

2015-16 ONLINE ADVERTISING RATE CARD

ENABLE NATIONAL ONLINE AD

Main -TOP



ENABLE NATIONAL ONLINE AD

Main - BOTTOM



The diagram illustrates the layout of a national online advertisement. It features several distinct ad placements, each represented by a box or a set of lines. The placements are labeled with their dimensions and prices:

- M_F1 (468X60) \$2,500**: A yellow box located in the middle-left section.
- M_X2 (300X148) TBD**: A yellow box located in the middle-right section.
- M_S3 (300X250) \$2,000**: A yellow box located in the lower-middle-right section.
- M_L3 (728X90) \$3,000**: A yellow box located at the bottom center.

Other elements in the layout include multiple rectangular boxes of various sizes, some with horizontal lines above or below them, and a large empty rectangular box at the bottom.

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 * 70	Left	M_T1	\$ 3,000
	Right	M_T2	\$ 3,000

Main			Monthly Rate
Dimension(pixel)	Section	Name	
728 * 90	Top	M_L1	\$ 5,000
	Middle	M_L2	\$ 4,000
	Bottom	M_L3	\$ 3,000
160 * 600	Left	M_W1	\$ 5,000
	Right	M_W2	\$ 5,000
300 * 250 / 250 * 250	Top	M_S1	\$ 4,000
	Middle	M_S2	\$ 3,000
	Bottom	M_S3	\$ 2,000
468 * 60	Middle	M_F1	\$ 2,500
260 * 68	Middle	M_X1	TBD
300 * 148	Bottom	M_X2	TBD

Article			Monthly Rate
Dimension(pixel)	Section	Name	
728 * 90	Top	A_L1	\$ 3,750
	Bottom	A_L2	\$ 3,000
160 * 600	Left	A_W1	\$ 3,750
	Right	A_W2	\$ 3,750
300 * 250 / 250 * 250	Top	A_S1	\$ 3,000
	Middle	A_S2	\$ 2,500
468 * 60	Middle	A_F1	\$ 2,500
	Middle	A_F2	\$ 2,500

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	
728x90 (Expandable)	Main	M_L1(expandable)	TBD

Guidelines

- File Formats Accepted** : GIF, JPG, PNG, SWF, 3rd party ad tag
- File Size Limit** : 40K
- Resolution** : 72 dpi (dots per inch)
- Color Profile** : RGB only
- Border** : 1-pixel border must be visible in ad if background is white (#ffffff) to differentiate from content area
- Animation** : Animation may loop 3x, 24 fps, 15 seconds max recommended for standard ad units.
- 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.
- Flash** : All SWF Flash files must contain a clickTAG and should be published for Flash Player 10.0 or an earlier version.
- 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

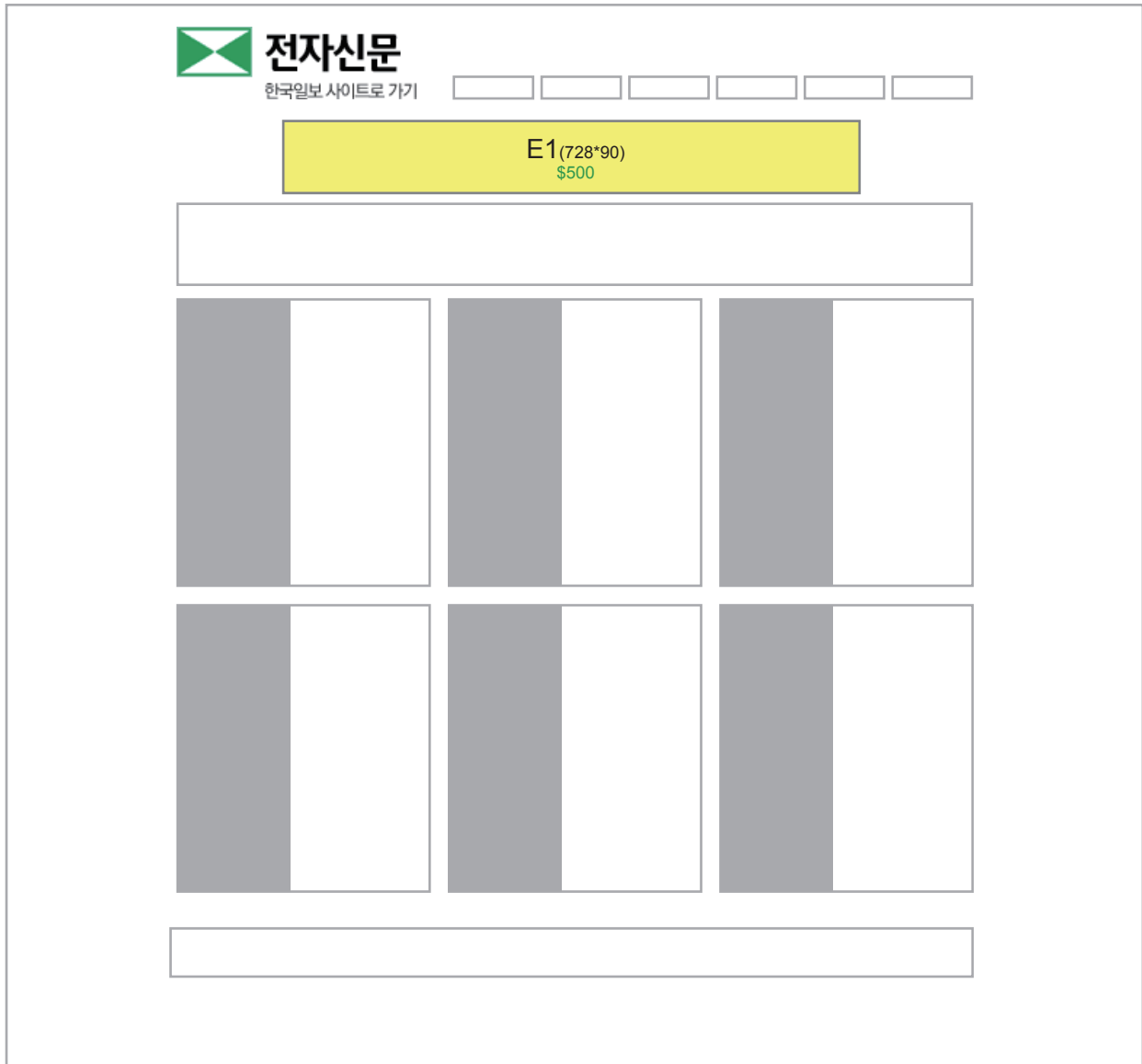
CLASSIFIED ONLINE ADVERTISING RATES

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)	\$ 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



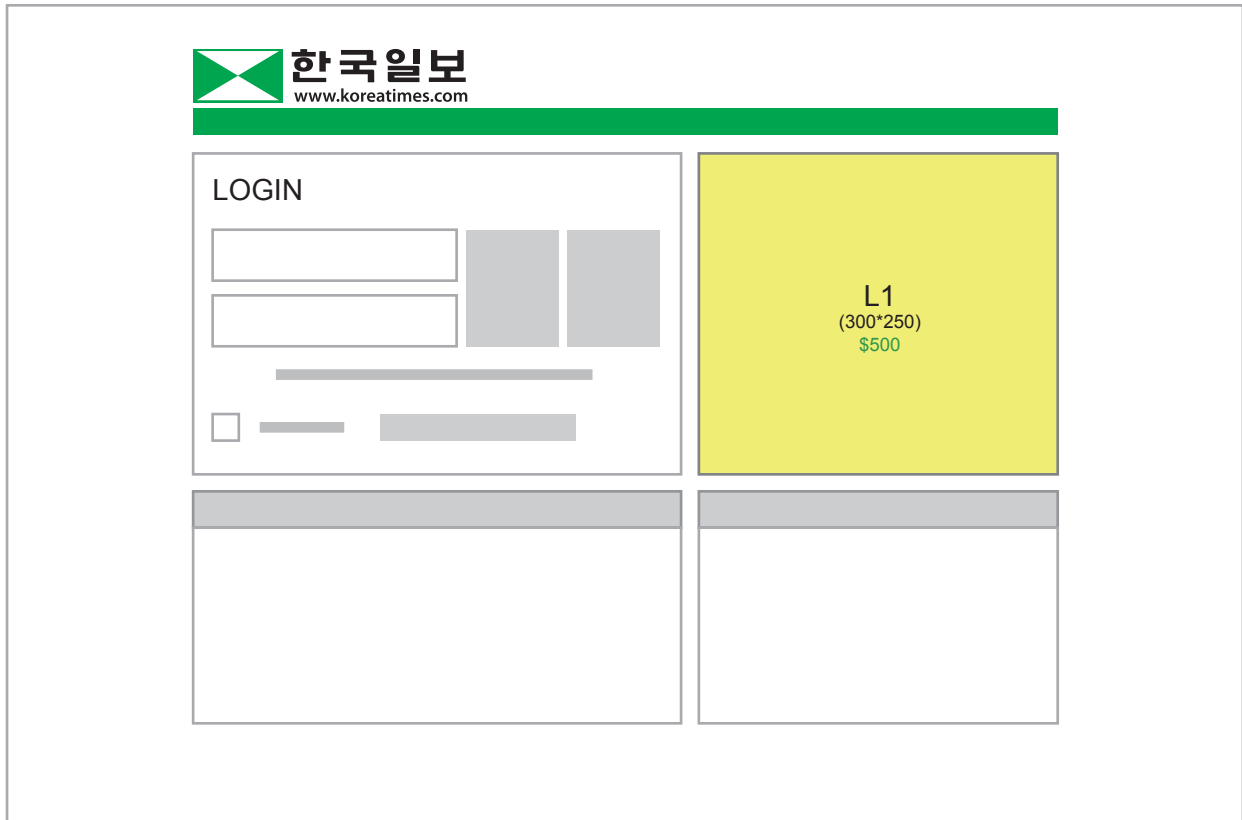
E-NEWSPAPER ONLINE ADVERTISING RATES

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

LOGIN PAGE



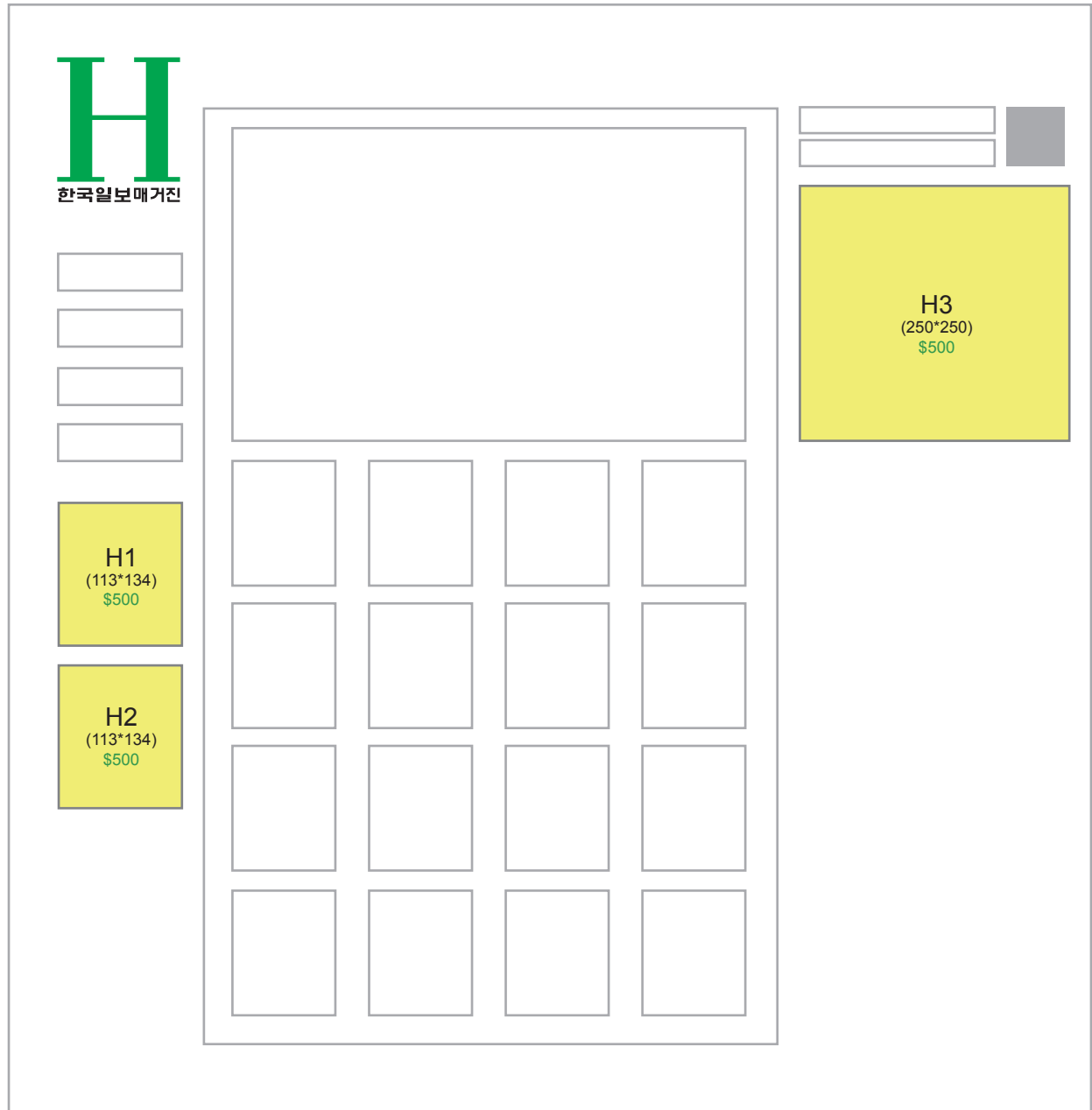
LOGIN PAGE ONLINE ADVERTISING RATES

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)	\$ 500

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)	\$ 500
H3	Square	250 * 250	Standard		\$ 500

ENABLE ONLINE AD

ENGLISH_MAIN

THE KOREA TIMES

USM1 (728*90) \$1,000

USMW1 (160*600) \$1,000

USM2 (300*250) \$1,000

USMW2 (160*600) \$1,000

ENABLE ONLINE AD

ENGLISH_ARTICLE

THE KOREA TIMES

USA1 (728*90) TBD

USAW1 (160*600) TBD

USAW2 (160*600) TBD

USA2 (300*250) TBD

The layout features a header with the 'THE KOREA TIMES' logo. Below the header is a main content area. At the top of this area is a yellow box labeled 'USA1 (728*90) TBD'. To the left is a vertical yellow box labeled 'USAW1 (160*600) TBD'. To the right is a vertical yellow box labeled 'USAW2 (160*600) TBD'. In the center is a large white rectangular placeholder for the main article. To the right of the main article is a smaller white rectangular placeholder for a sidebar article, labeled 'USA2 (300*250) TBD'. Below the main article placeholder are several horizontal lines representing text. At the bottom of the main content area are four small square icons representing social media links. Below the social media icons is a contact form with a text input field and a submit button.

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	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

ad@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

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
our main switchboard

(323) 692-2000

The Korea Times New York/New Jersey

ad_ny@koreatimes.com
(718) 482-1111 x. 250

The Korea Times Chicago

chkt@koreatimes.com
(847) 626-0388

The Korea Times Washington, D.C.

The Korea Times Virginia
The Korea Times Maryland

dcad@koreatimesus.com
(703) 941-8001

The Korea Times Seattle

ktimesad@hotmail.com
(206) 622-2229

The Korea Times San Francisco

The Korea Times Oakland
The Korea Times Northern California

sfad@koreatimesus.com
(510) 777-0909

The Korea Times Hawaii

infokoreatimeshawaii@yahoo.com
(808) 955-1234