



M E D I A D A T A

Tech-On!

Technology Portal for Engineers Supporting Japan's Manufacturing Sector

Tech-On! is the technology portal aiming to deliver technology news and analysis on various manufacturing sectors, such as automobile, digital consumer electronics and cell phone, semiconductor, electronic parts and display, as well as communications, machine and Mechatronics, embedded software.

All information is written and updated daily by staff writers of several magazines by Nikkei BP, notably Nikkei Electronics, Nikkei Microdevices, Nikkei Monozukuri and Nikkei Automotive Technology.

English site- <http://techon.nikkeibp.co.jp/english/>

● Tech-On! Site Renewal and Access Count Report	3	Focus-On! Package	17
● User Attributes	4-7	Focus-On! Flow chart from application to delivery	18
Age, Position in company, Number of employees in company	4	Focus On! Survey package	19
Type of business, Job category	5	Focus On! Web seminar package	20
Work situation, Finished product/service	6	Sponsor site package	21
Number of registrants by company	7	Event calendar option	22
● Access Status of Tech-On!	8	Keyword advertisement	23
● TechOn! Overview & Advertising Menu	9-23	● Tech-On! E-Newsletter Delivery Service	24
Site structure	9	● Case Study: E-Newsletter Ad Campaign	25
Main site/ Theme site	10	● E-mail Newsletters	26-29
Theme sites introductions -1	11	E-mail newsletters	26
Automotive Technology, Electronic Parts & Components, Software for Embedded System, Digital Consumer Electronics		Ad rates of e-mail newsletters	27
Theme sites introductions -2	12	List Rental	28-29
Broadband/Interface, LSI Update, Mobile, IT Solution for Manufacturers		● Appendix	30-32
Theme sites introductions -3	13	A list of article –related keywords	30-31
Machine/Mechatronics, Silicon Online, EDA Online, FPD International		Instruction on Flash material production	32
Theme site introductions -4	14	● Overseas Sales Offices	33
Industry Trend Observer, Nanotech & New Material, MEMS International, Car Electronics, Tech-On! English Version –			
Advertising menu Main site	15		
Advertising menu Theme sites & Magazine sites	16		



Tech-On! Site Renewal and Access Count Report

Tech-On! has thrived since its launch in January 2005 as a membership site. In March 2006, the number of registered users reached **580,000**, and is still growing by about 8,000 members per month. In the meantime, its monthly page views exceeded **10 million** in January 2006, nearly doubled in a year.

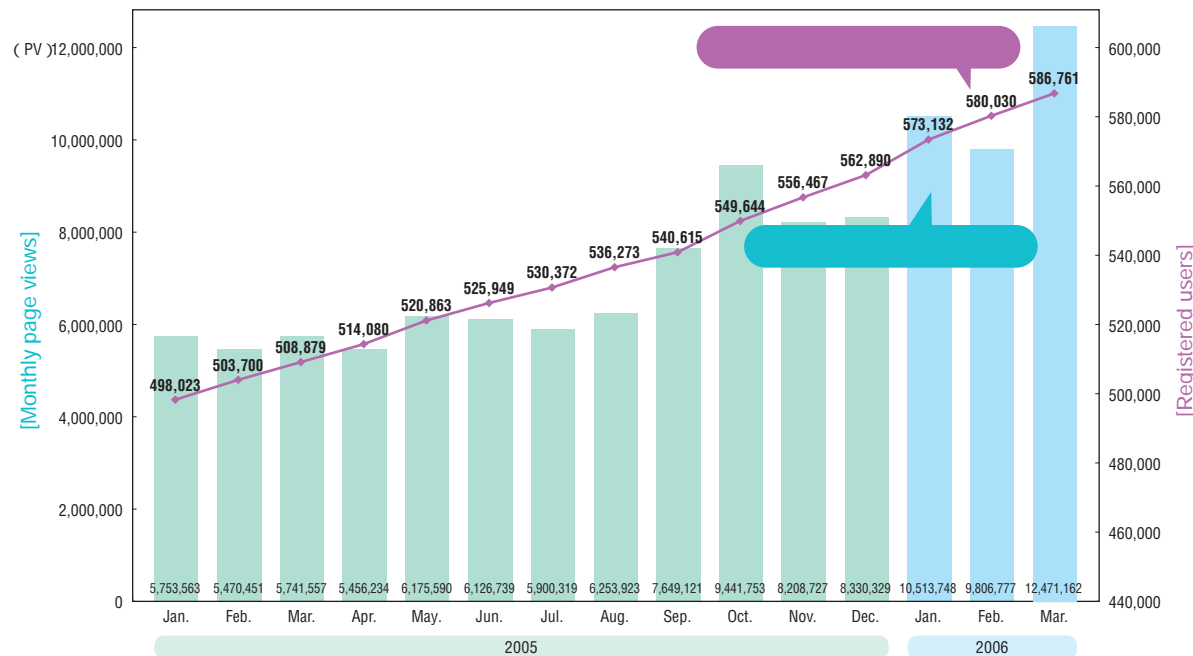
Such a significant growth has been encouraged by online articles contributed by a great number of editors from Nikkei BP's B-to-B magazines with full-scale effort, namely *Nikkei Electronics*, *Nikkei Microdevices*, *Nikkei Monozukuri* and *Nikkei Automotive Technology*. **40 articles per weekday on average**, an overwhelming figure in this field, are now being posted on. With a volume of high-quality information, the site has grown into a magnet for new readers and fresh contents.

However, as contents become larger in volume, the current web design format cannot neatly contain all of them. We, therefore, decide to revamp the design under the following basic concepts:

- 1) Helps users find a desired article more quickly
- 2) Makes it easier to read articles with adequate margins
- 3) Enhances advertising effectiveness

Tech-On! will do its best to live up to your expectations

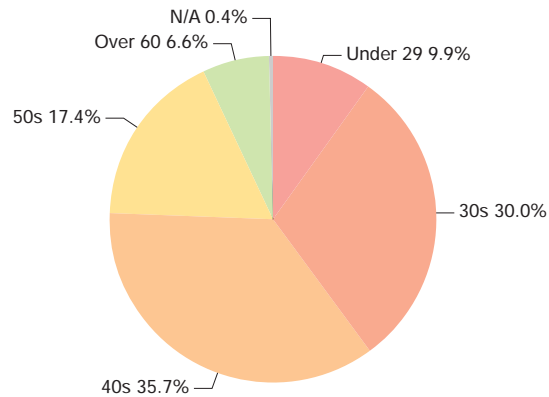
Tech-On! access count transition



User Attributes -1

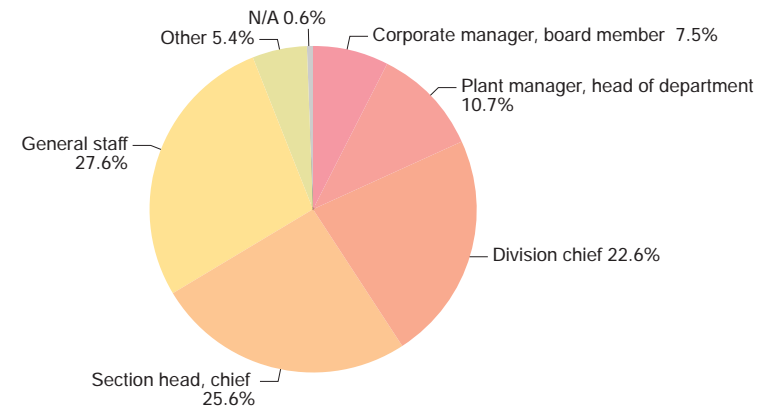
Age

Most active and influential engineers of 30s and 40s comprise 65%

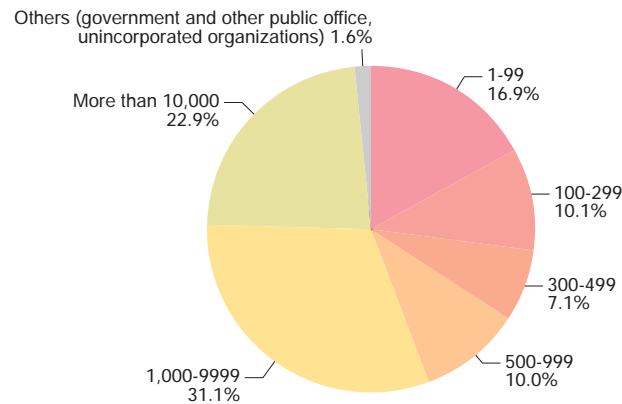


Position in company

60% are at managerial level.



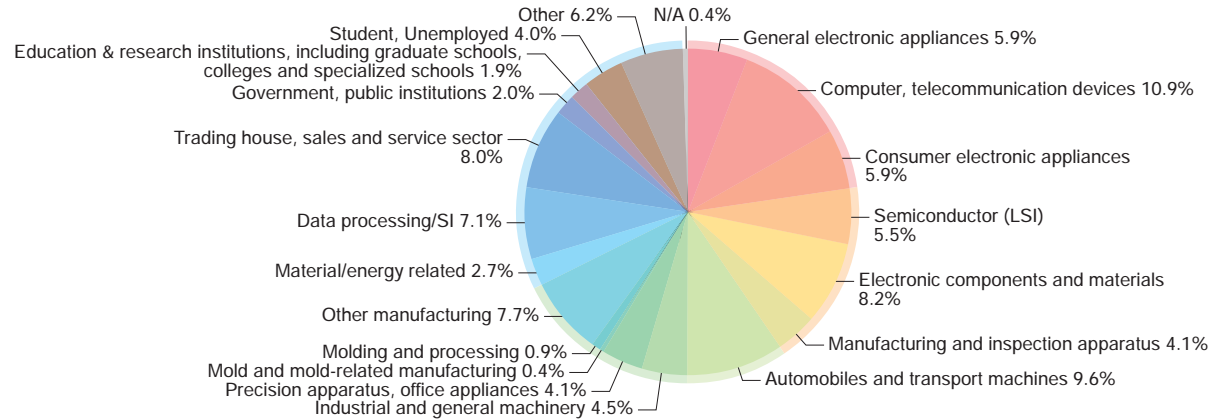
Number of employees in company



User Attributes -2

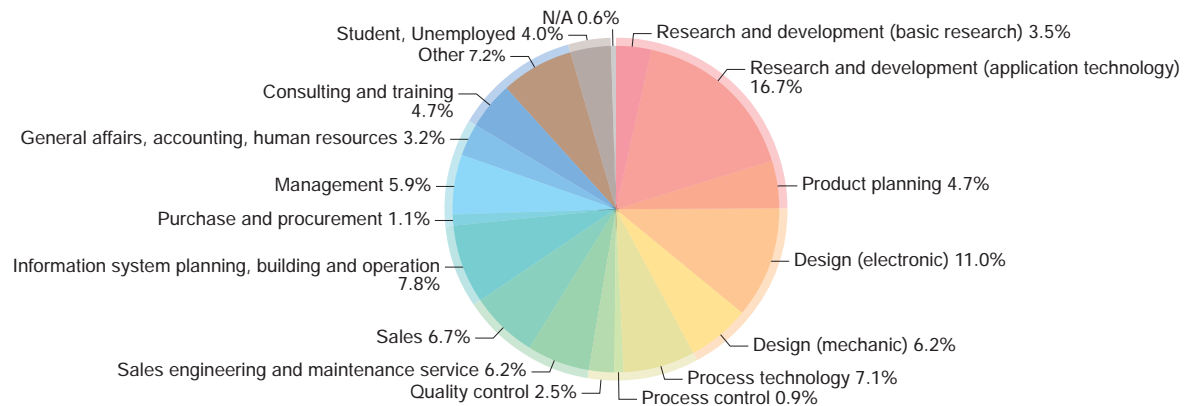
Type of business

Users are engaged in a broad range of business such as electric, computer and automotive equipment



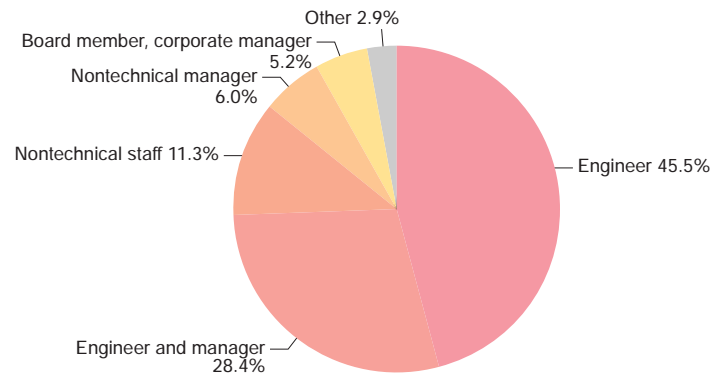
Type of job

Core users consist of R&D, design and manufacturing technology

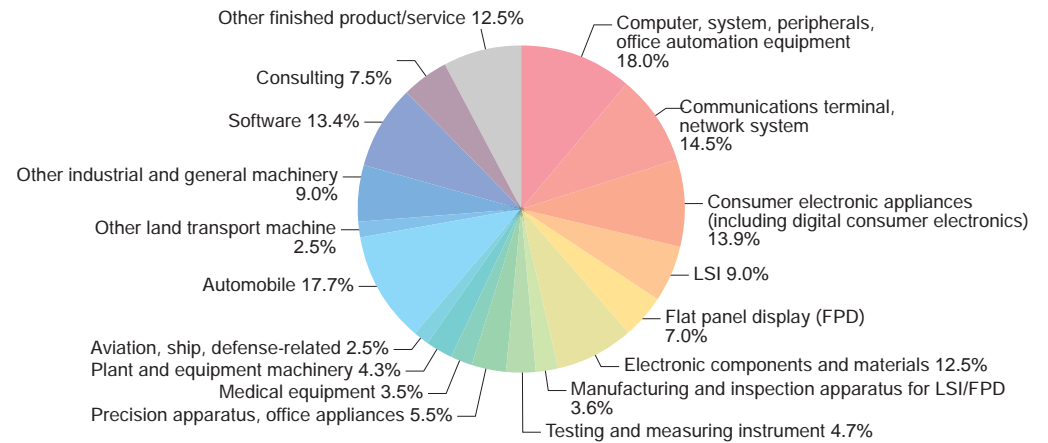


User Attributes -3

Job category



Finished product/service





Number of registrants by company

Matsushita Electric Industrial	8431	Matsushita Electric Works	738	Panasonic Shikoku Electronics	423
Sony	8133	TDK	725	Mitsubishi Heavy Industries	419
NEC	7305	Olympus	725	PFU	419
Fujitsu	5593	Honda R&D	698	Hitachi Kokusai Electric	418
Hitachi	5439	Alps Electric	675	NEC Soft	410
Toshiba	5212	Casio Computer	650	Osaka University	410
Sharp	5080	Vodafone	649	Anritsu	399
Mitsubishi Electric	4012	NEC Communication Systems	638	Tokyo Institute of Technology	397
NTT, NTT East, NTT West, NTT Communications	3235	Agilent Technologies	631	Nihon Unisys	396
Canon	3008	Hewlett-Packard Japan	623	Motorola	394
Sanyo Electric	2500	Seiko Instruments	608	Tokyo Electron	388
Seiko Epson	2152	Fuji Photo Film	607	Taiyo Yuden	385
NEC Electronics	1639	Dai Nippon Printing	586	Kenwood TMI	383
Oki Electric Industry	1632	Panasonic Electronic Devices	580	Nichia	377
Victor Company of Japan	1512	Nikon	578	Hitachi High-Technologies	371
Renesas Technology	1424	YAMAHA	572	The Furukawa Electric	366
IBM Japan	1390	Sony Semiconductor Kyushu	567	Dainippon Screen MFG	362
Pioneer	1320	Advantest	559	Toyota Industries	346
Ricoh	1248	The University of Tokyo	548	Asahi Glass	345
Denso	1244	Toppan Printing	540	Sony Marketing	344
Panasonic Mobile Communications	1184	Fujitsu Network Technologies	535	Macnica	339
Fuji Xerox	1084	NTT Comware	532	Fujitsu Ten	339
Texas Instruments Japan	1070	Sumitomo Electric Industries	532	Yamatake	333
Nissan Motor	1046	KDDI	521	Toshiba Solutions	331
Omron	1009	Konica Minolta Holdings	485	Toshiba Microelectronics	331
Sony EMCS	985	Shinko Electric Industries	484	Zuken	326
Fujitsu Laboratories	924	Hitachi ULSI Systems	483	Hitachi Chemical	316
Yokogawa Electric	883	Mazda Motor	480	Hitachi Software Engineering	316
Panasonic Communications	822	NTT Data	465	Brother Industries	314
Toyota Motor	797	NHK	464		
Kyocera	756	Murata Manufacturing Company	459		
NEC Micro Systems	747	Tohoku University	458		
NTT Docomo	740	Canon Sales	428		

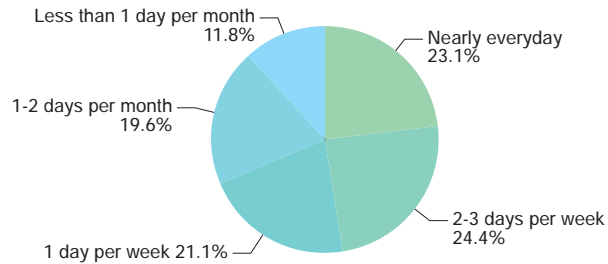
*From Tech-On! Users Survey, April 2005

Access Status of Tech-On!

Tech-On! is accessed regularly during office hours, via office PC

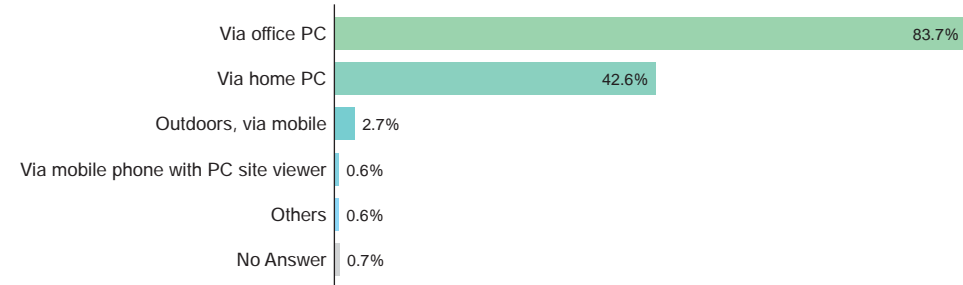
Access Frequency

Approx. 70 % of users access Tech-On! more than a day on a regular basis

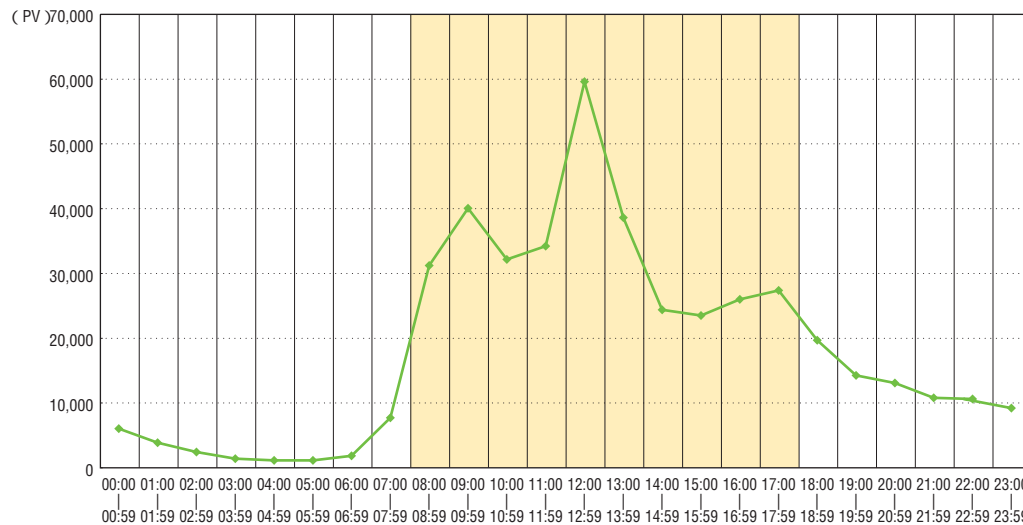


Access tool to Tech-On! (Multiple answers)

Approx. 80 % of users access Tech-On! via office PC



Hourly page views of Tech-On! (24-hour transition)

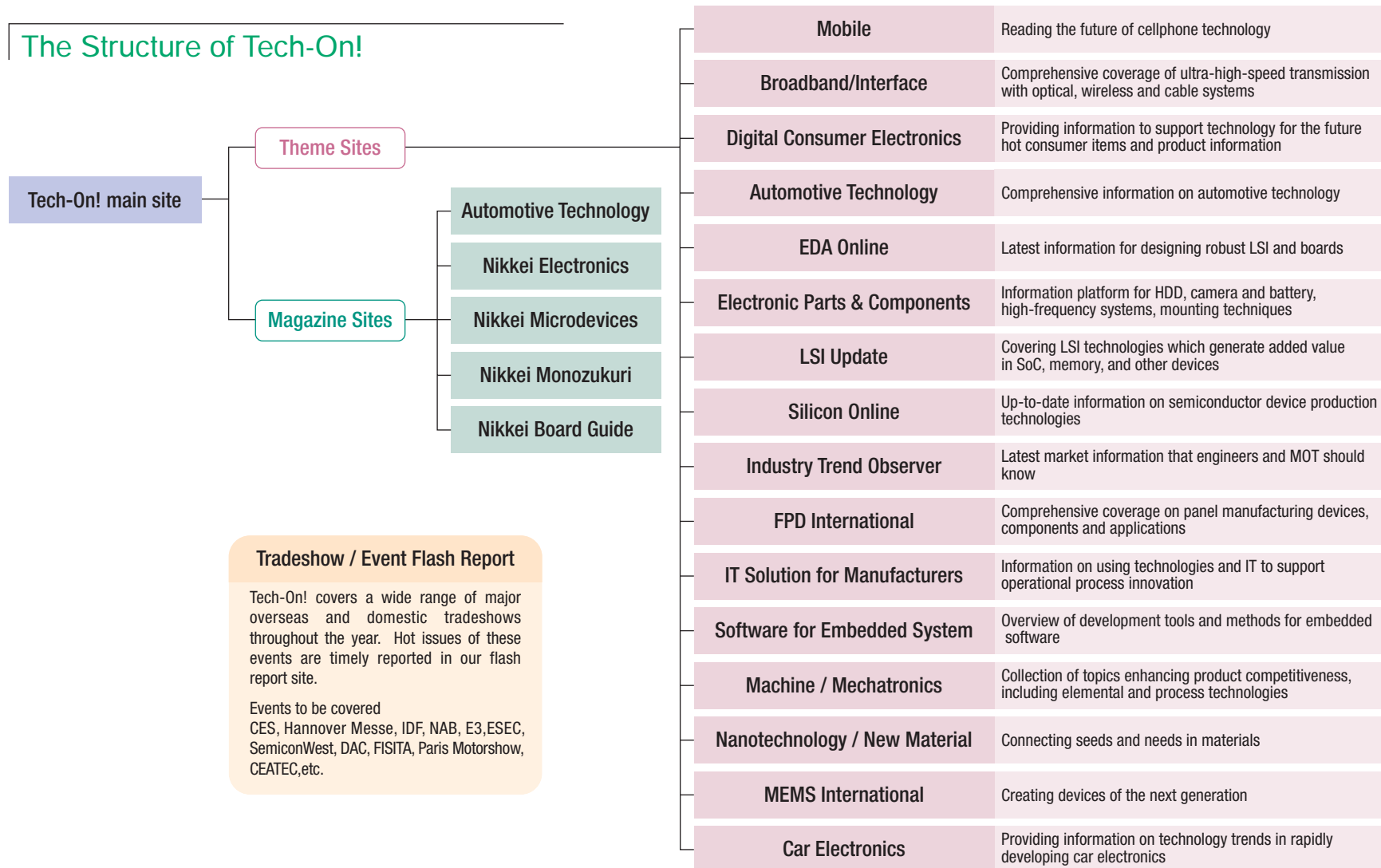


Tech-On! is accessed mainly during office hours. The number of page views explodes around noon, as well as in the morning and evening.

Site Structure

For the purpose of catering to information needs of engineers, Tech-On! is composed largely of the main site showing a list of news updates and the theme sites delivering information categorized by technology or application.

The Structure of Tech-On!



Main Site / Theme Site

Main Site

The Main Site is a gateway to Tech-On!

It serves as a guidance or navigation for a variety of pages on Tech-On!, including "**Theme Sites**" consisting of technical articles by category, and "**Magazine Sites**" with blogs and articles contributed by editors and staff writers from related magazines, as well as "**Event Calendar**", and "**Special Sites**" set up in accordance with major exhibitions or academic conferences.

At the upper side of the renewed top page, hot topics will be featured. In the midsection, the latest headings from every theme sites will be seen at a glance. To search breaking stories by date, "Breaking News Headlines" is perfectly helpful. And "Tech-on! with Photos", a newly produced page, will display pictures and illustrations related to newsworthy products or lectures.



Theme Site

On Tech-On!, daily-updated news are introduced after categorized into **16 theme sites** according to the content and the types of technology. Each theme site consists of a top page introducing top news items and the leads, and full-text pages. An expert writer, acting as a site master of the each theme site, selects top news items, plans special sites for events and conferences, and introduces relevant columns carried in the magazines.



Theme sites as of April 2006

Mobile	LSI Update	Machine/Mechatronics
Broadband/Interface	Silicon Online	Nanotechnology/New Material
Digital Consumer Electronics	Industry Trend Observer	MEMS International
Automotive Technology	FPD International	Car Electronics
EDA Online	IT Solution for Manufacturers	
Electronic Parts & Components	Software for Embedded System	

Theme Sites Introductions -1

Automotive Technology

Comprehensive information site on automotive technology

Projected core readers: Engineers involved in the automotive industry

With hybrid, fuel-cell, and X-by-Wire systems, today's radically evolving automobiles are becoming aggregations of electronic components. Automobiles have long been at the leading edge of mechanical technology; but nowadays, electronic elements have infiltrated every square inch of these machines, making automobiles the groundbreakers of mechanical/electronic amalgamations. Automotive Technology is a comprehensive information site on automotive technology, realized by the collective efforts of not only the editorial department of "Nikkei Automotive Technology," the first automotive engineering journal in Japan, but also of the writers of "Nikkei Electronics" and "Nikkei Monozukuri." Technical and industrial information is comprehensively presented for engineers in the automotive industry -- not only information on new types of cars, but also power train news, covering engines, body construction, weight-saving technology, electronic components (such as sensors and LEDs), safety and environmental technologies, car-navigation systems, and more. (Special Site Master: Editorial Department of Nikkei Automotive Technology)

Electronic Parts & Components

Information platform to present items ranging from HDD, camera, and battery information to information on high-frequency systems and mounting techniques

Projected core readers: Engineers involved in selection process of individual electronic components, module components, noise-reduction or environment-friendly components in equipment design

Electronic components are now setting the pace in the development of electronics machinery. As electronic components are getting smaller, their effects are spreading, bringing about innovation in numerous fields. Take camera modules in mobile telephones, for example. As these modules now come with more pixels at lower prices, applications are spreading from mobile phones to "eyes" in automobiles and robots. This site provides product information and engineering information for such electronic components, focusing not only on individual passive/active components but also on module components as sources of generating added value in equipment. Topics on power sources and storage-related themes such as hard-disc drives (HDD) and optical disc drives are also covered. In addition, the latest information sought by engineers is quickly incorporated: high-frequency circuit designs and mounting technology (as the basis of electronic components and units), electromagnetic noise-reduction measures, and environmental actions, to name a few. (Special Site Master: Chikashi Horikiri, Editorial Staff Member of Nikkei Electronics)

Software for Embedded System

Overview of development tools and methods for embedded software

Projected core readers: Engineers involved in development of software embedded in equipments

Developers of now widely touted advanced products, such as mobile telephones, DVD recorders, digital TV, hybrid cars, etc. share a common problem: software embedded in equipment is getting larger and larger, resulting in a scarcity of both the human and financial resources required for development and verification of such software; this is referred to as the "software crisis." The magnitude of software in digital consumer electronics will, in the near future, correspond to thousands of required man-months. In terms of the expenses incurred by a software developer per month, developmental investments amounting to billions of yen will be required for a single machine. This site aims at providing comprehensive information with a particular focus on new development tools and methods to overcome the software crisis in embedded equipment. Specifically, the site will cover a wide range of information, including embedded OS and middleware, comprehensive software development environments, development boards, debugging, and verification equipment. (Special Site Master: Tomohisa Takei, Editorial Staff Member of Nikkei Electronics)

Digital Consumer Electronics

Providing information to support technology for the next three hot consumer items (sometimes referred to in Japanese as the 'three treasures') and production information

Projected core readers: Engineers involved in development and design of next-generation equipments, according to the latest information on digital consumer electronics, personal computers, home servers, audio-video equipments and content

This is an information site for reporting on the latest trends in digital consumer electronics and content that are currently taking over the international markets. At the same time, the site delves into new technologies incorporated into products and standards and offers behind-the-scenes looks at innovative products for engineers. In addition to trends in the next three hot consumer items ('the three treasures') -- flat-display TVs, digital cameras, and DVD recorders -- technical information about personal computers, home servers, and mobile music players mounted with tiny hard discs will be covered in detail. Exhaustive coverage will be provided for major events in digital consumer electronics, such as the "CEATEC JAPAN" exposition held in October in Japan and the "International CES" event in Las Vegas in the U.S. in January; numerous writers will be dispatched to these and other trade shows. In mid-2004, the site was refurbished and further reinforced by incorporating the existing NE ONLINE digital broadcasting site, introducing such topics as terrestrial digital TV broadcasting, IP network broadcasting, broadcasting equipments, and various content-related topics, including issues relating to broadcast stations. (Special Site Master: Masayuki Arai, Editorial Staff Member of Nikkei Electronics)

Theme Sites Introductions -2

Broadband/Interface

Comprehensive coverage of ultra-high-speed transmission with optical, wireless, and cable systems

Projected core readers: Engineers involved in development of equipments that utilize high-speed broadband and wireless network technologies, and engineers related to cutting-edge interface technologies

With the advent of ubiquitous networking, connecting technologies have become lifelines for the electronic industry. These have so far been divided into wide-area/high-speed network technologies (connecting separate remote devices) and interface/interconnecting technologies (between components within device enclosures). However, these conventionally separate technologies have now begun to converge. This site will bring the future of transmission technology into focus and will provide information covering both of these converging areas, including discussions of a wide variety of transmission media (wire data transmission with optical fiber and metal wire, wireless transmission using radio waves, free-space optical transmission based on infrared rays, etc.). Thorough reporting is planned for highly acclaimed transmission technologies, including ITU and IEEE standardization trends in transmission technologies, regulatory information for various countries, UWB (ultra wideband) technology, and more. (Special Site Master: Tetsuo Nozawa, Editorial Staff Member of Nikkei Electronics)

LSI Update

Discovering LSI technologies to generate added value in SoC, memory, and other devices

Projected core readers: Engineers involved in selection process and development of SoC, microprocessors, DSP and flash-memory in equipment design

Added value in electronic equipment, such as digital consumer electronics, mobile phones, and personal computers, are condensed in the LSI. This site focuses on this LSI, and offers comprehensive coverage of topics on the relevant products and technologies. Specifically, it covers not only SoC (system on chip; integrating system functions in a single chip), microprocessors, and DSP issues, but also discusses memory, including Flash EEPROM, as well as SiP (system in package) issues involving high-density mounting of multiple components within a single package. As for SoC, special emphasis will be placed on ASSPs, seen in an increasing number of products. ASSP is an SoC to be used by multiple equipment manufacturers, densely packaging the functions required for target devices. As the ASSP is packed with the know-how and application technologies of a range of equipment manufacturers, this site will delve into this topic in close coordination with other specialty sites, including "Digital Consumer Electronics" and "Mobile." Information on academic conferences on LSI-related technologies, such as "ISSCC," the so-called semiconductor Olympics, will also be covered aggressively. (Special Site Master: Motoyuki Oishi, Editorial Staff Member of Nikkei Electronics)

Mobile

Reading the future of mobile telephone technology

Projected core readers: Engineers involved in development and design of mobile devices such as mobile phones, and equipments for base stations

Worldwide annual shipments of mobile phones are now reaching the 600 million mark. The sheer overwhelming size of the industry continues to attract a broad range of technologies, money, and talent. These abundant resources can frequently lower the technological hurdles and facilitate previously impossible breakthroughs in difficult technologies. Micro camera modules equipped with automatic focus and optical zooming functions, deemed impossible a short while ago, have been forced into existence by their potential usefulness in mobile phones. The technologies developed in the process have been applied to digital cameras and video cameras, among other devices. Example cases are abundant, as in secondary batteries and micro hard discs. In addition, mobile phones are in transition from the second to the third generation (3G), and at the same time are evolving from the closed systems of individual countries or region into a unified, global system. This site focuses and presents information on the trends in 3G mobile phones and the technology with a view to the coming 4G network. (Special Site Co-Master: Takahiro Kikuchi, Hiroto Kaneko, Editorial Staff Members of Nikkei Electronics)

IT Solution for Manufacturers

Information on using technologies and IT to support operational process innovations

Projected core readers: Those responsible for promoting operational process innovation and utilization of IT tools

The manufacturing industry is now in the midst of a robust recovery. The reasons do not seem limited to advances in product technologies (such as weight-saving measures, noise reduction, and new technologies concerning materials and components). There is also the need to keep existing systems going, with daily ongoing improvements accumulated systematically in current manufacturing processes. These efforts demand attention to the development of new production technologies, a thorough review of manufacturing sites, and shorter product development and manufacturing times. This work is supported by various methods of innovative operational processes, such as the Toyota production system, QFD (quality function deployment), the Taguchi Method (quality engineering), and the six sigma system. Many of these methods originated in Japan. Now attracting broader attention is the incorporation of these methods into IT (information technology). Manufacturing floors are being energized not only with CAD/CAM/CAE processes, but also with SCM and other IT approaches. This site provides a comprehensive reporting of both methodological topics in supporting operational process innovations and IT tools. (Special Site Master: Yoshida Masaru, Editorial Staff Member of Nikkei Electronics)

Theme Sites Introductions -3

Machine/Mechatronics

Collection of topics enhancing product competitiveness, including elemental technologies, materials, and processes

Projected core readers: Engineers involved in development of equipments/components that utilize mechanical, mechatronics and molding technologies

Automobiles, machine tools, industrial robots, and new materials are areas in which Japanese manufacturers are reputed to excel. It is no exaggeration to say that the root of this strength still lies in equipment/raw-material technologies. Materials such as sheet plates and resins are still under development, and Japan maintains world-class skills in molding technologies. Recently, magnesium alloys and titanium-based materials, in addition to other difficult-to-process metals, are seeing increasing use in mobile telephones. These sophisticated mechanical, materials, and mechatronics technologies can enhance product added value and can form the basis for generating new products. This site centers on the mechanical elements, materials, and processing technologies that form the base of the manufacturing industry, providing useful information to enhance market competitiveness. Trade fairs will also be covered, such as JIMTOF (Japan International Machine Tool Fair), as well as international conferences on materials. (Special Site Master: Hiroshi Kondo, Editorial Staff of Nikkei Monozukuri)

Silicon Online

Up-to-date information on semiconductor device production technologies

Projected core readers: Engineers involved in semiconductor manufacturing

From 90 nm to 65 nm, and further to 45 nm -- in semiconductor processing technology, miniaturization has advanced greatly. However, miniaturization is becoming increasingly difficult with each successive generation, in terms of exposure, composition of the mechanical structures, increasing yields, and reducing costs. Naturally, miniaturization alone is not enough; even if miniaturization is successful, it is not certain whether the completed LSI will be able to work as expected at high frequencies. As leak current is also on the rise, it is not clear whether this can be contained to any practically acceptable level. Within a few years, engineers supporting the manufacture of semiconductor devices will have to face problems that are much more difficult than those faced to date. This site will support their efforts in every respect, providing information to all engineers involved in LSI manufacturing, while touching on technologies not based on Si processes, such as GaN semiconductors and diamond semiconductors. (Special Site Master: Ikutaro Kojima, Editorial Staff of Nikkei Microdevices)

EDA Online

Latest information site for designing robust LSI and boards

Projected core readers: Engineers involved in system LSI or board design

How to design LSIs and boards that can provide the desired functions and capabilities in a short time; how to verify reliable performance -- circuit designers are constantly tackling with these issues in an effort to reach new breakthroughs. EDA Online provides these designers with the information they need. As the circuits to be embedded in products are growing increasingly complicated, it is becoming more difficult not only to design but also to verify such enormously complex circuits. At the same time, however, shortened product cycles has significantly reduced the time available for design and verification. Mind-boggling efforts to increase efficiency in design and verification are now required. To meet these objectives, effective EDA tools are required. This site will pursue not only explanations on topics related to EDA tools and new functions, but also a wide variety of ideas for FPGA circuit design. Annual EDA festivals such as the "Design Automation Conference" (DAC) and similar expositions will also be covered. (Special Site Master: Ikutaro Kojima, Editorial Staff of Nikkei Microdevices)

FPD International

Comprehensive coverage of information from panel manufacturing devices and components to practical applications

Projected core readers: Engineers utilizing flat-panel displays as a module of various practical applications, and engineers involved in technology development and production of state-of-the-art FPDs such as SED, organic EL or electronic paper

Flat-panel displays (FPDs) are now attracting a great deal of attention, as flat-display TVs now form a blockbuster new product category. Among the current FPD systems, liquid-crystal panels and PDPs (plasma display panels) are vying for the greatest market share. However, even fiercer technological competition is now expected with the advent of SEDs (surface-conduction electron-emitter displays) and organic EL panels, soon to be introduced into the market. This site is one of the few dedicated to providing detailed information to FPD developers and engineers working for finished-product manufacturers that utilize FPDs as modules. The site will also emphasize reporting on new technologies, such as electronic paper and micro displays, with comprehensive coverage ranging from FPD manufacturing devices and components to a wide variety of practical applications. Effective media coverage will be further enhanced through close collaboration with "FPD International," an annual convention held every fall. (Special Site Master: Yosuke Mochizuki, Editorial Staff of Nikkei Microdevices)

Theme Sites Introductions -4

Industry Trend Observer

Latest market information that engineers and MOT should know

Projected core readers: Engineers engaged in gathering information such as marketing research result, market share trend and other statistical information, as well as patent-related information

Nowadays, engineering knowledge alone is not sufficient. Engineers work in more severe environments than ever. Engineering knowledge is a mere prerequisite. What is important for engineers nowadays is the extent of their practical knowledge -- for example, awareness of patent applications, corporate management, and environmental regulations -- and how they can apply this broad range of knowledge to their jobs. This is the reality for today's engineers, constantly working under severe pressure. The Industry Trend Observer supports these engineers with needed information. In addition to financial information for companies in the machinery and electronics industries, it covers extensive market information, including corporate shipment statistics, market research results, and production estimates. It also informs engineers about issues important for their day-to-day work, including patent litigations, and other topics. This is designed to be a valuable source of information for those who aspire to MOT[?]. The site begins as a hybrid of XCorporate and Market TrendsE and XLitigations and CasesE from the former NE ONLINE. (Special Site Master: Mami Akasaka, Editorial Staff of Tech-On!)

Nanotech & New Material

Connecting Seeds and Needs in Materials

Projected core readers: Engineers involved in material selection of device engineering/development

Materials are the base of any products and parts, yet their presence often goes unnoticed. However, materials capture a glaring spotlight just once in a while—periodically. It happens when the momentum for new materials accumulates with an expectation that they might make a breakthrough in the limitations imposed by existing materials. Such cyclical wave of material development is just beginning to arrive, and it is deeply related to the development of nanotechnology which is creating new materials one after another. In the rise of information needs on the part of engineers, it makes sense to establish a forum where they can overview the material information from the perspective of nanotechnology and new materials—this is our intention in creating this site. New materials can exert their abilities only when they coexist harmoniously with existing materials. However, in general, engineers of new and old materials live in different worlds divided by an insurmountable wall. It is our secret ambition that this site acts as a connector between the two parties to activate the interaction between them, and plays a part in the development of the use of new materials. (Theme site master: Yasuto Toudou, Tech-On!)

MEMS International

Creating devices of the next generation

Projected core readers: Engineers involved in selection of MEMS components and production of MEMS

MEMS is an abbreviation for Micro Electro Mechanical Systems, a technology that builds electronic circuits and other mechanical components of the micrometer size onto a silicon substrate. It is expected to bring about devices that used to be unimaginable at low cost, already showing good results in acceleration sensors, pressure sensors, compact displays, high-speed switching devices and other areas. Application in automotive safety technology is also expected. The mission of this site is to provide information from every perspective on MEMS, an attention-drawing technology with potential to become an industry base of the next generation. The contents will cover various points of view: manufacturing equipments, engineering tools, materials, devices, applied equipments, etc. In order to create inimitable characteristics the site will offer news, the latest trends, commentaries, as well as translated articles from overseas media. (Theme site master: Tsuneyuki Miyake, editor, Nikkei Microdevices)

Car Electronics

Electronics technologies to sustain the evolution of automobiles

Projected core readers: Electronics engineers of car manufacturers,R&D and design engineers for on-vehicle equipment and on-vehicle electronics parts

The car electronics is trespassing the new field which is different from the past one. As being epitomized by the by-wire technology, the fuel-cell car and the hybrid car, the electronics technologies is indispensable part of car manufacturing. Variety of devices like sensors, cameras, radars and internet terminals has been embedded in car manufacturing by now. This innovation is to be enhanced by on-vehicle electronics parts with ever higher credibility and durability. This site pursue the up-front technologies in the car electronics.

Tech-On! English Version

Tech news—straight from Asia

The technical information from Japan or other countries of Asia that makes its way into the English-speaking regions is surprisingly small in volume. Tech-On! English version translates and transmits the latest news and articles on high-profile technologies, products and components in Japan and other parts of Asia. Currently, articles are translated only a few per day, the amount will be enhanced in the future. With concerted efforts of Nikkei BP's Silicon Valley bureau and Nikkei Electronics Asia magazine published in Hong Kong, the site presents substantial contents in English.

Advertising Menu - Main Site

Advertising Menu



Main Site Fixed Short Banner

Banner size: 33 x 200 pixels (H x W) File size: GIF/approx. 15 KB, Flash/approx. 20 KB
Exclusive to 2 advertisers. Highly visible spot in editorial feature

Main Site Leaderboard

Banner size: 90 x 728 pixels (H x W) File size: GIF/approx. 20 KB, Flash/approx. 30 KB
Estimated 100,000 Imp/month. At the very top of the page

Main Site Text Ad

45 Japanese fonts (approx. 12-14 English fonts)
Exclusive to 2 advertisers. Right below Main Site Fixed Short Banner

Main Site Fixed Skyscraper

Banner size: 800 x 160 pixels (H x W)
GIF/30 KB, FLASH/40 KB, exclusive to 1 advertiser per week, to be posted at the far right

Main Site Fixed Square Banner

Banner size: 125 x 125 pixels (H x W) File size: GIF/approx. 15 KB, Flash/approx. 20 KB
Exclusive to 1 advertiser. At the lower left of the page.

Advertising Rate

Advertising Menu	Banner Size Placement Term	Media specifications Number of Advertisers	Term			
			Advertising rate			
Main Site Fixed Short Banner	33 x 200 pixels	GIF/15 KB, Flash/20 KB Exclusive to 2 advertisers	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		800,000 yen	720,000 yen/month	650,000 yen/month	600,000 yen/month
Main Site Leaderboard	60 x 468 pixels	GIF/20 KB, Flash/30 KB Estimated 100,000 Imp/month*	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		500,000 yen	400,000 yen/month	360,000 yen/month	320,000 yen/month
Main Site Text Ad	45 of 2 bites Japanese characters or less	Text Exclusive to 2 advertisers	2 weeks	4 weeks		
	From Monday through Sunday		550,000 yen	960,000 yen		
Main Site Fixed Skyscraper	800 x 160 pixels	GIF/30 KB, Flash/40 KB Exclusive to 1 advertiser per week	2 weeks	4 weeks		
	From Monday through Sunday		950,000 yen	1,800,000 yen		
Main Site Fixed Square Banner	125 x 125 pixels	GIF/15 KB, Flash/20 KB Exclusive to 1 advertiser	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		600,000 yen	520,000 yen/month	500,000 yen/month	480,000 yen/month

*Main site Leaderboards are to be displayed on other site like theme sites, magazine sites and some other special sites. Estimated Imp/month is sum of impressions numbered on all the site on top of main site.

Advertising Menu - Theme Sites & Magazine Sites

Advertising Menu



Theme Site Fixed Rectangle

Banner size: 200 x 200 pixels (H x W) GIF/approx. 20 KB, Flash/approx. 30 KB
Up to 2 advertisers

Theme Site Leaderboard

Banner size: 90 x 728 pixels (H x W) File size: GIF/approx. 20 KB, Flash/approx. 30 KB
4 to 5 Advertisers per each theme site. At the very top of the page.

Theme Site Text Ad

Banner size: 45 of 2 bites Japanese characters
Up to 2 advertisers

Theme Site Fixed Skyscraper

Banner size: 800 x 160 pixels (H x W)
GIF/30 KB, FLASH/40 KB, exclusive to 1 advertiser per week, to be posted at the far right

Advertising Rate

Ad Menu	Banner Size Placement Term	Media specifications Number of Advertisers	Term			
			Advertising rate			
Theme Site Fixed Rectangle	200 x 200 pixels	GIF/20 KB, Flash/30 KB Exclusive to 2 advertisers	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		550,000 yen	520,000 yen/month	500,000 yen/month	480,000 yen/month
Theme Site Leaderboard	90 x 728 pixels	GIF/20 KB, Flash/30 KB 4 to 5 Advertisers per each theme site. At the very top of the page	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		350,000 yen	300,000 yen/month	270,000 yen/month	240,000 yen/month
Theme Site Text Ad	45 of 2 bites Japanese characters or less	Text Exclusive to 2 advertisers	1 month			
	From the first day through the last day of a month		280,000 yen			
Theme Site Fixed Skyscraper	800 x 160 pixels	GIF/30 KB, Flash/40 KB Exclusive to 1 advertiser per month of a month	1 month	3 months	6 months	12 months
	From the first day through the last day of a month		800,000 yen	750,000 yen	720,000 yen/month	700,000 yen/month

Advertising Opportunities - Focus On!- Micro Site

Focus On! is a web-based advertorial consisting of content equivalent volume of 1 to 2 magazine pages and selected links.
It is possible to use the advertorial made for magazine on Focus On! as well.

Focus On! Package - 900,000yen per month

Focus On! page production

Interview, writing, and page layout in a unified format will be fully supported.

(Actual expenses will be separately charged in case interviews in remote areas or photo shootings are involved.)

*Recommended: Advertorial materials used in Nikkei Electronics, Nikkei Microdevices, Nikkei Monozukuri, and Nikkei Automotive Technology can be also used on the web.

Announcement space 1

PR space for Focus On! on the main site of Tech-On! for 1 month: A text of 30 Japanese characters (approx. 8-10 words in English) + company name

Announcement space 2

Leaderboard on the main site of Tech-On! for 1 month: 90 high x 728 wide pixels

Announcement space 3

1 header ad on an email newsletter* during the running period: 38 Japanese characters x 5 lines (approx. 55-60 words in English)

*Choose one from the following email newsletters available for this service: Nikkei Electronics Wire Service (NEWS), CDN/Nikkei Microdevices News, Nikkei Monozukuri Online, Automotive Technology News, and Tech-On! Nanotech & New Material Email Newsletter. For the detail of respective email newsletters, please refer to page 15 or media data on a separate sheet, 'Tech-On! Email Delivery Service'.

Focus On! Package sample



1. Focus On! PR space on Tech-On! main site
2. Leaderboard on Tech-On! main site

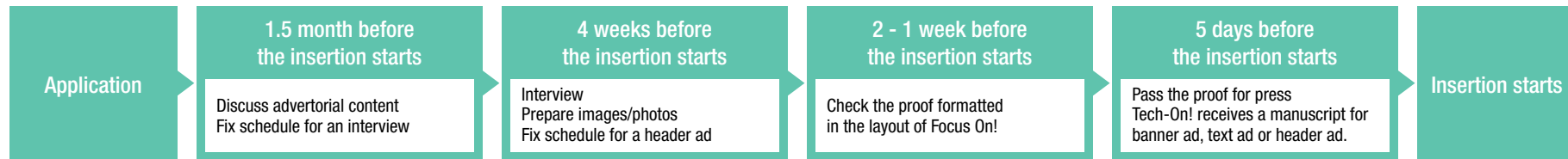
Focus On! sample page

3. Header ad on an email newsletter sent out from Tech-On!

*Production costs for announcement space 1-3 are not included in the package rate.

Focus On!- Flow Chart from Application to Delivery

Flow chart from application to delivery



Focus On! Option 1: Tech-On! Survey Package

Simple survey will be conducted on the product/service advertised in Focus-On!.

Tech-On! Survey Package - 1,800,000yen per month

Standard Focus-On! package: 1 month

Special mail: 1 time in the email newsletter of your choice from p. 27.

Email header ad: 2 times in the email newsletter of your choice from p.27

*Please confirm the schedule and the survey content.

*Survey questions are around 10 items. Branching questions are not available.

*Following face sheet questions may be added aside from the survey items.

- Position in company
- Business category
- Job category
- Finished product/service sector
- Number of employees in company

*Aside from the above items, you can also include the question on the readers' willingness about receiving information material.

They will be asked to choose from: 'I would like a visit from your firm',

'I would like you to send me information material', or 'I would like you to email me information material'.



Focus On! Option Menu 2: Tech-On! Web Seminar Package

Tech-On! Web Seminar Package includes an online seminar that can be experienced by readers connected to the Internet. Pages of the seminar text in PowerPoint file are turned by the guidance of lecturer's voice automatically. Users can start playing the seminar wherever they like as many times as they wish.

Tech-On! Web Seminar Package - 2,000,000yen per month

Standard Focus-On! package: 1 month

List Rental for 5000 subscribers: 1 time

Production of Web Seminar pages: About 30 minutes, within 30 sheets of PowerPoint file

CD-ROM with the seminar content: 100 copies

*Please inquire for production schedule and other details.



The characteristics and the outline of the technology or product are briefly introduced on Focus On! from which readers will be guided to the Web Seminar for detailed information.



By using both voice guidance and seminar text together, complicated messages that are hard to get across via texts only, can be conveyed in an easy-to-understand manner to the users.

Pages of seminar text are turned automatically according to the voice guidance

Web Seminar can be experienced under most PC environments of general users. The sound is played using such software as Real Player and Windows Media Player. Using an index, users can start from any page they like as many times as they wish.

It is a site specially set up on Tech-On! for one advertiser for a limited time over several pages. The site is flexibly designed and produced according to the advertiser's requests. It can integrate a variety of content, for example, introductions of products/services, customer case studies, and other elements. Or, it can focus on specific technical information or a specific product for the use in a specific field. Effective PR is possible as other ad menus to guide users to this Sponsor Site are also included in the package.

Sponsor Site Package - 2,000,000yen per month

Planning and production of the site

Tech-On! will take care of interviews, writing, and page layout. (Actual expenses will be separately charged in case interviews in remote areas or photo shootings are involved.)

Announcement space 1

PR space on the main site of Tech-On! for 3 months: A text of 20 Japanese characters (approx. 5-7 words in English)

Announcement space 2

Leaderboard on the main site of Tech-On! for 3 months: 90 high x 728 wide pixels)

Announcement space 3

3 header ads on an email newsletter* during the run period: 38 Japanese characters x 5 lines (approx. 55-60 words in English)

*Make your choice(s) from the following email newsletters available for this service: Nikkei Electronics Wire Service (NEWS), CDN/NIKKEI MICRODEVICES NEWS, Nikkei Monozukuri Online, Automotive Technology News, and Tech-On! Nanotech & New Material Email Newsletter. For the detail of respective email newsletters, please refer to page 15 or media data on a separate sheet, "Tech-On! Email Delivery Service".



Top page of sponsor site

Case: Freescale Semiconductor "Shortcut to the new market - four driving forces to accelerate convergence"



Content page



Content page



Content page

Advertorials placed in Nikkei Electronics were re-designed into the sponsor site. With interviews with CEO and directors of business unit especially focused on Japan, the upfront technologies of Freescale Semiconductors were expounded through case studies in each field in a knowledgable way.

*The production cost of articles to be carried in Announcement space 1-3 is not included in the package rate.

*In principle, the production cost of the sponsor site is included. However actual expenses will be separately estimated depending on site composition, update frequency and materials to be used.

Top list of event calendar

We recently revamped "Tech-On! event calendar" that displays a selection of various seminars, exhibitions and other events at home and abroad, all of which engineers shouldn't miss. For attracting visitors to venues, reasonable package programs combining information posted on the top list of "Tech-On! event calendar" and ad opportunities on Tech-On! are prepared.



- 1) The items below are posted for three weeks on the top list of "Tech-On! event calendar".
1. Title 2. Links to an outline page and the official website 3. Period 4. Venue 5. Organizer
- 2) Your company's event will appear in the calendar section that carries seminars, exhibitions and other events that our staff writers carefully select by date and month of opening. Information on events can be searched by their title, period, venue and category.
- 3) During the posting period on top list(See 1), ad opportunities on Tech-On! related to the same event are offered.

Advertising rate for top list of event calendar:

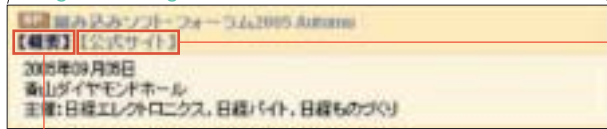
Ad placement (See 3) over 300,000yen: Free Ad placement (See 3) under 300,000yen: 100,000yen

Advertising rate examples:

Nikkei Electronics Wire Service Header Ad 250,000yen	+	Nikkei Monozukuri ONLINE Mail Header Ad 200,000yen	+	Top list insertion for 3 weeks 0	=	Total 450,000yen
NIKKEI MICRODEVICES NEWS Header Ad 150,000yen	+	Tech-On! Theme Site Text Ad 280,000yen	+	Top list insertion for 3 weeks 0	=	Total 430,000yen
Tech-On! Theme Site Leaderboard 350,000yen			+	Top list insertion for 3 weeks 0	=	Total 350,000yen
Nikkei Monozukuri ONLINE Mail Header Ad 200,000yen			+	Top list insertion for 3 weeks 100,000yen	=	Total 300,000yen

* Order of top list insertion alone is impossible.

Navigation image from the event calendar



Outline page
Introduces basic information on events in the unified format.



In cases where a header ad on email newsletters is used.



Event announcement page of each advertiser

Keyword Advertisement

Every article on Tech-On! has several keywords the writer selects from the list. The one that best represents the content of the article is made the 'main keyword'. Keyword advertisement will appear with the article whose main keyword is the same as that specified by the advertiser.

Keyword Advertisement - Advertising rate for 5 keywords: 480,000yen per month



30 Japanese characters (approx. 8-10 words in English) or an animated GIF of 33 high x 450 wide pixels at maximum

Keyword examples selected for articles:

KEYWORD DFM / EDA / OPO / マスク / シミュレーション・DAE / 半導体 / 生産技術 / 展示会・イベント / 消費電力 / 半導体

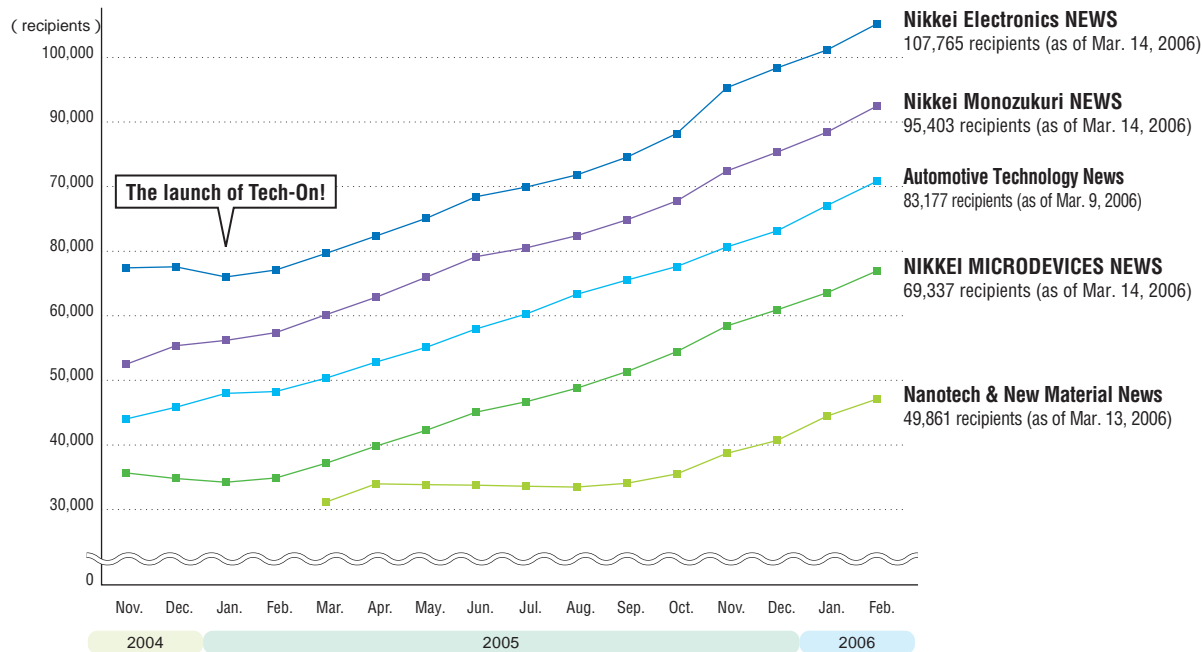
In this case, 'DFM' is selected as a 'main keyword'.

A keyword advertisement appears in correspondence with the 'main keyword' specified by the advertiser.

Tech-On! E-Newsletter Delivery Service

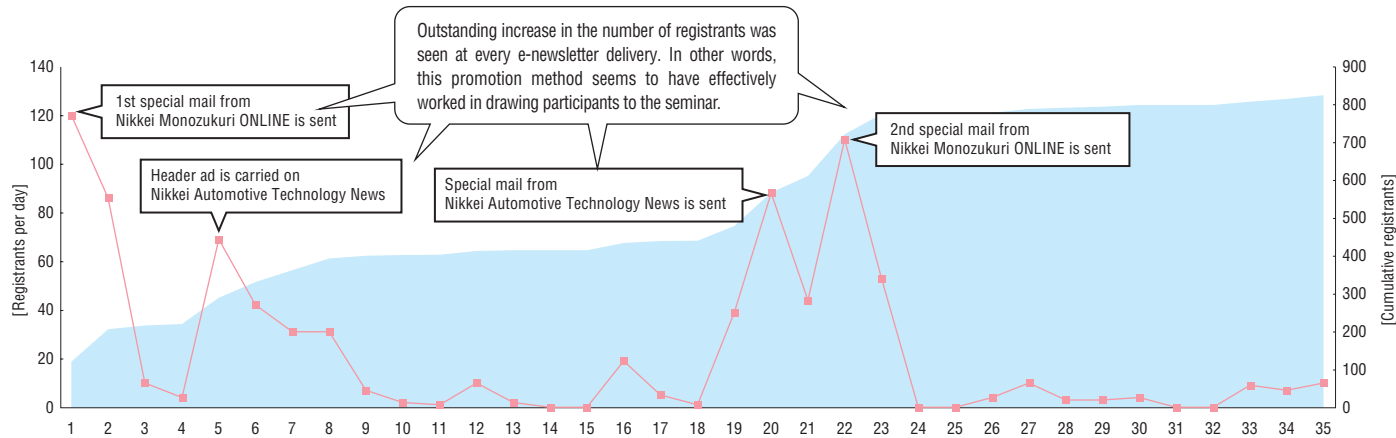
Tech-On! currently offers five types of e-newsletter delivery services. All contents of each e-newsletter are contributed primarily by editors from B-to-B magazines for engineers and researchers in Japan, namely Nikkei Electronics, Nikkei Microdevices, Nikkei Monozukuri and Nikkei Automotive Technology. E-newsletters present headlines and outlines of carefully-selected topics among a huge volume of news carried on Tech-On! in accordance with the coverage of each magazine, as well as technical topics selected from their original point of view. As a result, each e-newsletter, enjoying higher satisfaction level from readers, has rapidly increased the number of recipients.

The transition of e-newsletter recipients



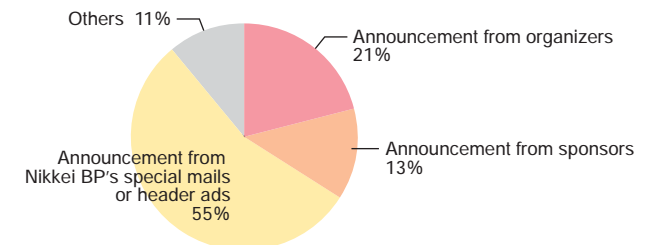
Case Study: E-Newsletter Ad Campaign

The transition of seminar registrants



Example of announcement advertising to attract visitors to a private seminar

A private seminar, aiming to encourage utilization of 3D data in the manufacturing industry, tried to attract visitors by making use of ad menus of e-newsletters from Tech-On!. While relying on special mails of Nikkei Monozukuri ONLINE because its main targets were engineers involved in Japanese manufacturing sector, both special mail and header ad of Nikkei Automotive Technology News were also prepared in order to draw attention from people in automotive industry. As shown in the chart, 55 % of surveyed participants responded that they obtained seminar-related information from e-mails sent by Nikkei BP.





In parallel with information provided on the website, Tech-On! releases five email newsletters for different specialized fields, contributed primarily by the editors of the four related magazines.

Nikkei Electronics NEWS

Staff editors of Nikkei Electronics report on the latest trends in the electronics industry, ranging from equipment development to basic research and new products. The core readership consists of engineers involved in R&D, design, and product planning in Japanese electronics equipment manufacturers.

Frequency: Every business day Number of subscribers: 107,765 recipients (as of Mar. 14, 2006)

NIKKEI MICRODEVICES NEWS

Staff editors of Nikkei Microdevices report on the manufacturing technologies for LSI and flat-panel display. Semiconductor design-related issues, such as SoC, SiP, and DFM, are also covered. The core readership is engineers involved in semiconductor manufacturing in Japan.

Frequency: Every business day Number of subscribers: 69,337 recipients (as of Mar. 14, 2006)

Nikkei Monozukuri NEWS

Staff editors of Nikkei Monozukuri report on the latest trends in design and manufacturing technologies as well as information on IT utilization. It also covers issues ranging from problem-solving information to technological innovation and tool application for R&D and manufacturing scenes. The core readership is engineers involved in R&D and manufacturing in high-tech consumer electronics.

Frequency: Every business day Number of subscribers: 95,403 recipients (as of Mar. 14, 2006)

Automotive Technology News

Staff editors of Nikkei Automotive Technology, a comprehensive information magazine for automotive technologies, report on the latest trends in industry-wide issues including 'business', 'products' and 'technology'. The core readership consists of engineers in the automotive industry.

Frequency: Every Wednesday Number of subscribers: 83,177 recipients (as of Mar. 9, 2006)

Nanotech & New Material News

Launched September 2005. The momentum is rising to create new materials at the levels of atomic structure or microstructure by using nanotechnology. At the same time, material users are seeking new materials to break through the limits imposed by existing materials. This email service focuses on materials which draw attention of both parties of 'seeds' and 'needs' to provide information on the study on new materials using nanotechnology, the frontline of R&D, how to master the use of new materials, and their application trends.

Frequency: Once weekly (Monday) Number of subscribers: 49,861 recipients (as of Mar. 13, 2006)

Ad Rates of E-mail Newsletters

Header Ad

A text ad of 5 lines can be placed in the header of each email newsletter. By including URLs for the website of related information along with PR where you see first when opening the email, it is highly effective to attract visitors to events or seminars, and make announcement about products in the desired time.

	Header Ad Rate	Material specifications
Nikkei Electronics NEWS	250,000yen	38 Japanese characters x 5 lines (approx. 55-60 words in English) *Link is embedded by inserting a half space before and after any URLs.
NIKKEI MICRODEVICES NEWS	150,000yen	
Nikkei Monozukuri NEWS	200,000yen	
Automotive Technology News	200,000yen	
Nanotech & New Material News	150,000yen	

Special Mail

This is the email distribution service that directly targets the readership of Nikkei BP's email magazines. With information exclusively from one advertiser, an e-mail is limitedly delivered per day. As distributed as the extra edition of usual email magazines, high opening rate is expected. And with much more information than that of a header ad inclusive, detailed information can be delivered to larger target audience.

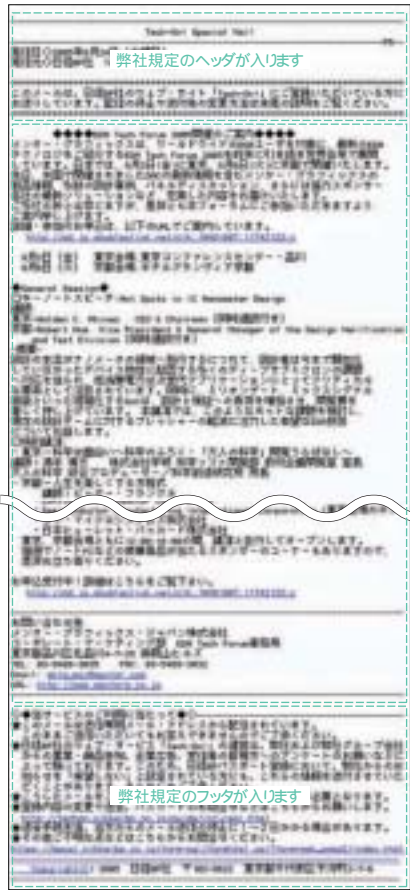
	Distribution rate for Special Mail	Material specifications
Nikkei Electronics NEWS	1,100,000yen	Title of approx. 25 Japanese characters (approx. 6-9 words in English) and text of 38 Japanese characters x 5 lines (approx. 55-60 words in English) *Link is embedded by inserting a half space before and after a URL. * Statements required by Nikkei BP will appear both in the header and footer.
NIKKEI MICRODEVICES NEWS	850,000yen	
Nikkei Monozukuri NEWS	950,000yen	
Automotive Technology News	950,000yen	
Nanotech & New Material News	780,000yen	

* If the number of clicks needs to be counted, consult us at the time of application.

List Rental (e-mail blast) - Rates and Specifications

Based on the access status of users registered to Tech-On! for respective theme sites, it is possible to select registrants interested in specific areas and deliver email composed of promotional information exclusively from single company to them. By sending the email corresponding to an area of interest in which users show strong needs, more effective PR and greater response can be expected.

List Rental - 3,000 list names: 500,000yen (minimum charge)



Advertising rate

Sending an email to 3,000 list names is available for 500,000yen. Additional list is available for 150,000yen/1,000 lists. (The above rate is the minimum. This is also applied to cases where the number of names does not reach 3,000.)

Advertising Rate examples:

For 5,000 list names	Initial rate for 3,000 names 500,000yen	+	Additional rate for 2,000 names 300,000yen	=	Total 800,000yen
For 7,000 list names	Initial rate for 3,000 names 500,000yen	+	Additional rate for 4,000 names 600,000yen	=	Total 1,100,000yen

Media specifications

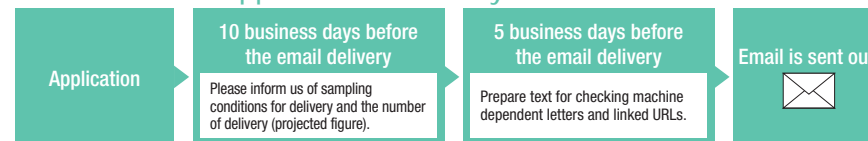
Title: Approx. 25 Japanese characters x 50 lines (approx. 370-380 words in English) On the top of title space, the site name, [Tech-On!] will appear.
Text: Approx. 38 Japanese characters x 50 lines (approx. 560-580 words in English)
Statements required by Nikkei BP will appear both in the header and footer.

Sampling conditions for email distribution

- Names can be extracted based on high frequency of access to a specific theme site that you select beforehand. The theme sites below can be selected. For details of respective theme sites, please refer to p. 6 - 7.

Automotive Technology	Broadband Interface	Machine / Mechatronics	Industry Trend Observer
Electronic component technology	LSI Information Board	Silicon Online	Nanotechnology / new material
Embedded Systems Development	Mobile	EDA Online	MEMS International
Digital consumer electronics	Monozukuri & IT	FPD International	Car Electronics

Flow chart from application to delivery



テーマサイト「EDA Online」への対頻度アクセス者を対象に、プライベートイベントの告知を目的とした配信をした例。

List Rental (e-mail blast) - Sampling Criteria

Sampling criteria for email distribution

- Based on keywords embedded in articles listed on the table and selected by each advertiser, users who often accessed relevant articles can be extracted in descending order of number of accesses.
- Based on registered attributes such as type of business, job category and position in company, as well as zip code and date of birth, users can be extracted. Attributes shown in the table A, B and C below can be selected.

Table A: Type of business	Table B: Job category	Table C: Position in company
Computer and peripheral devices	Research	CEO, president
Consumer electronics/ consumer electronic appliances	Basic research	Corporate manager, board member
Communications/network devices	Product development	Plant manager, head of department, deputy manager of department
Automobiles and transport machines	Hardware development and design	Division chief
Precision apparatus	Software development and design	Section head, chief
Semiconductor devices including LSI	Other type of development and design	General staff
Electronic/electric components other than semiconductor	Production and manufacturing	Other
Semiconductor/liquid crystal manufacturing equipment	Process technology/control	
Industrial machinery including machine tool and medical appliance	Information system planning, building and operation	
Testing/measuring equipment	Testing/quality control	
Machine components/parts	Maintenance and support	
Chemistry/material	Material and purchase	
Design/development tool (CAD/CAM/EDA software development tool)	Sales engineering	
Other software	Sales for corporation	
Consultant	Other type of sales	
System development/service	Salesperson	
University/ research institution/public offices	Marketing	
Other	Intellectual property/external affairs	
	Corporate management	
	Corporate planning	
	General affairs	
	Accounting	
	Human resources/training	
	Legal affairs	
	Advertising/public relations	
	Other	

Sampling examples

Example 1: 3,000 users with frequent access to the theme site, "Embedded Systems Development".

Example 2: 4,000 users with frequent access to articles including the keywords, "In-vehicle device", "Environment" or "Measuring instrument".

Example 3: 5,000 users in their 30's, who visited Tech-On! at least three times in the previous month.

Example 4: 3,000 users of Tech-On! with registered zip codes of the Kanto region.

*If the number of clicks needs to be counted, consult us at the time of application.

*Email delivery on the same conditions is limited to once a day.

*Email will be delivered only on a normal business day.

*We may decline to deliver your e-mail depending on its content.

*Among the sampling conditions above, condition 1 can be used together with condition 3, and condition 2 can be used together with condition 3.

List of Article - related Keywords - 1

When writers post their articles on Tech-On!, they select several keywords relating to the content of the article. One of these are chosen as the 'main keyword', and keyword ad will appear in correspondence with the 'main keyword'.

large category	middle category	small category	large category	middle category	small category	large category	middle category	small category					
communication	network	the Internet	EDA	macro cell design		semiconductor	passive parts	printed circuit board					
		broadband		parameter extraction				steel case					
		home networking		memory generator				crystal					
				analog-digital mix				filter					
		DSL		analog									
		Ethernet		HDL design				A-D/D-A converter					
		cable		C language design				camera					
		LAN		LSI design				tuner					
		optical communications		twisted pair cable				system LSI design		speaker		amplifier	image pickup device
					WDM			system level design		clock		oscillator	
	optical fiber		test		boundary scan		sensor	photodiode					
	optical switch		mask			RF circuit & component	antenna		radio disturbance				
	optical transceiver		EMI measures			simulation, CAE	noise	EMI measures					
		near-field luminescence	EDA (cont'd)	development tool	electromagnetic field analysis		power circuit						
	protocol	IPv6		OPC			electric power consumption						
	communications equipment	router	mobile communication	data exchange			laser						
			wireless LAN	data management			radar						
			Radio Frequency Identification	diode			magnetic recording	hard disk device					
			Bluetooth	transistor	organic transistor			optical recording	floppy disk				
			GPS	microprocessor					optical disk				
		UWB	chip set					optical memory					
		infrared communication	DSP					optical head					
		short-range communication	FPGA, CPLD, PLD					light source					
		satellite communication	cell base LSI					near-field luminescence					
		PHS	ASIC										
interface	SCSI	PCI express	ASASP				heat-assisted recording						
	serial bus	PCI bus	system LSI				package	Sip					
	parallel bus		LSI for control				heat design						
	high-speed I/O		driver IC				3D CAD	3D model					
	IEEE 1394		memory	flash EEPROM			2D CAD	electromagnetic field analysis					
display	3D display/panel			EEPROM			simulation, CAE						
		liquid crystal panel		DRAM			structural analysis						
		PDP		SRAM			thermal fluid analysis						
		inorganic EL panel		MRAM			mechanism analysis						
		organic EL panel					collision analysis						
		FED panel					data exchange						
		CRT					data management						
		e-paper					CAM						
		microdisplay					project management						
		projector					DFMA						
	HMD					TRIZ							
	monitor					knowledge management							
	backlight					weight saving							
	touch panel					cost-cutting	module production						
	panel material	color filter					parts standardization						
	circuit synthesis												
	logic design/performance verification												
	logic synthesis												
	logic emulator/simulator												
	motion synthesis												
	co-design/verification												
	timing closure												
	timing design/verification												
	layout design/verification												
	prototyping												
board design													
EDA	network												
	communication	network											
	interface	SCSI											
display	3D display/panel												
EDA	network												

List of Article - related Keywords -2

When writers post their articles on Tech-On!, they select several keywords relating to the content of the article. One of these are chosen as the 'main keyword', and keyword ad will appear in correspondence with the 'main keyword'.

large category	middle category	small category	large category	middle category	small category	large category	middle category	small category
	plastic forming	hydroform	digital consumer electronics	portable equipment	portable information terminal	software (cont'd)	database	
	casting				e-book terminal		browser	
	injection molding				cell phone		memory management	
	MEMS			telephone, fax machine			multitask	
	panel material	color filter		home server			virtual machine	
	recording material			IC card			skill standards	
	high-k			user interface	input device		CMM/CMMI	
	low-k		home electric appliance	toy			benchmark	
	ferroelectrics		industrial machinery	computer			distributed processing	multiprocessor
	coating medium, anticorrosive			server			dynamic reconfiguration	
production technology	semiconductor process			computer peripherals	reader/writer	amenity, welfare	user interface	
	nanotechnology				external memory unit	exhibition, event	health	
	mastering		contents	geographic information	printer, complex machine		CEATEC	
	automation			HDTV		business, market trend	academic conference	
	assembly			audio			management	organizational reform
	lithography			digital cinema				affiliation
	mask			e-mail				account settlement
	manufacturing equipment			game				investment
	machine tool			e-program guide				privatization
	CAM			description language				human resource
quality, reliability				copyright				
production management	sales/inventory management			digital broadcasting			policy	
product design				terrestrial broadcasting			China	
outsourcing	Si foundry			satellite broadcasting			Korea	
automobile	onboard equipment	car navigation system		cable TV			Taiwan	
		ETC		data broadcasting			venture	
		telematics		EDI, electric data interchange			R&D	
		automatic distance control	e-commerce				engineer	
		radar	SCM, procurement				education	college
	ITS		signal processing	speech processing			factory	
	electric vehicle			speech encoding			statistics	market research
	hybrid vehicle			image processing			distribution	
	electric two-wheel vehicle			dynamic image encoding	MPEG		dispute	
	in-car LAN				JPEG		malfunction	
	power train	engine			H.264		disaster	
		transmission		electronic watermark			environment	recycle
		driving mechanism		modulation, record encoding			standardization	ISO
automobile (cont'd)	power train	steering		error correction			procurement	EDI
	body	suspension	security	cipher		user trend		SCM
		platform integration		biometrics		intellectual property	statistics	market research
		seatbelt		surveillance			copyright	
	safety	airbag		backup			patent	
		brake	software	OS Linux		measurement, control	TLO	
	complaint			Java			measuring equipment	tester
	collision safety			C language				oscilloscope
	environment	exhaust gas control		open source	GPL			analyzer
	alternative fuels			development tool	compiler			proofreading
					debugger			
digital consumer electronics	audio-visual equipment	digital camera			auto-code generation		microscope	
		video camera			IDE		signal generator	frequency reference
		disc recorder	software (cont'd)	development tool (cont'd)	emulator		surface & visual inspection	
		radio		embedded system	real-time processing		failure analysis	
		television			ICE		signal analysis	
		VTR		UML			composition analysis	x-ray analysis
		STB		component technology			network analysis	
		portable music player		object orientation			magnetic field measurement & analysis	
		game		file system			data collection & recording	
PC				device driver			probe	
printer, complex machine							sensor	
							environment resistance test	



Specifications for Flash Ad

Ad placement schedule

Completed ad materials (including all four types of files that are specified below) should be provided at least seven working days before release.

Ad material requirements

<In the case of BizTech Leaderboard: 468 x 60 pixels>

- Version: Flash 5 (Please note that ad placement rules have been changed and only Flash 5 will be accepted hereafter. Please also read the instruction below on how to assign getURL.)
- Required files:
 - 1) .swf file (maximum file size: 20K)
 - 2) .fla file
 - 3) .gif file (capacity: 15K / same link destination as Flash)
 - 4) .html file
- ALT text is accepted (30 characters or less). Under text is not accepted.

How to assign getURL (Please make sure to follow these steps)

- URL: In the URL field, write "clickTag." Then check the expression box. (Link destination URL should be specified in the e-mail to send your ad materials.)
- Window: In the "Window" field, choose "_blank." Do NOT check the expression box.
- Variables: Leave variables as "don't send."

*Flash advertisement has been found vulnerable to cross-site scripting. Therefore, among the parameters assigned by "clickTag," those that do not begin with "http://" will be removed. Here is how the script should look within the ad material and in the getURL section.

```
-----
on (release) {
  if (clickTag.substr (0,5) == "http:") {
    getURL (clickTag,"_blank");
  }
}
-----
```

- *Do not use GetURL on timeline.
- *Only one link can be specified.

Notes

- Infinite loops are accepted.
- Please outline your choice of font type.
- Please create a layer for background colors.
- Please contact us beforehand if you plan to provide action scripts (some are not permitted).



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