



Nikkei Communications: December 24th issue (Jan. 1st street date)

Nikkei NETWORK: January issue (December 21st street date)

Nikkei Computer: December 22nd issue (December 27th street date) & IT Pro

Joint Advertising Program with three IT publications

Complete Guide of Networking Products & Services 2005

Nikkei BP publishes “Complete Guide of Networking Products & Services 2005” as a supplement attached to regular issues of Nikkei Communications, Nikkei NETWORK and Nikkei Computer at the end of 2004. This comprehensive guide book lists all the types of networking products and services by category and must be the most readable one in Japan. In addition to be a supplement to three best publications, it will be delivered at exhibitions and seminars around, which totals up to 180,000 copies. On top of it, the product/service directory on this book will be listed on the most popular IT website “IT Pro” for a year through the end of 2005. Please go through following advertising options for your consideration. This must be a great opportunity for your products/services to be well known among the valuable circle of IT managements and IT engineers.

- Combined circulation of 180,000 with link on IT Pro website for a year!

*Combined circulation of Nikkei Communications, Nikkei NETWORK and Nikkei Computer:
150,000*

Distribution of 30,000 copies on the exhibition “NET & COM 2005” and other seminars

Link on IT Pro website of 520, 000 members

The book will be delivered to subscribers of three publications as supplement to each magazine

One Directory Slot for Just 30,000 JPY

Ad rate & schedule

1: 4C 1 or 1/2

4C 1 P – 700,000 JPY with 10 directory slots for free

4C 1/2 – 350,000 JPY with 5 directory slots for free

Order deadline: November 15th, Material deadline: December 7th

2: Advertorial package

BW 1P – 950,000 JPY with 10 directory slots & a IT Mail center ad for free

BW 1/2P – 480,000 JPY with 5 directory slots & a IT Mail center ad for free

Order deadline: November 15th

3: Directory slot

1 slot (BW 1/10 P size) – 30,000 JPY

Order deadline: November 15th, Material deadline: November 17th

- Brochure inquiry system will not be supported

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How Directory slot looks and what it carries:

製品名		価格	連絡先
製品概要	開発会社		
BP L2シリーズ			
QoS (Quality of Service)に関する機能やセキュリティ機能などを充実させたレイヤー2スイッチ。VLANの設 機能や、キューイングによるパケットの優先制御が可能。拡張スロットに対応モジュールを挿入することで、光フ ァイバーを扱う100BASE-FXのほか、100BASE-TX/SXなどのギガビットイーサネットによるアップリンク接続 が可能。 (150文字)		7万5000円～ (20文字) 米BPNetwork Associates	BPネットワークシステム 番 (03) 1234-5678 http://www.ntbnetwork.com
製品名		価格	連絡先
製品概要	開発会社		
BP Network Shield			
強力な管理機能と他製品とのシームレスに連携するグルーウェア用ウイルス対策ソフト。あらゆるウイルスの傳 入経路を完全に遮断し、ウイルス対策の集中管理が可能。未知・既知ウイルス、悪質コード、Eメールやインター ネットの脅威から強力に保護。 (対応ソフト情報含む、150文字)		7万5000円～ (20文字) 米BPNetwork Associates	BPネットワークシステム 番 (03) 1234-5678 http://www.ntbnetwork.com
サービス名		価格	連絡先
製品概要			
BP アクセスサービス			
ADSL、FTTHに対応するインターネット接続サービスにセキュリティ機能を付加したサービス。サービスは2種 類。ADSL回線を使う「ADSLアクセスプラン」と光ファイバアクセスを使う「光アクセスプラン」。提供する 機能は、①不正侵入検知機能、②ファイアウォール運用代行の2種類。別途料金でメールウイルスを防ぐゲ ートウェイサービスも提供。 (150文字)		初期費用:35,000円 ADSLアクセスプラン:20,000～ 光アクセスプラン:100,000～ (20文字×3行)	BPネットワークシステム 番 (03) 1234-5678 http://www.ntbnetwork.com

1: Product/service name

2: Product/service introduction within 150 Japanese

3: Price within 20 Japanese

4: Contact information

Note: Translation fee is not included in the above ad rates. If you would like to ask us translation service, please contact Nikkei BP office in your territory.

Category table

Network equipment:

Switch, Router

VoIP products

Security

Administrative equipment

Wireless LAN,

Other network products

Software:

Server/Web server software

Network administration software

Security

Other software

Communications/Networking services:

WAN service

VoIP service

Access service

Development/maintenance/administrative service

IDC/hosting, Security

Educational service

Other services