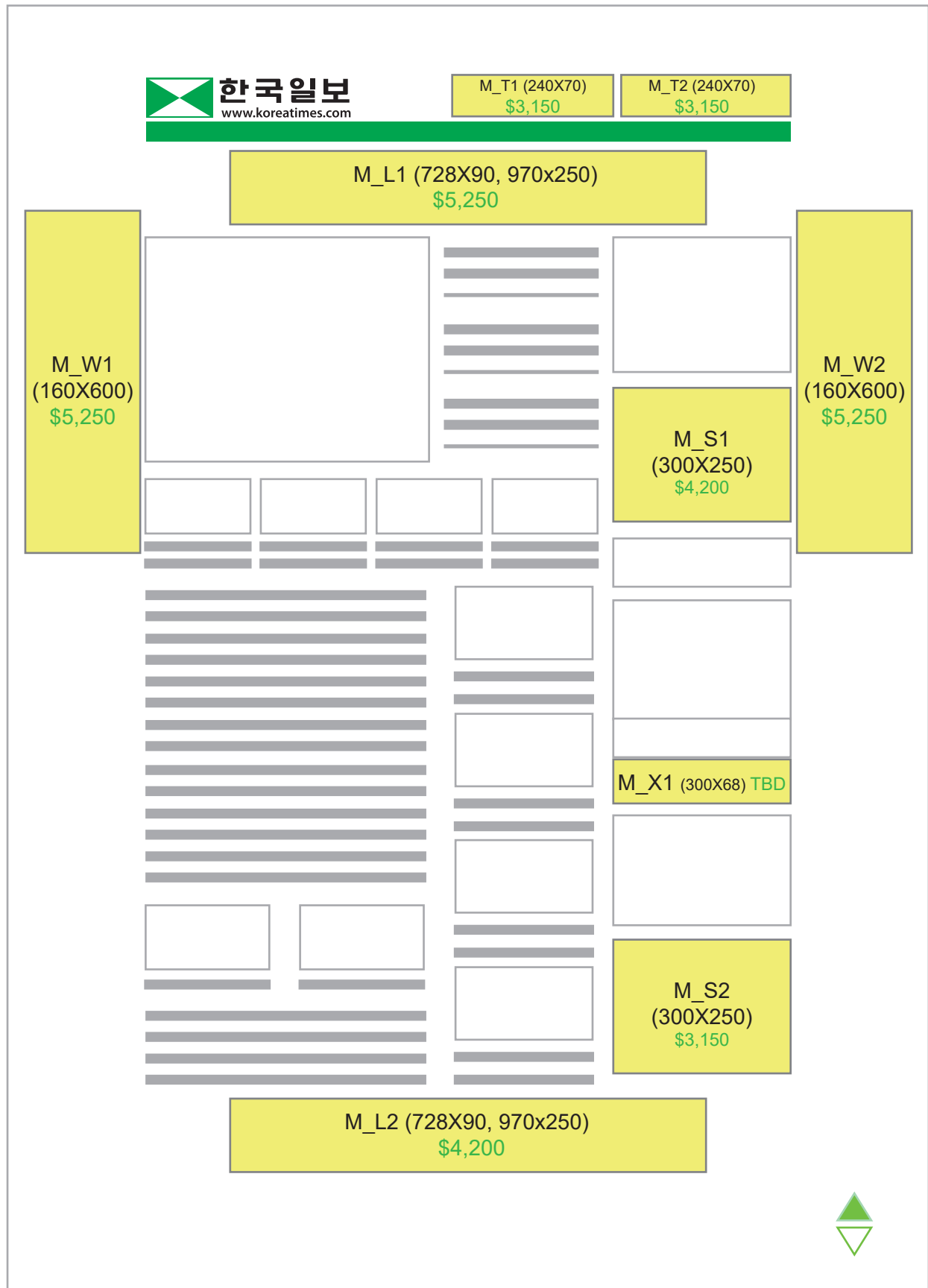


ONLINE ADVERTISING RATE CARD

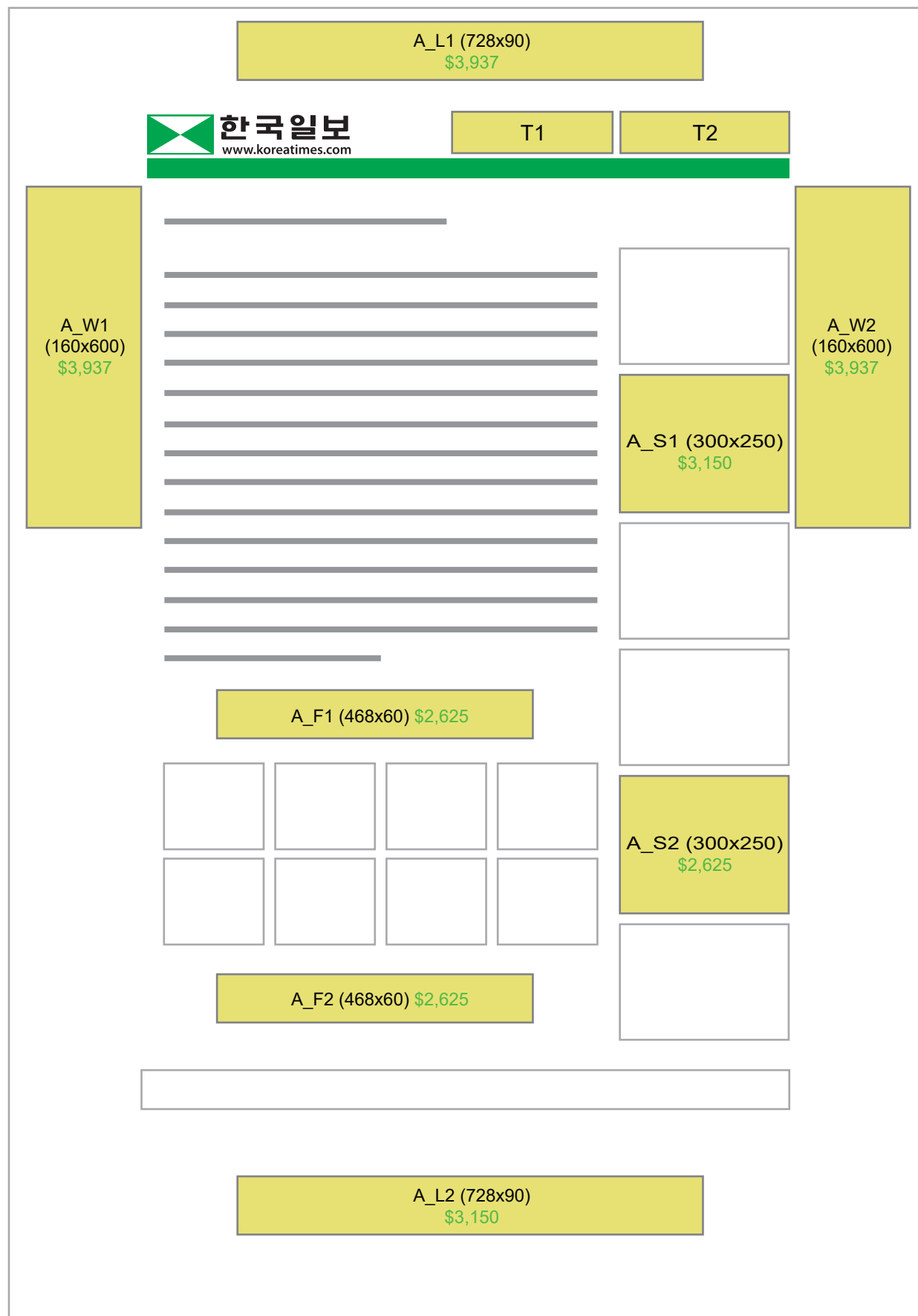
ENABLE NATIONAL ONLINE AD

Main -TOP



Main - BOTTOM

[illegible]



NATIONAL ONLINE ADVERTISING RATES

Monthly Rate

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

Please contact your sales representative or visit http://service.koreatimes.com/info/online_ad.html for details.

Main + Article			Monthly Rate
Dimension(pixel)	Section	Name	
240 x 70	Left	M_T1	\$ 3,150
	Right	M_T2	\$ 3,150

Main			Monthly Rate
Dimension(pixel)	Section	Name	
728 x 90, 970 x 250	Top	M_L1	\$ 5,250
	Middle	M_L2	\$ 4,200
	Bottom	M_L3	\$ 3,150
160 x 600	Left	M_W1	\$ 5,250
	Right	M_W2	\$ 5,250
300 x 250, 250 x 250	Top	M_S1	\$ 4,200
	Middle	M_S2	\$ 3,150
	Bottom	M_S3	\$ 2,100
468 x 60	Middle	M_F1	\$ 2,625
260 x 68	Middle	M_X1	TBD
300 x 148	Bottom	M_X2	TBD

Article			Monthly Rate
Dimension(pixel)	Section	Name	
728 x 90	Top	A_L1	\$ 3,937
	Bottom	A_L2	\$ 3,150
160 x 600	Left	A_W1	\$ 3,937
	Right	A_W2	\$ 3,937
300 x 250, 250 x 250	Top	A_S1	\$ 3,150
	Middle	A_S2	\$ 2,625
468 x 60	Middle	A_F1	\$ 2,625
	Middle	A_F2	\$ 2,625

GEO Targeting ONLINE ADVERTISING RATES

Monthly Rate

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

Please contact your sales representative or visit http://service.koreatimes.com/info/online_ad.html for details.

Main + Article			Monthly Rate
Dimension(pixel)	Section	Name	
240 * 70	Left	M_T1	TBD
	Right	M_T2	TBD

Main			Monthly Rate
Dimension(pixel)	Section	Name	
728 * 90	Top	M_L1	TBD
	Middle	M_L2	TBD
	Bottom	M_L3	TBD
160 * 600	Left	M_W1	TBD
	Right	M_W2	TBD
300 * 250 / 250 * 250	Top	M_S1	TBD
	Middle	M_S2	TBD
	Bottom	M_S3	TBD
468 * 60	Middle	M_F1	TBD
260 * 68	Middle	M_X1	TBD
300 * 148	Bottom	M_X2	TBD

Article			Monthly Rate
Dimension(pixel)	Section	Name	
728 * 90	Top	A_L1	TBD
	Bottom	A_L2	TBD
160 * 600	Left	A_W1	TBD
	Right	A_W2	TBD
300 * 250 / 250 * 250	Top	A_S1	TBD
	Middle	A_S2	TBD
468 * 60	Middle	A_F1	TBD
	Middle	A_F2	TBD

Expandable leaderboard

One alternate Leaderboard banner [728px X 90px] .jpg, .gif, or HTML5.
One 940px X 500px(.Max) panel can be .jpg, .gif, or HTML5.
Combined weight cannot exceed 90 kb.
Panel drop-down action only stays while the mouse is clicked the ad elements.
The panel will automatically drop-down once every 12 hours

Main			Monthly Rate
Dimension(pixel)	Section	Name	
940x500 Expandable	Main	M_L1(expandable)	TBD

Guidelines

1. **File Formats Accepted** : GIF, JPG, PNG, SWF, 3rd party ad tag
2. **File Size Limit** : 40K
3. **Resolution** : 72 dpi (dots per inch)
4. **Color Profile** : RGB only
5. **Border** : 1-pixel border must be visible in ad if background is white (#ffffff) to differentiate from content area
6. **Animation** : Animation may loop 3x, 24 fps, 15 seconds max recommended for standard ad units.
7. **Click-through URL** : Click URL must be included when creative files are submitted or through a 3rd party ad tag. Length cannot exceed 1,000 characters.
8. **Flash** : All SWF Flash files must contain a clickTAG and should be published for Flash Player 10.0 or an earlier version.
9. **Content** : Ads must not be designed to blend in with the site, mimic editorial fonts/colors, include fake form elements or incorporate graphic symbols that represent non-existent functionality. If the creative has the same background color as the site, it must contain a visible border.

ENABLE ONLINE AD

CLASSIFIEDS



The diagram illustrates the layout for Classifieds advertising on the Korean newspaper website. At the top left is the logo for '한국일보' (The Korea Times) with the URL 'www.koreatimes.com'. To the right of the logo are two yellow boxes labeled 'C1(240*70) \$787' and 'C2(240*70) \$787'. Below these is a green horizontal bar. Underneath the bar are two yellow boxes labeled 'CS1(728*90) TBD' and 'CS2(240*90) TBD'. The main body of the layout consists of a large white rectangular area with a grid of horizontal lines, representing text columns. To the right of this grid are four yellow boxes labeled 'C3(230*50) \$525', 'C4(230*50) \$525', 'C5(230*50) \$525', and 'C6(230*50) \$525'. Below these is another yellow box labeled 'C7(230*50) \$525'. At the bottom of the layout is a wide white rectangular box.

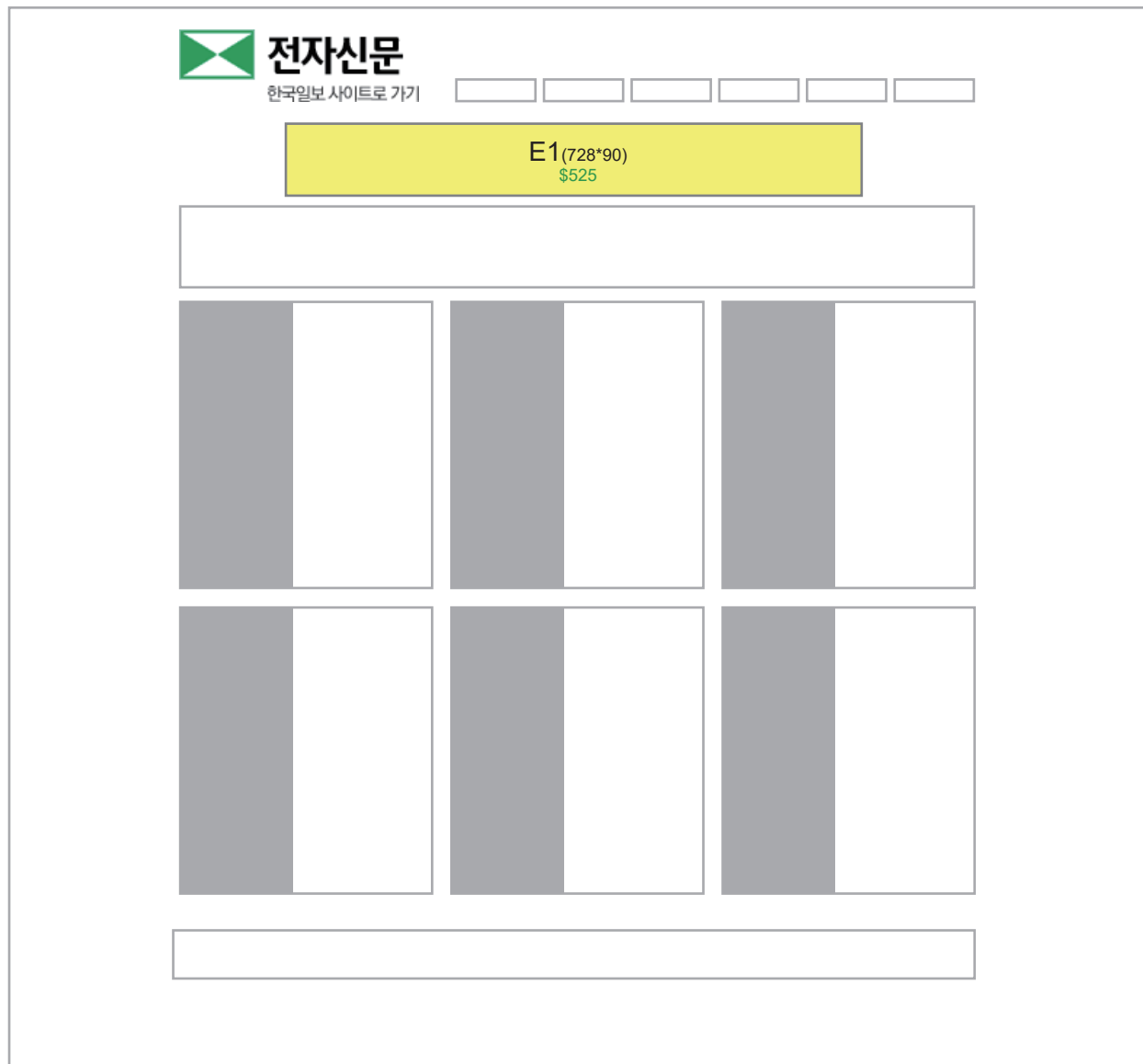
CLASSIFIED ONLINE ADVERTISING RATES

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)	\$ 787
C3 - C7	Half Banner	230 * 53	Nonstandard		\$ 525
CS1	Leaderboard	728 * 90	Standard		TBD
CS2	Half Banner	240 * 90	Nonstandard		TBD

ENABLE ONLINE AD

E-NEWSPAPER



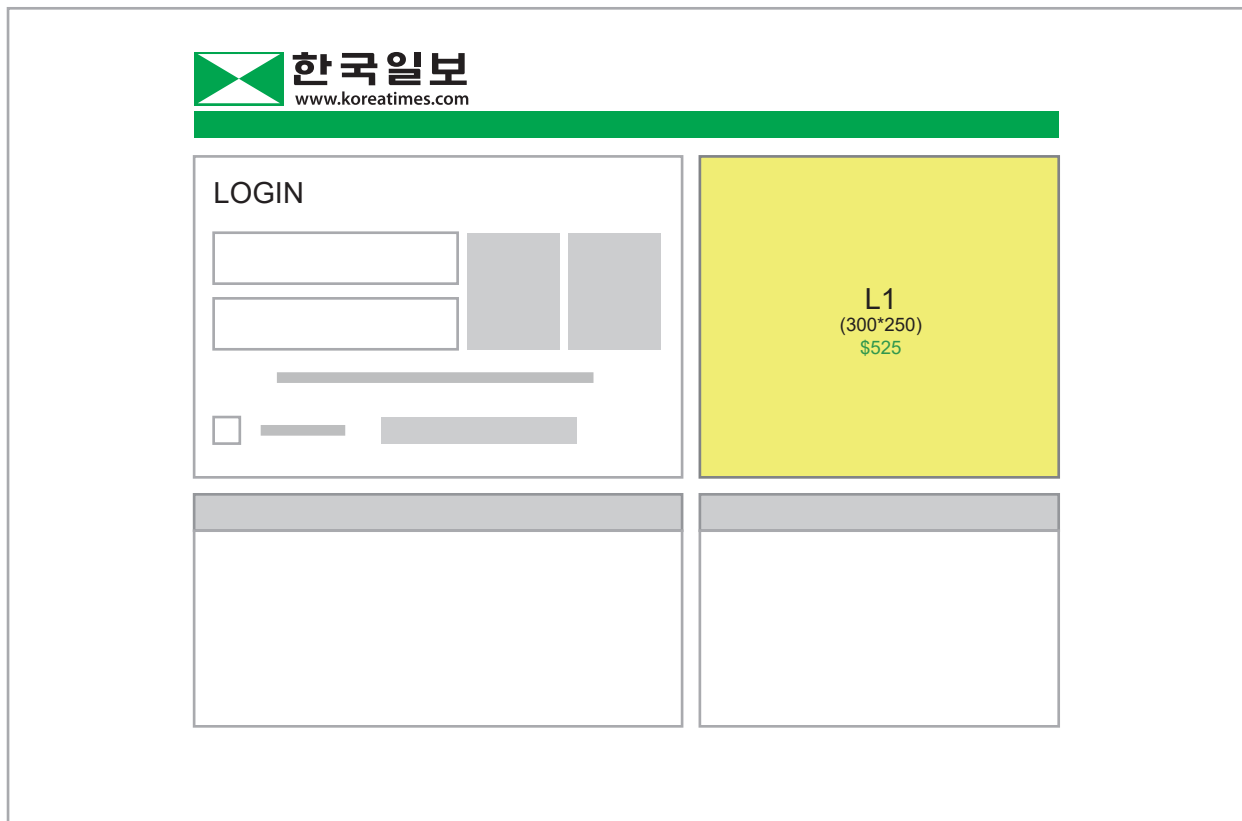
E-NEWSPAPER ONLINE ADVERTISING RATES

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)	\$ 525

ENABLE ONLINE AD

LOGIN PAGE



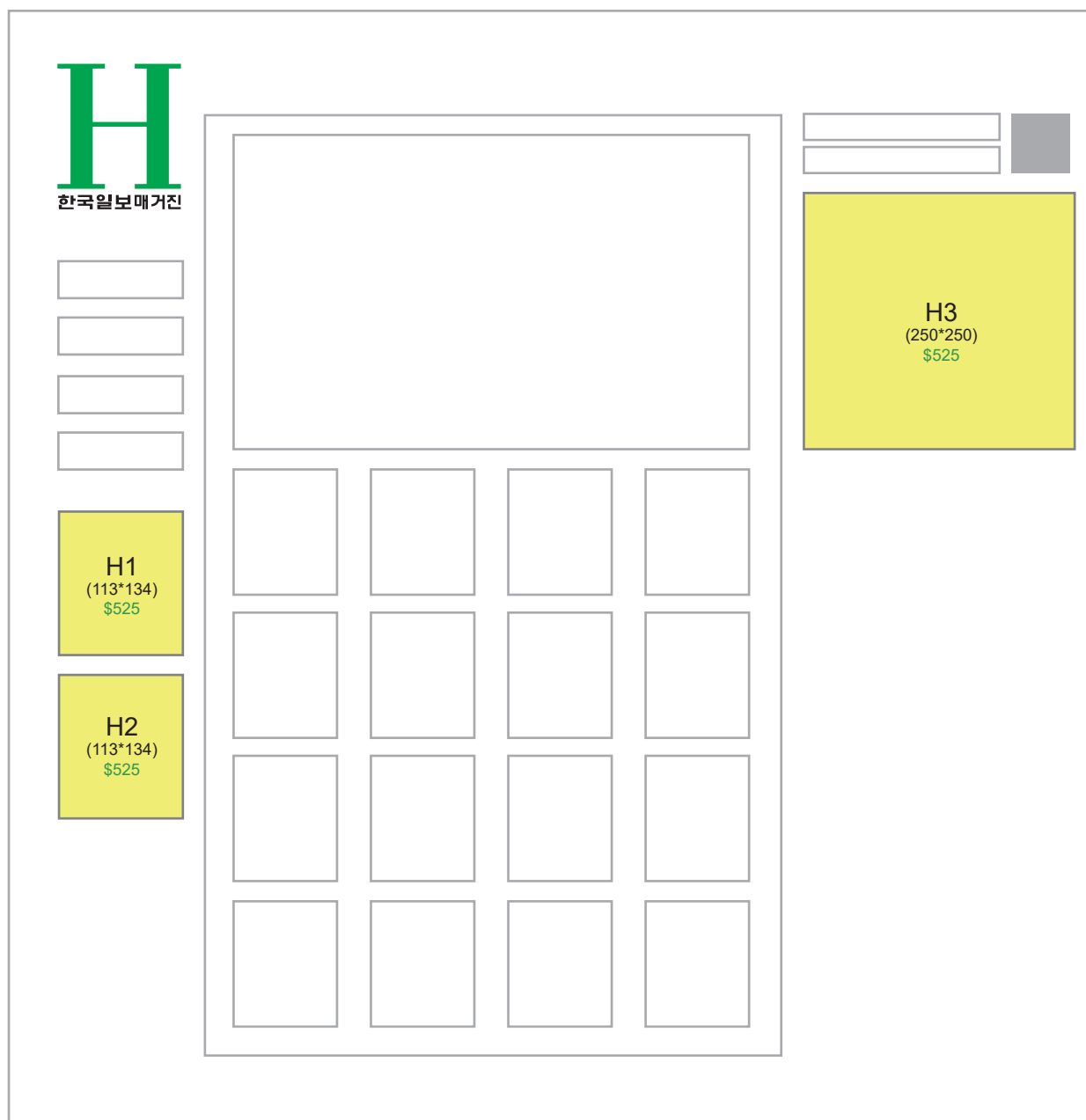
LOGIN PAGE ONLINE ADVERTISING RATES

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)	\$ 525

ENABLE ONLINE AD

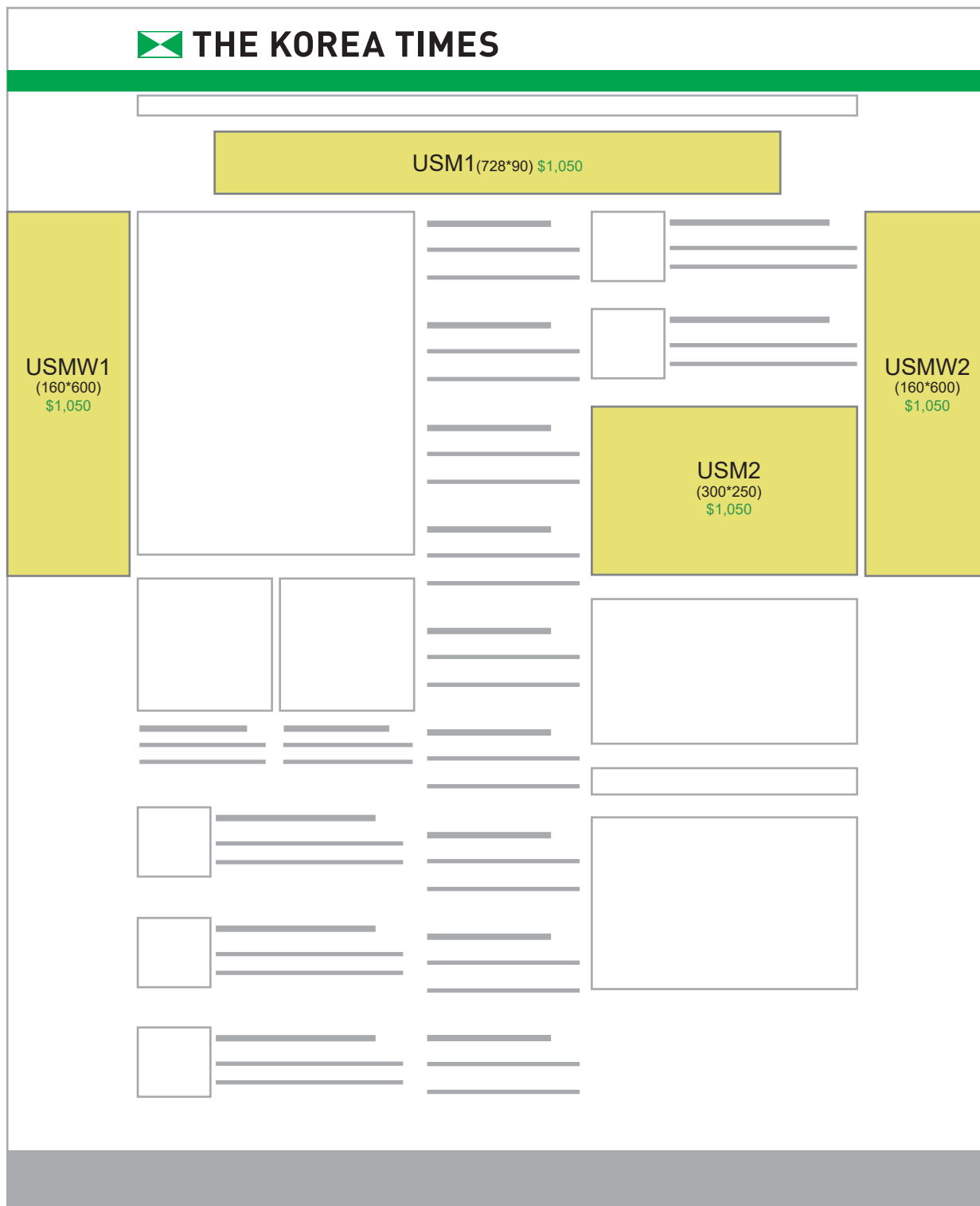
H-MAGAZINE

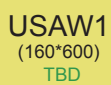


H-MAGAZINE ONLINE ADVERTISING RATES

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)	\$ 525
H3	Square	250 * 250	Standard		\$ 525





USA1_(728*90) TBD

USA2
(300*250)
TBD

USAW2
(160*600)
TBD

ENGLISH EDITION ONLINE ADVERTISING RATES

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	\$1,050
USM2	Square	●		300 * 250	Standard		2	\$1,050
USMW1	Skyscraper	●		160 * 600	Standard		2	\$1,050
USMW2	Skyscraper	●		160 * 600	Standard		2	\$1,050
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

laad@koreatimes.com
(323) 692-2100

The Korea Times Los Angeles

Classified Advertising Sales

classified@koreatimesus.com
(323) 692-2100

The Korea Times Los Angeles

Display Advertising Sales

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The Korea Times Los Angeles

Ad Sales Department

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The Korea Times Los Angeles

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