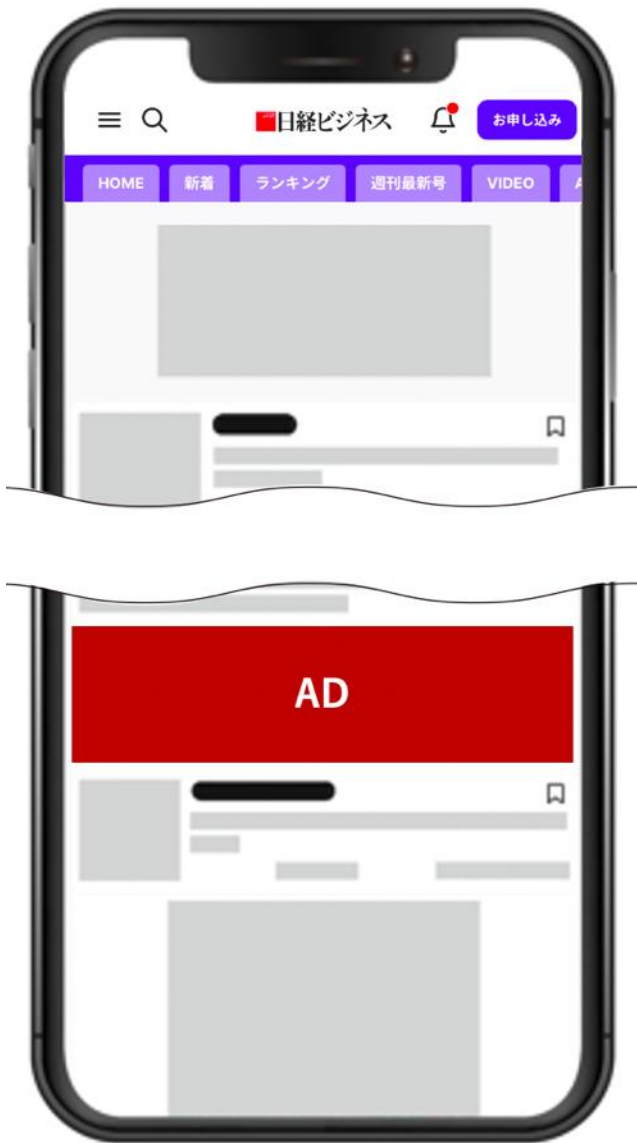
Rate (gross)	7.0 yen/imp (9.0 yen for video)
Device/Placement	Mobile/ Almost all pages excluding the homepage
Ad space	Top of the page
Display format	Rotation
Duration/ Frequency	As required (from 1 week or more)
Specifications	【Image】 320x180 or 320x100 (Video/Aspect ratio 16:9) *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement.
File format	GIF、JPEG、PNG、MP4
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)





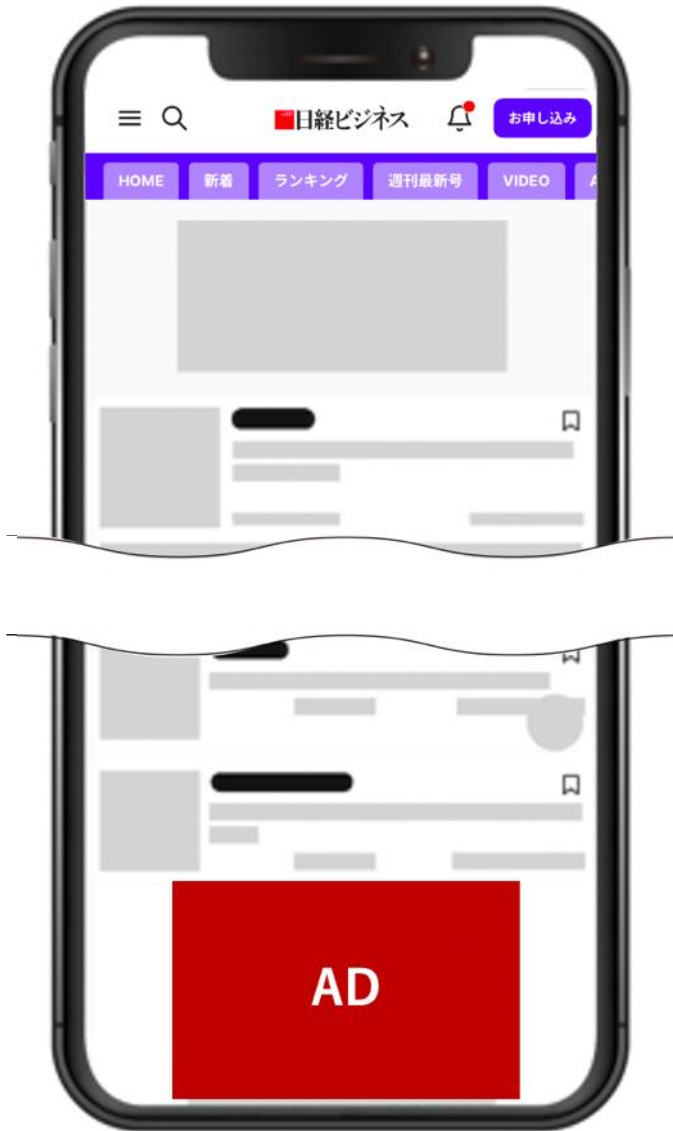
Rate (gross)	2.0 yen/imp
Device/Placement	Mobile/ Almost all pages
Ad space	New Arrivals list, Recommended section
Display format	Rotation
Duration/Frequency	As required (1 week or more)
Specifications	【Images】 300 x 300, 320 x 180 *Please prepare two types of images. 【Text】 Subject: Max. 13 characters; Message body: Max. 28 characters <i>*Text elements in the image and the use of 【 】 in text are not supported.</i> <i>*The image is displayed with the [AD] credit on the upper left.</i> <i>*Image size: Width x Height (in pixels)</i> <i>*Display ads may be resized based on their placement.</i>
File format	GIF, JPEG, PNG
Guarantee	Guaranteed impressions

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)





Rate (gross)	4.0 yen/imp(5.0 yen for video)
Device/Placement	Mobile/Almost all pages
Ad space	Upper area of the top category page, in the article
Display format	Rotation
Duration/ Frequency	As required (1 week or more)
Specifications	【Images】 640 x 360 (【Video】 Aspect ratio 16:9) *Text elements in the image possible *Image size: Width x Height (in pixels) *Display ads may be resized based on their placement.
File format	GIF、JPEG、PNG、MP4
Guarantee	Guaranteed impressions

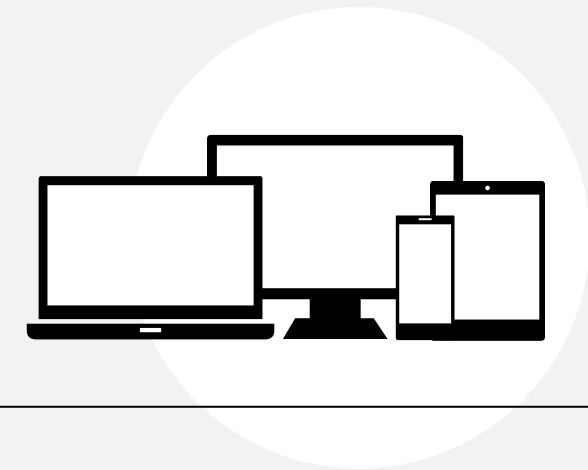
*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the guaranteed plans.)

*All rates, available ad spaces, specifications and other details may change without notice.

*The minimum fee for display advertising starts at JPY300,000 (combinations of multiple plans are available.)

Email Advertising

- Email Newsletter Advertising (Ad space in a newsletter)
- Email Targeting (Direct email delivery)





Rate	500,000 yen
Placement	Email Newsletter (morning edition only)
Start date	Any weekday
No. of deliveries	Some 325,000 mails
Specifications	<First line: Headline>Max. 38 full-width characters including ■ <Second line: URL only>Max. 38 full-width characters <Third line: blank> <Fourth line: message body>Max. 114 full-width characters (No line breaks) *Do not use any symbols in the text. ----- These symbols cannot be used: ☆★○●◎◇◆□■△▲▽▼♂♀♪<> -----
File format	Text

*Numbers of impressions, deliveries and CTRs are estimates and are not guaranteed (excluding the plan with guaranteed impressions)

*All rates, available ad spaces, specifications and other details may change without notice.

*We report on the number of emails sent and the number of clicks per day.

お知らせ (PR)

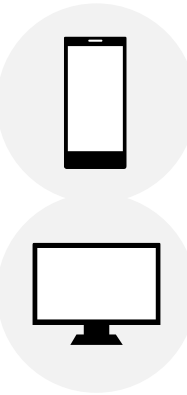
■〇〇市場で光る勢いとは？「〇〇」が選ばれ続ける理由を〇〇が解説！

<http://h.nikkeibp.co.jp/h.jsp?no=000000>

改正や新商品のヒットも相まって、ますます勢いを強めている「〇〇」ブランド。ファン層を広げ、多くの消費者を惹きつけるその魅力とは？進化し続けるおいしさと今後の更なる躍進に注目です！

***The use of 【】 in text are not supported.**





サブジェクト Subject

日経BP Mail



見出し Headline

●日経BP Mail: 配信日(日経BP)

-----PR-----

テキスト 本文

Message body

.....

本メールは日経BPの各種サービスにご登録いただいている方にお送りしています。今後、このような日経BPや日経グループ各社からのお知らせが不要な方は下記URLからお手続きいただきますようお願いいたします。
<https://account.nikkeibp.co.jp/guide/topnotice.html>

□ 「日経1D」と「日経BPパスポート」について
<https://account.nikkeibp.co.jp/guide/>

□ 今回のご案内に関するお問い合わせ先
https://bpcgl.nikkeibp.co.jp/form-cgi/form.html.cgi?form=ask_bpmail/index.html

※メール本文中のURLには、一部計測用URL(弊社ドメイン)を使用しています。外部サイトへリダイレクトする場合がありますので、あらかじめご了承ください。
※このメールは送信専用のメールアドレスからお送りしています。
ご返信いただいても回答はできませんので、あらかじめご了承ください。

Copyright(C) 2019 日経BP
.....

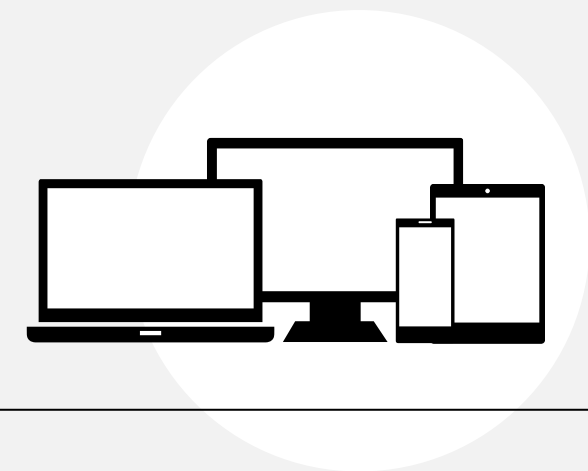
Utilizing the Nikkei BP DMP, you can send emails with information specifically tailored to your company. This DMP-based distribution plan provides more value than the standard plan aimed at a package of registered members from Nikkei Business Online.

Rate	1,000,000 yen
Placement	All area of the email
Recipients	Registered members of Nikkei Business Online
Start date	Any weekday
No. of emails sent	20,000 mails or more
Specifications	● Subject of the email: Max. 30 full-width characters ● Headline displayed in the first line: Max. 15 full-width characters ● Message body: 38 full-width characters x 30-50 lines HTML email format is also available.
Format	Text or HTML

With Nikkei BP DMP, advertisers can select their target audience based on various attributes. For more information, please refer to:
<https://web-cache.stream.ne.jp/www11/nikkeibpw/adweb/tgmlad.pdf>

Lead Generation

- White Paper / Video
- Research (questionnaire)
- Advertorial in NBO Standard Format [Leads guaranteed]



(1) White Paper / Video

In this plan, your company's whitepaper and video will be posted with an introduction that stimulates the user's interest and encourages them to download the whitepaper or view the video. This is a “lead guaranteed” plan, which ensures that the target number of leads are acquired by using the most appropriate ad drivers on the NBO websites or email newsletters.



Sample page

Plan	White Paper/Video
Rate	600,000 yen~ (excluding tax) (JPY15,000 per a lead/40 leads) ※The minimum fee One Campaign
Duration	12 weeks or more
Start date	Tuesday or Thursday (except for year-end and New Year holidays, Golden Week and other long holidays)
Design format	Fixed format
Max. characters for an introduction	500 to 600 characters maximum
Maximum page	One page
Production style	NBO will produce an introduction based on the materials you have submitted for application.
Application deadline	3 weeks before the launch

*The advertiser will entrust management of promotional and advertising content to Nikkei Business. We will only provide the advertiser with lead delivery and advance confirmation, without any additional reports.

(2) Research (Questionnaire survey)

This plan involves administering a questionnaire to our users, primarily Nikkei Business Online readers. The questionnaire will be designed in accordance with your request, such as gauging their inclination to adopt your products or services. The lead information and survey results are subsequently provided to you.



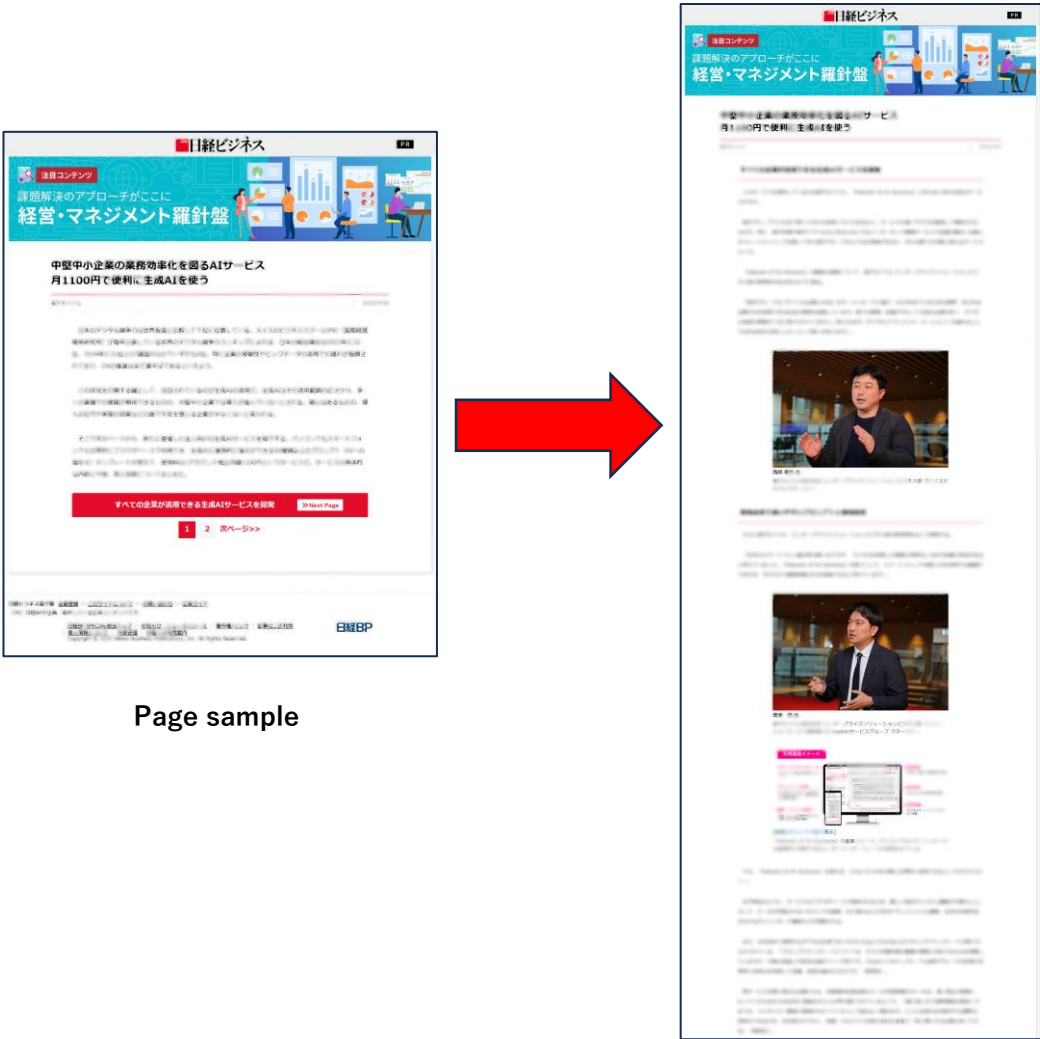
Sample page

Plan	Research (Questionnaire survey)
Rate	1.0 million yen (excluding tax) (JPY15,000 per a lead/60 leads JPY100,000 as basic fee) ※The minimum fee One Campaign
Duration	Approx. 8 weeks
Start date	Any weekday(except for year-end and New Year holidays, Golden Week and other long holidays)
Max. no of questions	10 questions maximum
Maximum page	One page
Production style	NBO will produce a questionnaire based on the draft you have submitted.
Application deadline	Approx. 10 business days after the submission of the questionnaire draft

*The advertiser will entrust management of promotional and advertising content to Nikkei Business. We will only provide the advertiser with lead delivery and advance confirmation, without any additional reports.

(3) Advertorial in NBO Standard Format [Leads guaranteed]

Nikkei BP will create a high-quality advertorial tailored to the content you wish to promote. This advertorial will be published in NBO’s standard two-page format. This lead acquisition plan is a page transition type, meaning that leads are generated when readers view the second page of your advertorial.



Menu	Advertorial in NBO Standard Format
Rate	2.0 million yen (excluding tax) (100 leads guaranteed)
Duration	12 weeks or more
Start date	Any weekday (except for year-end and New Year holidays, Golden Week and other long holidays)
Design format	Fixed format
Max. characters	2,000 to 2,500 characters maximum (Approx. 500 characters for the first page)
Max no. of creatives	Max. 2 creatives (excluding the photograph of a person)
Max no. of pages	2 pages
Production style	Based on orientation and interviews
Application deadline	Approx. 2 months before the launch

*The advertiser will entrust management of promotional and advertising content to Nikkei Business. We will only provide the advertiser with lead delivery and advance confirmation, without any additional reports.

Expected CTR (Click Through Rate) for static image and video ad menu

【 Static Image 】

Device	Menu	Expected CTR
Desktop	Billboard	0.10%
	In-Feed	0.10%
	Text Ad/above the article	0.02%
	First Rectangle	0.02%
	First Double Rectangle	0.02%
	InRead Space	0.03%
Mobile	Header Panel	0.10%
	In-Feed	0.02%
	InRead Space	0.05%
Email	Center	0.01%

【 Video 】

Device	Menu	Video support	Expected CTR	Expected playback start rate	Expected playback finish rate
Desktop	Billboard	Yes	0.12%	60%	30%
	First Rectangle	Yes	0.05%	30%	10%
	InRead Video	Yes	0.10%	40%	20%
Mobile	Header Panel	Yes	0.10%	20%	2%
	InRead Video	Yes	0.10%	60%	30%

Notes and Disclaimer

- The numbers of impressions and deliveries are estimated figures and not guaranteed, except for guaranteed plans.
- All rates, available ad spaces, and other specifications may change without notice.
- Advertisements may be temporarily paused due to unavoidable events such as natural disasters, power outages, and communication failures.
- We may refuse ad placement depending on the advertiser and advertisement content. Please make sure to consult with us in advance.
- Screenshots of the ad placements are not included.
- If you are new to placing an ad with Nikkei Business, you need to undergo screening based on our company standards. Advertisers we currently work with may also be denied ad placement depending on the content of services.
- Depending on the user's browsing environment, advertisements may not be displayed or might not function correctly.
- All prices do NOT include consumption tax.

Cancellation Policy

If an order is canceled due to reasons related to the sponsor or sponsor agency after the official order has been received, the cancellation fee will generally be the full amount of the application fee. The same rule applies to any changes made to the order details, such as the posting period or plan. For further assistance, please contact your sales representative.

Ad specifications may change without notice. Please refer to the latest information at:

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

■Contact

Nikkei BP Media Business Promotion Department

(in charge of Nikkei Business)

Phone: +81-3-6811-8071

nb-ad@nikkeibp.co.jp

■ *For details about advertising application and ad material submission, please refer to:

https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp_kitei.pdf

■ HTML5 Ad Submission Rules

https://www.nikkeibp.co.jp/images/houjin/ad/upload/bp_kitei_html5.pdf