2026.09

indexPro

The largest portal site of electronic and industrial components in Japan

IndexPro Corporation

www.indexpro.co.jp

Tokyo Branch（Sales and Marketing Division）
Minami-Nihon Bldg. 4F, 1-42-5, Chuo, Nakano-ku,
Tokyo 164-0011, Japan
TEL: +81-3-5937-3665
sales_m@indexpro.co.jp

Headquarters
1-6-29-3F, Igawajō, Matsumoto-shi, Nagano 390-0831, Japan
TEL: +81-263-24-4345

Website Data and Features

indexPro

Monthly Access Data (2026/09)

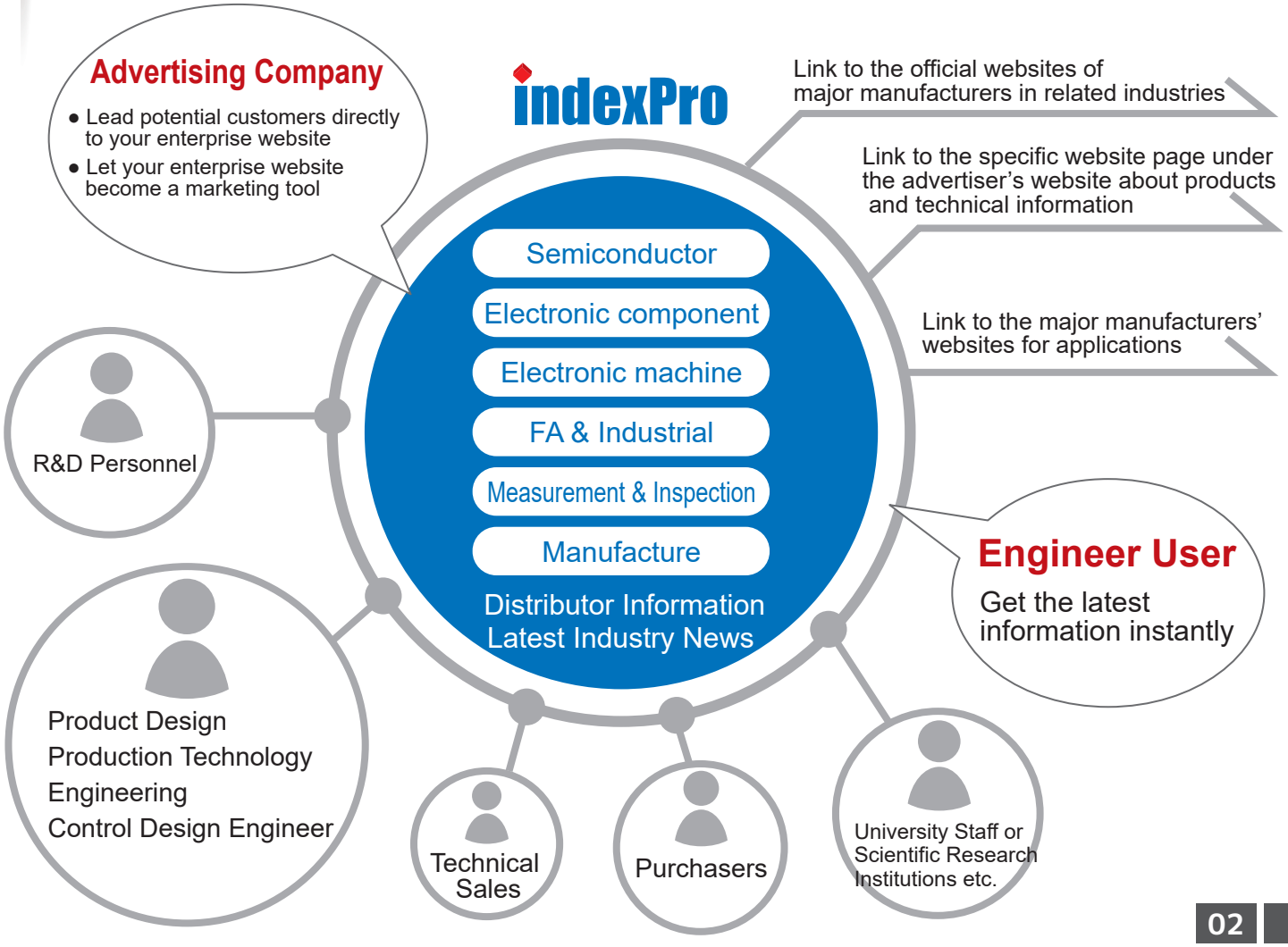
- Active Users **128,382** people
- Total PVs **1,529,053** PVs
- Ad Clicks **3,574** hits
- Enterprise Website Redirections **71,982** cases
- Google Generative AI Impressions **236,810** views

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

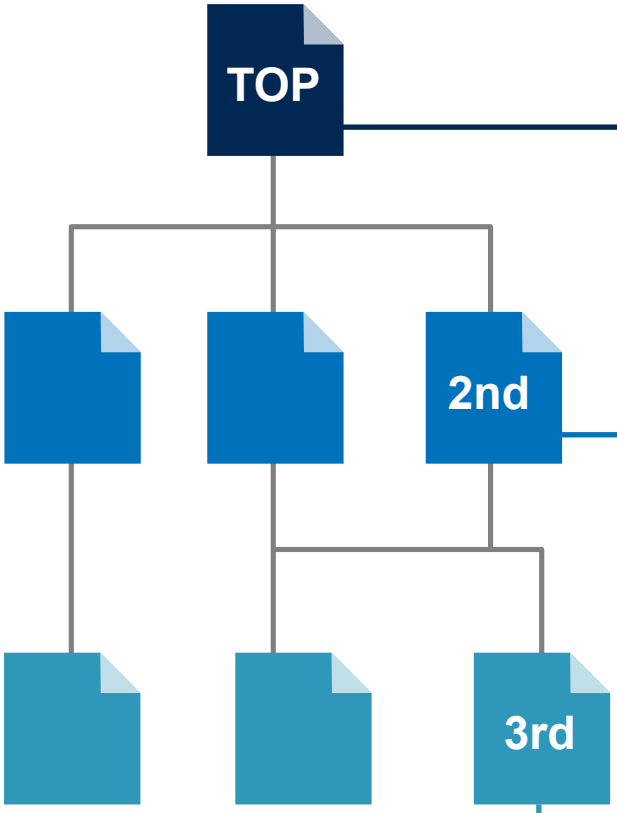
95% ※1 of engineers use the internet as the first step to search for components

(※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.



Website Structure



Top Page

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



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"**.



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.



Ad Type - Top Page -

indexPro

TOP → 2nd → 3rd

1 Head Banner Ad
< rotation >

IMP fixed type ad,
displays on the top of each page

60,000~110,000 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

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



5 Top Image & Text Ad

The ad position changes daily
and displays up to 4 products randomly

120,000 JPY/month

6 Top 31 Rectangular Banner Ad

Display banner with
“Top Image & Text Ad”

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

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.

Ad Type - Field Top Page -

indexPro

TOP → 2nd → 3rd

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

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Overhead will be charged for overseas payment but not consumption tax.

Ad Type - Subcategory Page -

indexPro

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

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

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

The prices above are pre-tax.
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Ad List

Please visit IndexPro website for more info

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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	1 month contract IMP = impression 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 50,000 JPY/month Up to 2 months
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 40,000 JPY/month If the ad posted is shorter than 1 month, we will still charge 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 30,000 JPY/month Up to 2 months
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	IndexPro website data	●Access data (top page, site overall, ad) ●Ad access ranking ●Primary enterprise users
Advertiser Page	Enterprise data	●Ad click statistics ●Ad click log (date & time, ad name, IP address)
Free Posting Service	IndexPro E-mail newsletter	●Frequency: Same product can only be published 1 time ●Product quantity limit: Unlimited

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About Advertising on IndexPro

indexPro

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

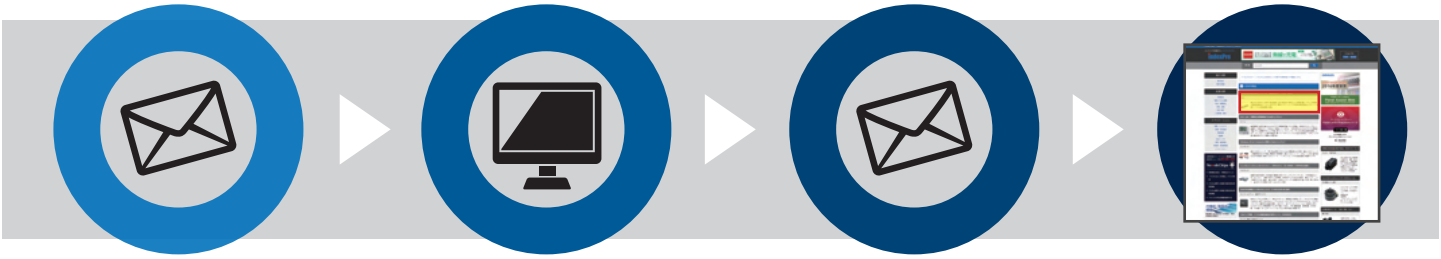
※ IndexPro uses this method to determine ad effectiveness with advertisers.

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



Send ad contents

Please refer to the ad requirements from detailed ad introduction page. Prepare ad contents, send via email, attach images, and send it to IndexPro.

Create ad

IndexPro will create ad based on the materials provided by advertiser.

Confirmation

To ensure that the content is correct, IndexPro will send a preview by email. If you need to modify the content, please reply to the email.

Publication start

After the ad preview is confirmed, it will be published automatically from the set time.

- 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!