

2025.07



**The largest portal site of electronic
and industrial components in Japan**

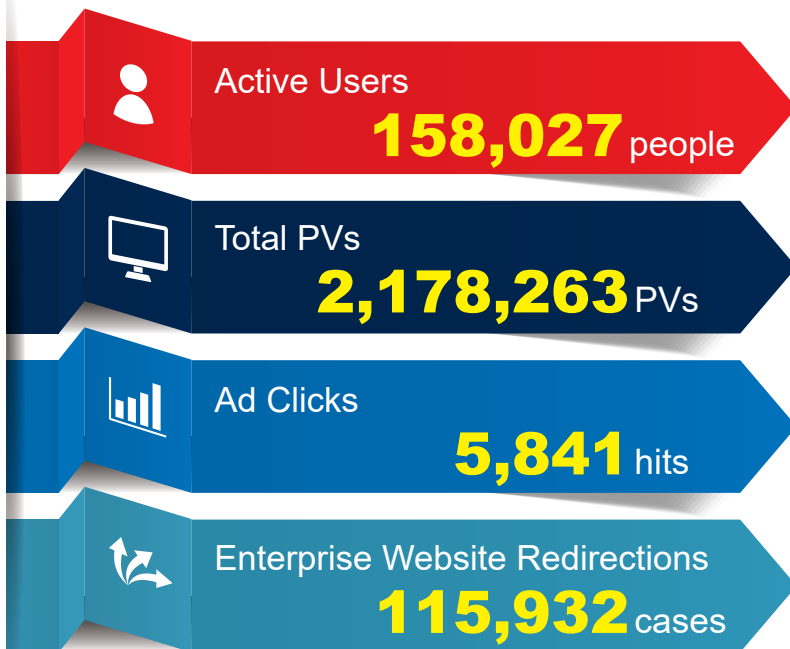
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Monthly Access Data (2025/07)

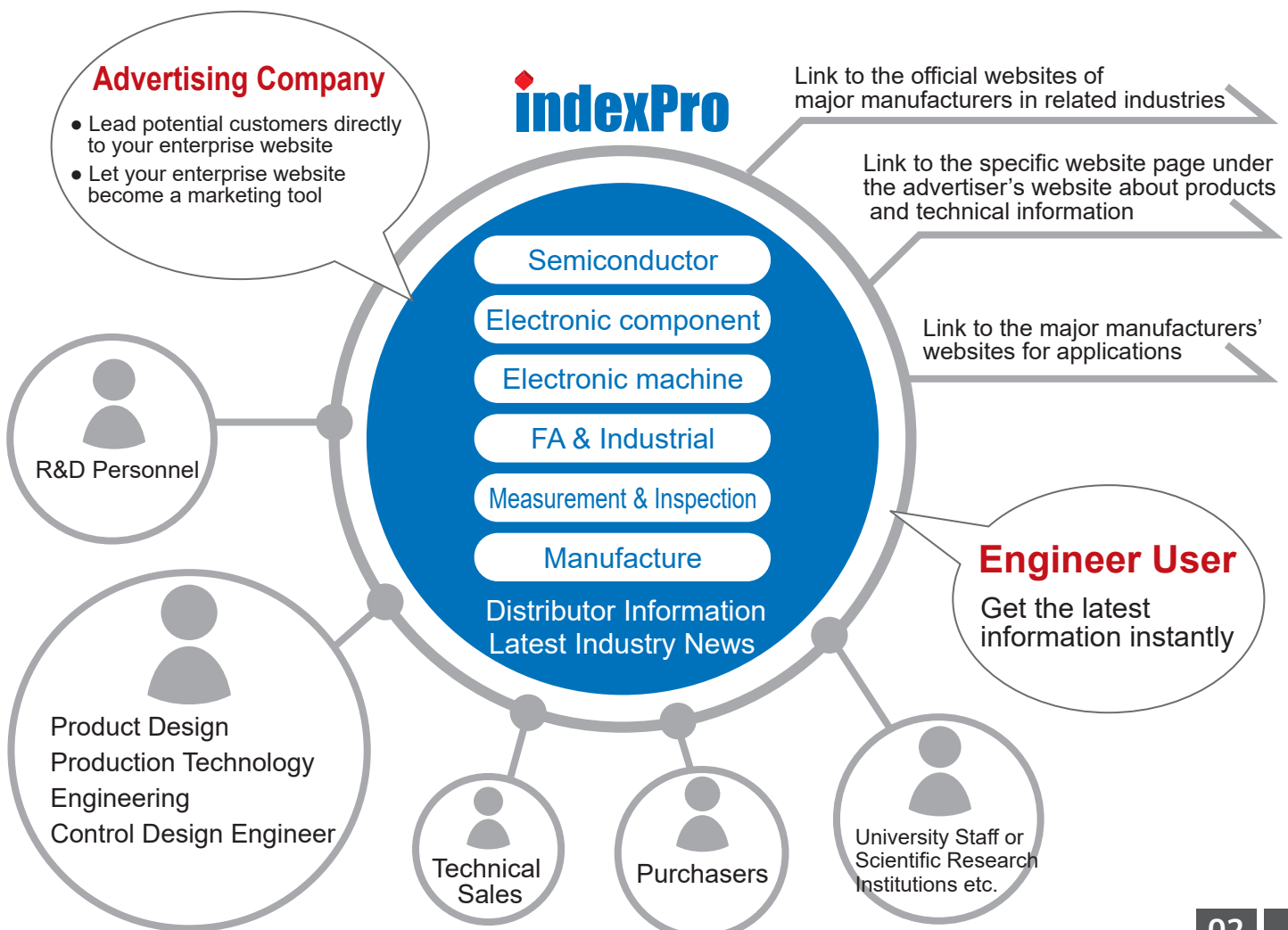


Our website's lead rate is the **No.1** in the industry

95%^{※1} of engineers use the internet as the first step to search for components

(※1: This data came from an independent survey by IndexPro)

- A non-membership system, **browsing and searching information on IndexPro is free.**
- A non-data request site, **the information on IndexPro is directly linked to the enterprise website**, making it easier for engineers to get the info.
- The content covers the fields of electronic equipment, semiconductors, electronic components, FA, industrial, measurement inspection, and manufacturing (about **5,100** companies).
- **The largest level of information** in a portal site.
- **A professional and convenient website built from the engineer users' point of view.**



Top Page

Navigate the website.
"Hot Product Ad" is in the middle,
introducing the most popular products.



Subcategory Page
(e.g. "16ビットマイコン")

The most detailed and important page.
"Product Information Ad" is in the middle,
targeting the users who are looking for specific components.



Field Top Page (e.g. "電子分野")

Consists of 3 fields: Electronics, Industrial, and Applications.
Category names on the left, the latest industry news
section is behind "New Product Information Ad".





1 Head Banner Ad
 < rotation >
 IMP fixed type ad,
 displays on the top of each page
60,000~110,000 JPY/month

4 Top Square Banner Ad
 As the most conspicuous advertisement on the top page,
 it is suitable for short-term announcements
 Upper right: **200,000 JPY/month**
 Center right: **180,000 JPY/month**
 Lower right: **150,000 JPY/month**

2 Top Text Ad
 Effective for promoting
 exhibitions, seminars, service introductions
30,000 JPY/month

3 Hot Product Ad
 Suitable for short-term
 promotion of popular or main products
50,000 JPY/month

5 Top Image & Text Ad
 The ad position changes daily
 and displays up to 4 products randomly
120,000 JPY/month

7 Seminar & Event Information Ad
 Special ad for seminar or event information,
 detailed content on top page,
 and text type on each sub-category page
40,000 JPY/month

6 Top 31 Rectangular Banner Ad
 Display banner with
 "Top Image & Text Ad"
120,000 JPY/month



The prices above are pre-tax.
 Consumption tax will be required for domestic payment from Japan.
 Overhead will be charged for overseas payment but not consumption tax.



11 New Product Information Ad

Specific ad targeted at new products with reasonable price and it brings many clicks

30,000 JPY/month

8 Field Square Banner Ad

Size: 300 (W) × 250 (H) or 300 (W) × 300 (H)

Electronics **100,000** JPY/month

10 Field 31 Rectangular Banner Ad

Display as a banner with "Field Image & Text Ad"

Electronics **30,000** JPY/month

9 Field Image & Text Ad

Narrow down the range and advertise accurately

Electronics **30,000** JPY/month



TOP

2nd

3rd

16 Product Information Ad

Accurately target users who are looking for specific components and products, specially designed to bring hits from search engines and more business opportunities

1 Product: **8,000** JPY/month
5 Products: **30,000** JPY/month
10 Products: **50,000** JPY/month

13 Valued Square Banner Ad

Size: 300 (W) × 250 (H) or 300 (W) × 300 (H)

Upper: **150,000** JPY/month < 2 ads rotation >
Lower: **100,000** JPY/month < 3 ads rotation >

12 Valued Text Ad

Effective for HR recruiting, exhibitions, and seminars

40,000 JPY/month

Seminar & Event Information Ad

Special ad for seminar or event information, detailed content on top page, and text type on each sub-category page

40,000 JPY/month

15 Valued 31 Rectangular Banner Ad

Display as a banner with "Valued Image & Text Ad"

80,000 JPY/month

14 Valued Image & Text Ad

The ad with the most PVs

80,000 JPY/month

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The most cost-effective advertising menu

※Compared with other mediums

No.	Name	Format	Location	Contract and Price (pre-tax)
1	Head Banner Ad	Banner (rotation)	Top of each page Priority display on Electronics or Industrial field is possible	IMP = impression 1 month contract 40,000IMP : 60,000 JPY/month 80,000IMP : 110,000 JPY/month
2	Top Text Ad	Text	Top Page Above "No.3 Hot Product Ad"	1 month contract 30,000 JPY/month
3	Hot Product Ad	Image & Text	Top Page E-mail newsletter	1 month contract Up to 2 months 50,000 JPY/month
4	Top Square Banner Ad	Banner	Top Page Upper right side	1 month contract Upper right: 200,000 JPY/month Center right: 180,000 JPY/month Lower right: 150,000 JPY/month
5	Top Image & Text Ad	Image & Text	Top Page Lower right side	1 month contract 120,000 JPY/month
6	Top 31 Rectangular Banner Ad	Banner	Top Page Lower right side	1 month contract 120,000 JPY/month
7	Seminar & Event Information Ad	Text	Top Page Electronics or Industrial category page E-mail newsletter	1 month contract If the ad posted is shorter than 1 month, we will still charge 40,000 JPY/month 40,000 JPY/month
8	Field Square Banner Ad	Banner	Electronics field	1 month contract Electronics: 100,000 JPY/month
9	Field Image & Text Ad	Image & Text	Electronics field	1 month contract Electronics: 30,000 JPY/month
10	Field 31 Rectangular Banner Ad	Banner	Electronics field	1 month contract Electronics: 30,000 JPY/month
11	New Product Information Ad	Image & Text	Electronics field Related category page Site search E-mail newsletter	1 month contract Up to 2 months 30,000 JPY/month
12	Valued Text Ad	Text	Electronics category Industrial category	1 month contract 40,000 JPY/month
13	Valued Square Banner Ad	Banner (rotation) Upper 2 : Lower 3	Electronics category Industrial field and category	1 month contract Upper: 150,000 JPY/month Lower: 100,000 JPY/month
14	Valued Image & Text Ad	Image & Text	Electronics category Industrial field and category	1 month contract 80,000 JPY/month
15	Valued 31 Rectangular Banner Ad	Banner	Electronics category Industrial field and category	1 month contract 80,000 JPY/month
16	Product Information Ad	Image & Text	Related category page Site search E-mail newsletter	6 months contract 12 months contract 1 Product: 8,000 JPY/month 5 Products: 30,000 JPY/month 10 Products: 50,000 JPY/month 10% discount on a 12 months contract
17	iP-special	Narrative	Certain page E-mail newsletter	1 month contract Demand estimate Please contact us for more info

Services for
advertising
company

Access Report

Advertiser Page

Free Posting Service

IndexPro website data

- Access data (top page, site overall, ad)
- Ad access ranking ● Primary enterprise users

Enterprise data

- Ad click statistics
- Ad click log (date & time, ad name, IP address)

IndexPro E-mail newsletter

- Frequency: Same product can only be published 1 time
- Product quantity limit: Unlimited

The prices above are pre-tax.
Consumption tax will be required for domestic payment from Japan.
Overhead will be charged for overseas payment but not consumption tax.



Advertising on IndexPro
Change the way of selling your products

Best for block trading

Direct links make high probability of negotiation and cooperation

Immediate publication, low cost and free manuscript production cost

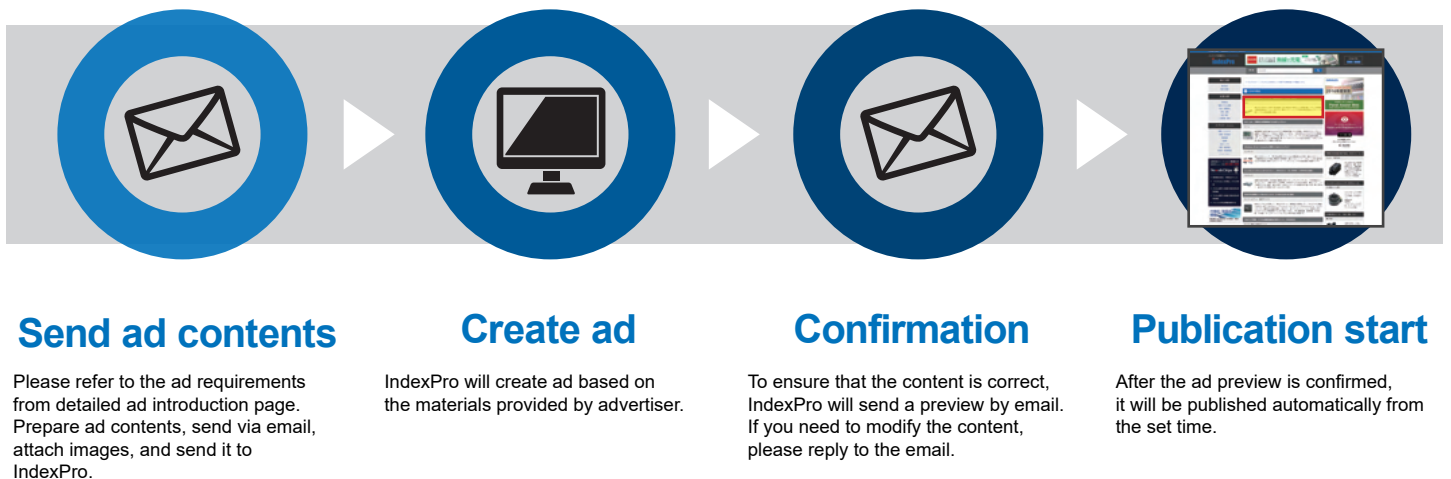
※ IndexPro uses this method to determine ad effectiveness with advertisers.

IndexPro is a professional component selection website build for design and development engineers. Engineers decide components in the design and development stage. Therefore, it is particularly important to let engineers know about your product from the early stage. If engineers learn about your product early on, there is a higher probability of them adopting it and for your sales to increase. It also plays an important role in the development of new customers.

For design and development, timing is everything. In the process of selecting components, time-consuming methods such as obtaining relevant information from the manufacturer should be avoided as much as possible. IndexPro employs **direct links** so that users can directly visit the manufacturer's enterprise website or related page through ad. Since most of the consultations are directly conducted when users review info on the enterprise website, so **high negotiation efficiency is the main feature**. (Comment from advertisers)

Long-term publication is effective for production goods. IndexPro provides a fee system with a low-cost barrier, so longer periodical publications are possible. We also have a **variety of ads** to meet the needs of advertisers. Once you decide to publish an **ad**, it **will be published soon** after receiving the ad materials. **The creation of ad manuscript is free of charge.** In addition, it is equipped with "Advertiser Page" which advertiser can check information such as **click logs in real time**.

Process of Ad Publication



- Please follow the instructions from each detailed ad page to create ad contents.
- Ad is created by advertisers based on ad requirements.
- Please send the original image by email.
- The advertiser's permission has been obtained when the advertisement content is registered, allowing IndexPro to use its trademarks and images.

Note: Please make sure the submission includes the company name, department name, name of the contact person, email of the contact person, detailed address, TEL, and FAX. It will ensure IndexPro's ability to send notifications about ad. Thank you for your cooperation!