

2015 ONLINE ADVERTISING RATE CARD

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ENABLE NATIONAL ONLINE AD

Korean-Main



한국일보
www.koreatimes.com

T1 (240*70) \$3,000

T2 (240*70) \$3,000

M1 (728*90) \$5,000

MS1 (240*90) TBD

MW1 (160*600) \$5,000

F1 (300*250) \$1,500/WEEKLY

M6 (260*68) \$2,250

M3 (250*150) \$5,000

MW2 (160*600) \$5,000

M2 (300*250) \$4,000

M4 (250*250) \$2,500

M5 (250*266) \$2,000

TEXT AD TX1 \$200

MS2 (262*250) TBD

Close X

ENABLE NATIONAL ONLINE AD

Korean-Article

 한국일보
www.koreatimes.com

T1(240*70)
\$3,000

T2(240*70)
\$3,000

AW1
(160*600)
\$3,750

A1(728*90)
\$3,750

A2
(300*250)
\$3,000

A3(250*150)
\$3,750

AS1(240*90)
TBD

AS2(250*50)
TBD

A4(250*250)
\$1,875

A5(250*266)
\$1,500

AW2
(160*600)
\$3,750

TEXT AD TX2 \$250

TEXT AD TX2 \$250

TEXT AD TX2 \$250

3

NATIONAL ONLINE ADVERTISING RATES 2015

Korean National

The National Advertising is a combination of Koreatimes.com and 8 regions.

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Section		Technical Specifications				Monthly Rate
		Main	Article	Size(pixel)	Standard	Format	Max. Rotation	
M1	Leaderboard	●		728 * 90	Standard	jpeg, gif, png, swf, script (Max. weight 50kb)	3	\$ 5,000
M2	Square	●		300 * 250	Standard		3	\$ 4,000
M3	Half Banner	●		250 * 150	Nonstandard		3	\$ 5,000
M4	Square	●		250 * 250	Standard		3	\$ 2,500
M5	Square	●		250 * 266	Nonstandard		3	\$ 2,000
M6	Half Banner	●		260 * 68	Nonstandard		3	\$ 2,250
MS1	Half Banner	●		240 * 90	Nonstandard		3	TBD
MS2	Square	●		250 * 250	Nonstandard		3	TBD
F1	Layer pop-up	●		TBD	Standard		3	\$ 1,500/week
MW1	Skyscraper	●		160 * 600	Standard		3	\$ 5,000
MW2	Skyscraper	●		160 * 600	Standard		3	\$ 5,000
T1	Half Banner	●	●	240 * 70	Nonstandard		6	\$ 3,000
T2	Half Banner	●	●	240 * 70	Nonstandard		6	\$ 3,000
A1	Leaderboard		●	728 * 90	Standard		3	\$ 3,750
A2	Square		●	300 * 250	Standard		3	\$ 3,000
A3	Half Banner		●	250 * 150	Nonstandard		3	\$ 3,750
A4	Square		●	250 * 250	Standard		3	\$ 1,875
A5	Square		●	250 * 266	Nonstandard		3	\$ 1,500
AS1	Half Banner		●	240 * 90	Nonstandard		3	TBD
AS2	Half Banner		●	250 * 50	Nonstandard		3	TBD
AW1	Skyscraper		●	160 * 600	Standard		3	\$ 3,750
AW2	Skyscraper		●	160 * 600	Standard		3	\$ 3,750
TX1	Text Banner	●		-	-	text	4	\$ 200
TX2	Text Banner		●	-	-	text	6	\$ 250

ENABLE REGIONAL ONLINE AD

Korean Regional Main

 한국일보
www.koreatimes.com

 New York

LT1(240*70)
TBD

LT2(240*70)
TBD

LMW1
(160*600)
TBD

LM1(728*90)
TBD

LMS1(240*90)
TBD

LMW2
(160*600)
TBD

LM3
(250*150)
TBD

LM6(260*68)
TBD

LM2
(300*250)
TBD

LM4
(250*250)
TBD

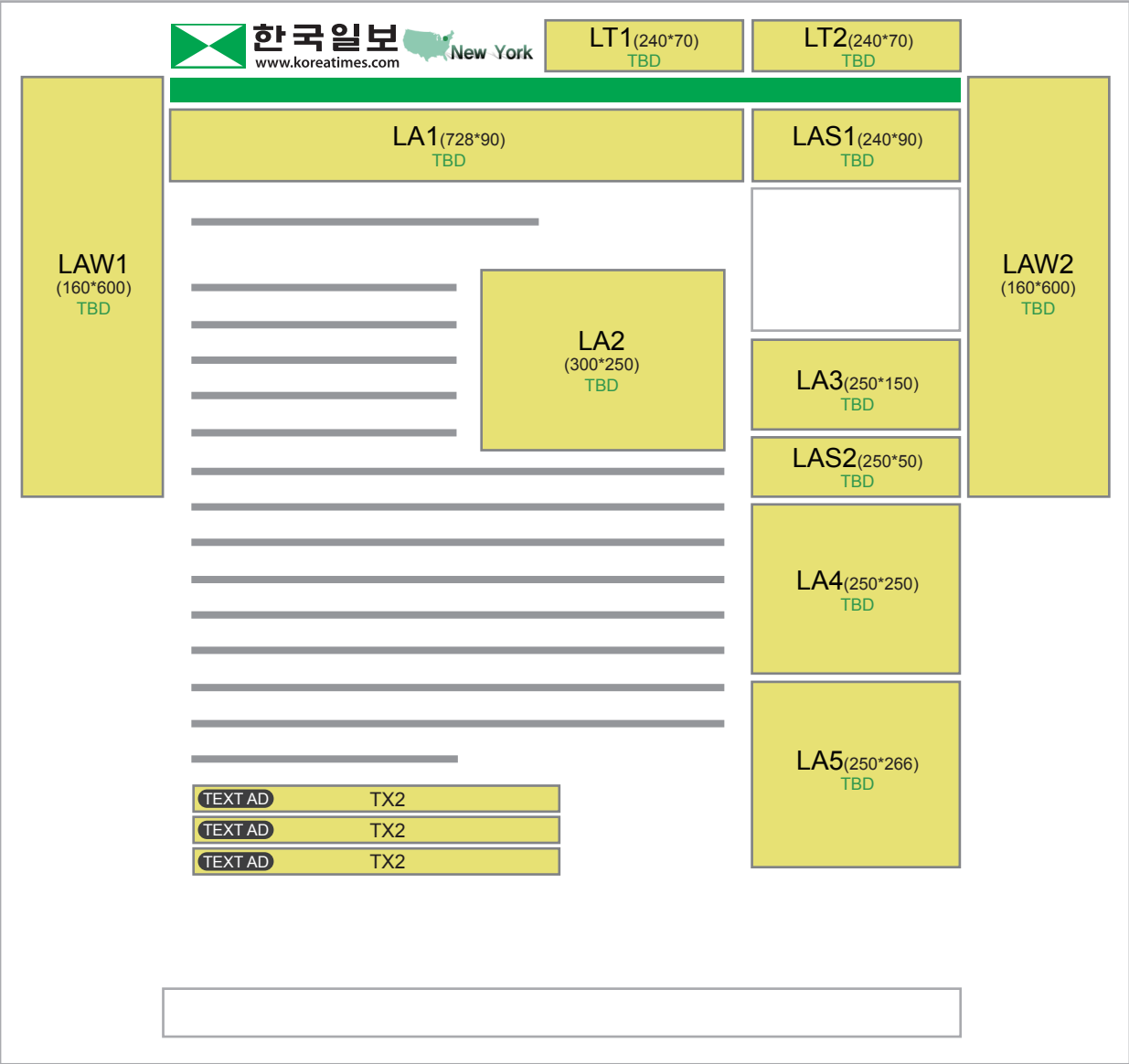
LM5
(250*266)
TBD

LMS2
(262*250)
TBD

TEXT AD LTX

ENABLE REGIONAL ONLINE AD

Korean Regional Article



REGIONAL ONLINE ADVERTISING RATES 2015

Korean - Regional

Regional advertising buys are available in 8 regions. Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Section		Technical Specifications				Monthly Rate
		Main	Article	Size(pixel)	Standard	Format	Max. Rotation	
LM1	Leaderboard	●		728 * 90	Standard	jpeg, gif, png, swf, script (Max. weight 50kb)	3	TBD
LM2	Square	●		300 * 250	Standard		3	TBD
LM3	Half Banner	●		250 * 150	Nonstandard		3	TBD
LM4	Square	●		250 * 250	Standard		3	TBD
LM5	Square	●		250 * 266	Nonstandard		3	TBD
LM6	Half Banner	●		260 * 68	Nonstandard		3	TBD
LMS1	Half Banner	●		240 * 90	Nonstandard		3	TBD
LMS2	Square	●		250 * 250	Nonstandard		3	TBD
LMW1	Skyscraper	●		160 * 600	Standard		3	TBD
LT1	Half Banner	●	●	240 * 70	Nonstandard		6	TBD
LT2	Half Banner	●	●	240 * 70	Nonstandard		6	TBD
LA1	Leaderboard		●	728 * 90	Standard		3	TBD
LA2	Square		●	300 * 250	Standard		3	TBD
LA3	Half Banner		●	250 * 150	Nonstandard		3	TBD
LA4	Square		●	250 * 250	Standard		3	TBD
LA5	Square		●	250 * 266	Nonstandard		3	TBD
LAW1	Skyscraper		●	160 * 600	Standard		3	TBD
LAW2	Skyscraper		●	160 * 600	Standard		3	TBD

ENABLE ONLINE AD

CLASSIFIEDS



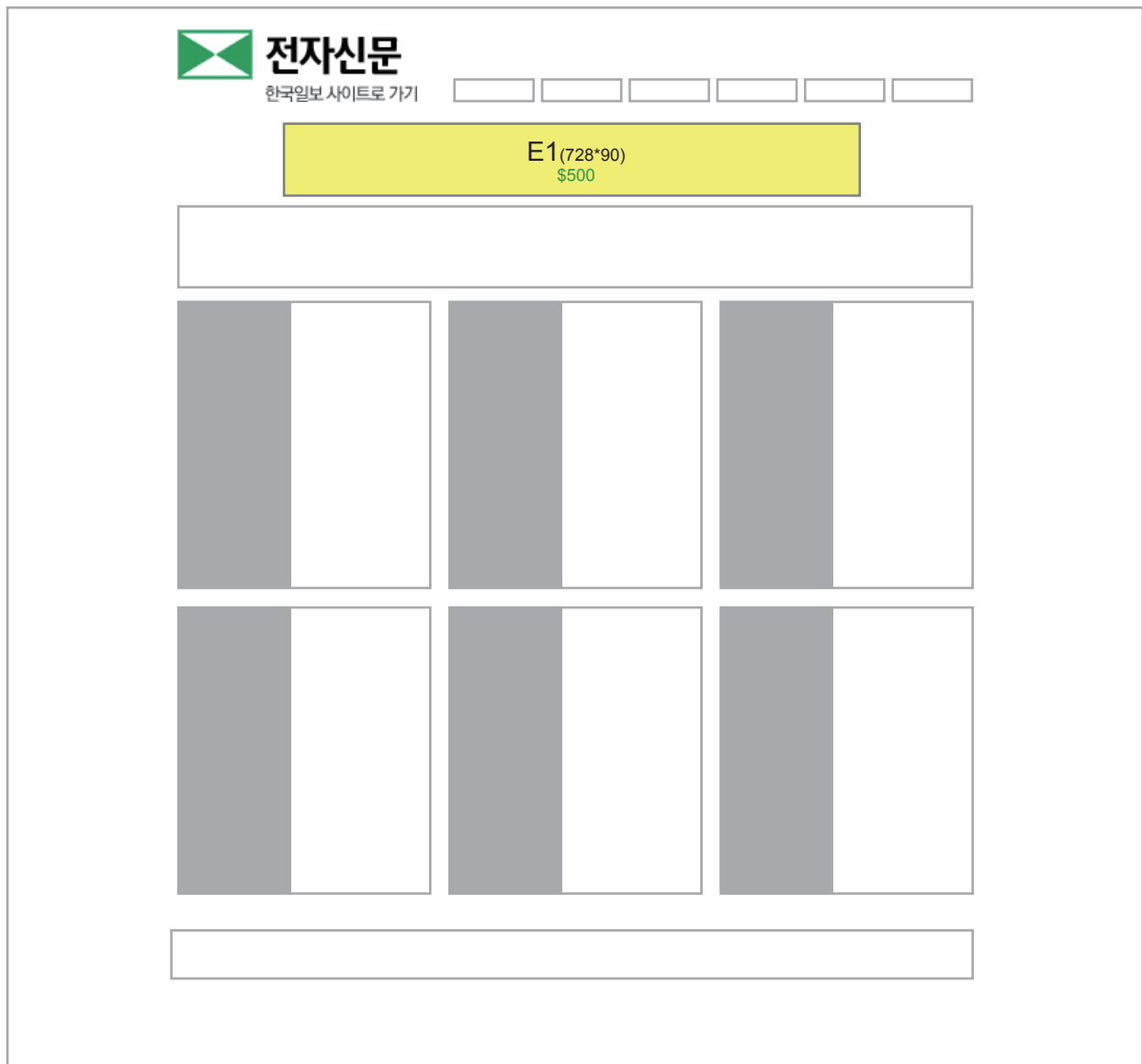
CLASSIFIED ONLINE ADVERTISING RATES 2015

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Technical Specifications			Monthly Rate
		Size(pixel)	Standard	Format	
C1 - C2	Half Banner	240 * 70	Nonstandard	jpeg, gif, png, swf, script (Max. weight 50kb)	\$ 750
C3 - C7	Half Banner	230 * 53	Nonstandard		\$ 500
CS1	Leaderboard	728 * 90	Standard		TBD
CS2	Half Banner	240 * 90	Nonstandard		TBD

ENABLE ONLINE AD

E-NEWSPAPER



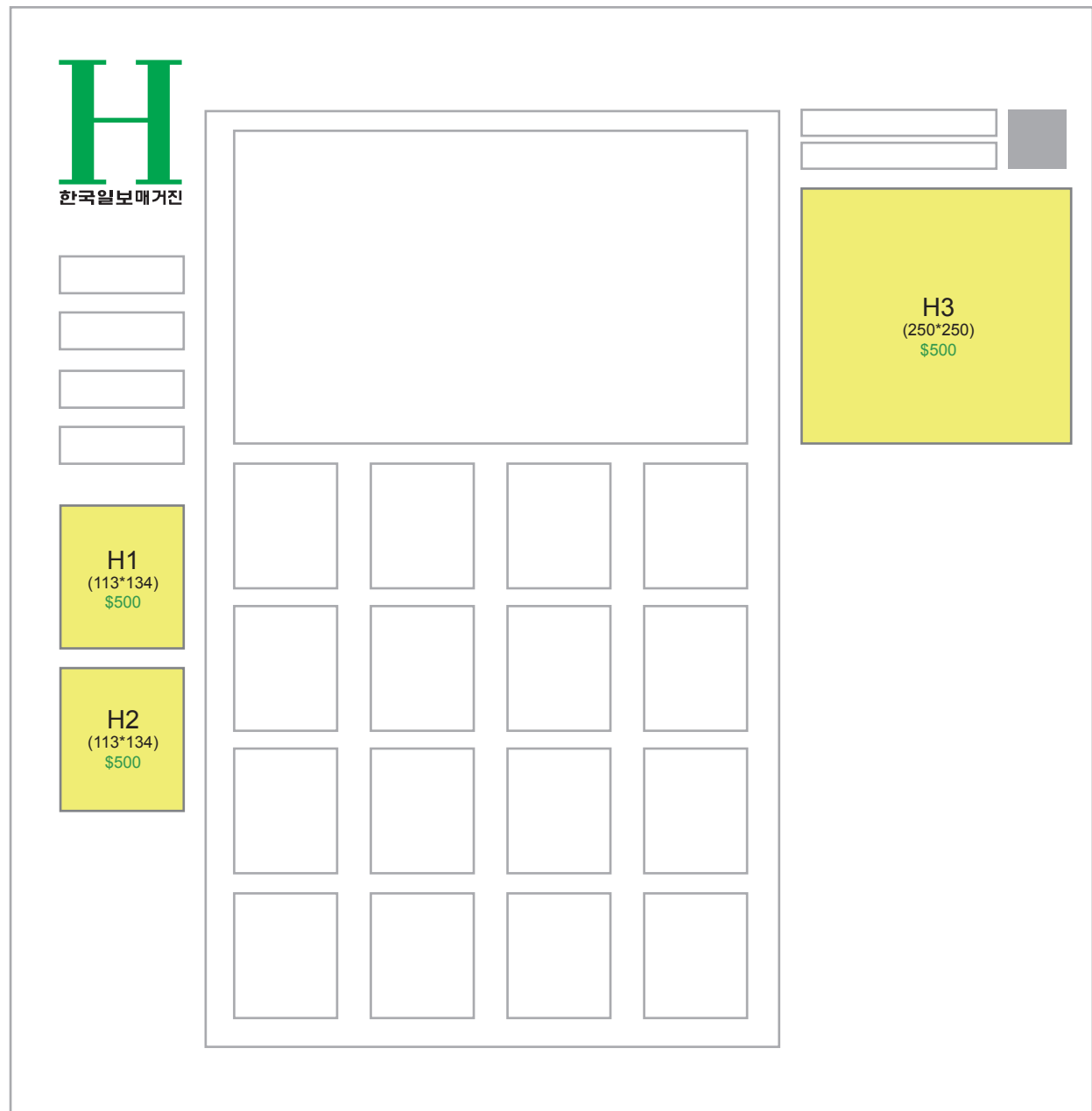
E-NEWSPAPER ONLINE ADVERTISING RATES 2015

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Technical Specifications			Monthly Rate
		Size(pixel)	Standard	Format	
E1	Leaderboard	728 * 90	Standard	jpeg, gif, png, swf, script (Max. weight 50kb)	\$ 500

ENABLE ONLINE AD

H-MAGAZINE



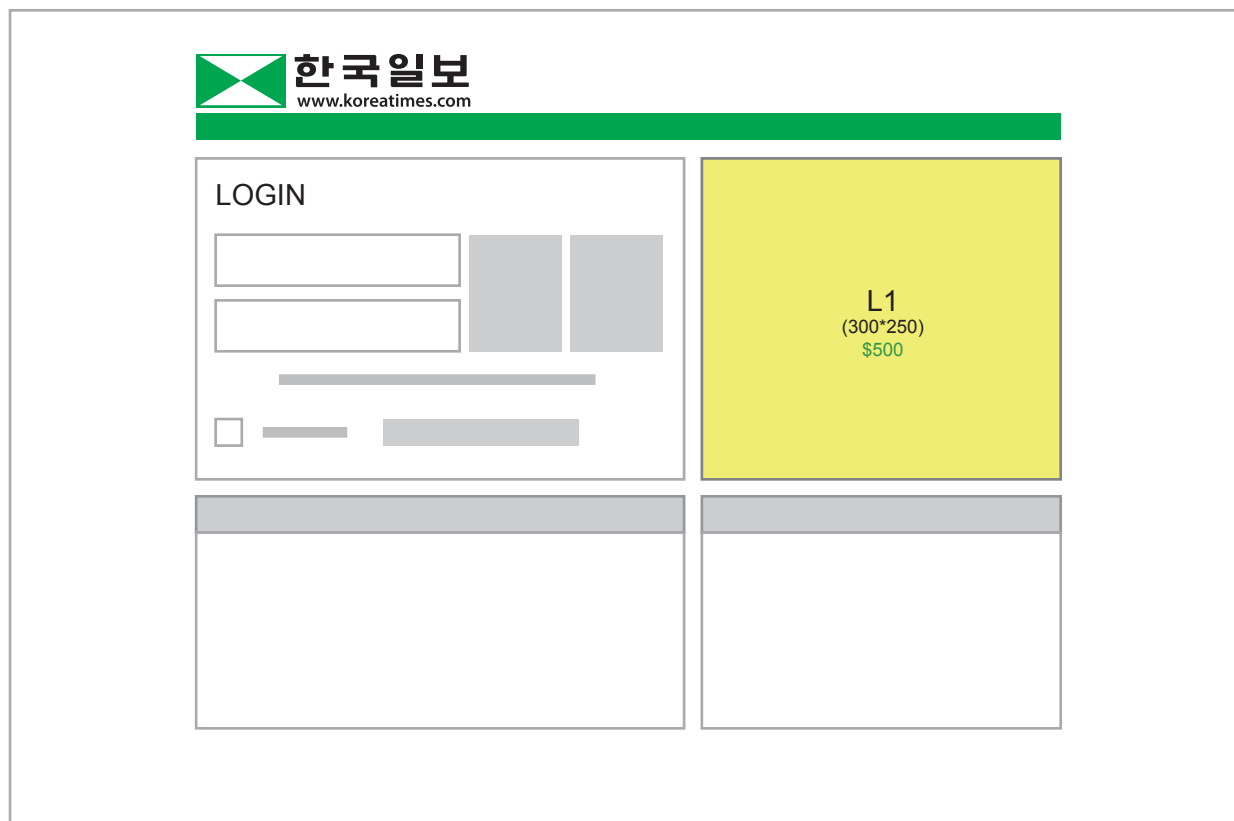
H-MAGAZINE ONLINE ADVERTISING RATES 2015

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Technical Specifications			Monthly Rate
		Size(pixel)	Standard	Format	
H1, 2	Halfbanner	113 * 134	Nonstandard	jpeg, gif, png, swf, script (Max. weight 50kb)	\$ 500
H3	Square	250 * 250	Standard		\$ 500

ENABLE ONLINE AD

LOGIN PAGE



LOGIN PAGE ONLINE ADVERTISING RATES 2015

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Technical Specifications			Monthly Rate
		Size(pixel)	Standard	Format	
L1	Square	300 * 250	Standard	jpeg, gif, png, swf, script (Max. weight 50kb)	\$ 500





ENGLISH EDITION ONLINE ADVERTISING RATES 2015

KOREATIMESUS.COM

Please contact your sales representative or visit www.koreatimes.com/info/mediakit/ for details.

Name	Style	Section		Technical Specifications				Monthly Rate
		Main	Article	Size(pixel)	Standard	Format	Max. Rotation	
USM1	Leaderboard	●		728 * 90	Standard	jpeg, gif, png, swf, script (Max. weight 50kb)	2	TBD
USM2	Square	●		300 * 250	Standard		2	TBD
USMW1	Skyscraper	●		160 * 600	Standard		2	TBD
USMW2	Skyscraper	●		160 * 600	Standard		2	TBD
USA1	Leaderboard		●	728 * 90	Standard		2	TBD
USA2	Square		●	300 * 250	Standard		2	TBD
USAW1	Skyscraper		●	160 * 600	Standard		2	TBD
USAW2	Skyscraper		●	160 * 600	Standard		2	TBD

ADVERTISING SALES OFFICES

The Korea Times Los Angeles
The Korea Times Digital Advertising Services

michael@koreatimes.com
(323) 692-2191

The Korea Times Los Angeles
Classified Advertising Sales

classified@koreatimesus.com
(323) 692-2100

The Korea Times Los Angeles
Display Advertising Sales

heekyung@koreatimesus.com
(323) 692-2177

The Korea Times Los Angeles
Ad Sales Department

crystalwoo@koreatimesus.com
(323) 692-2100

The Korea Times Los Angeles
For general inquiries please contact
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The Korea Times New York/New Jersey

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(718) 482-1111 x. 250

The Korea Times Chicago

chkt@koreatimes.com
(847) 626-0388

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(808) 955-1234