



Digital Marketing

Asia Media

Korea Banner Ads



Presented by Glogou

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Popular Digital Channels and Their Korea Equivalents



Korea Digital Landscape



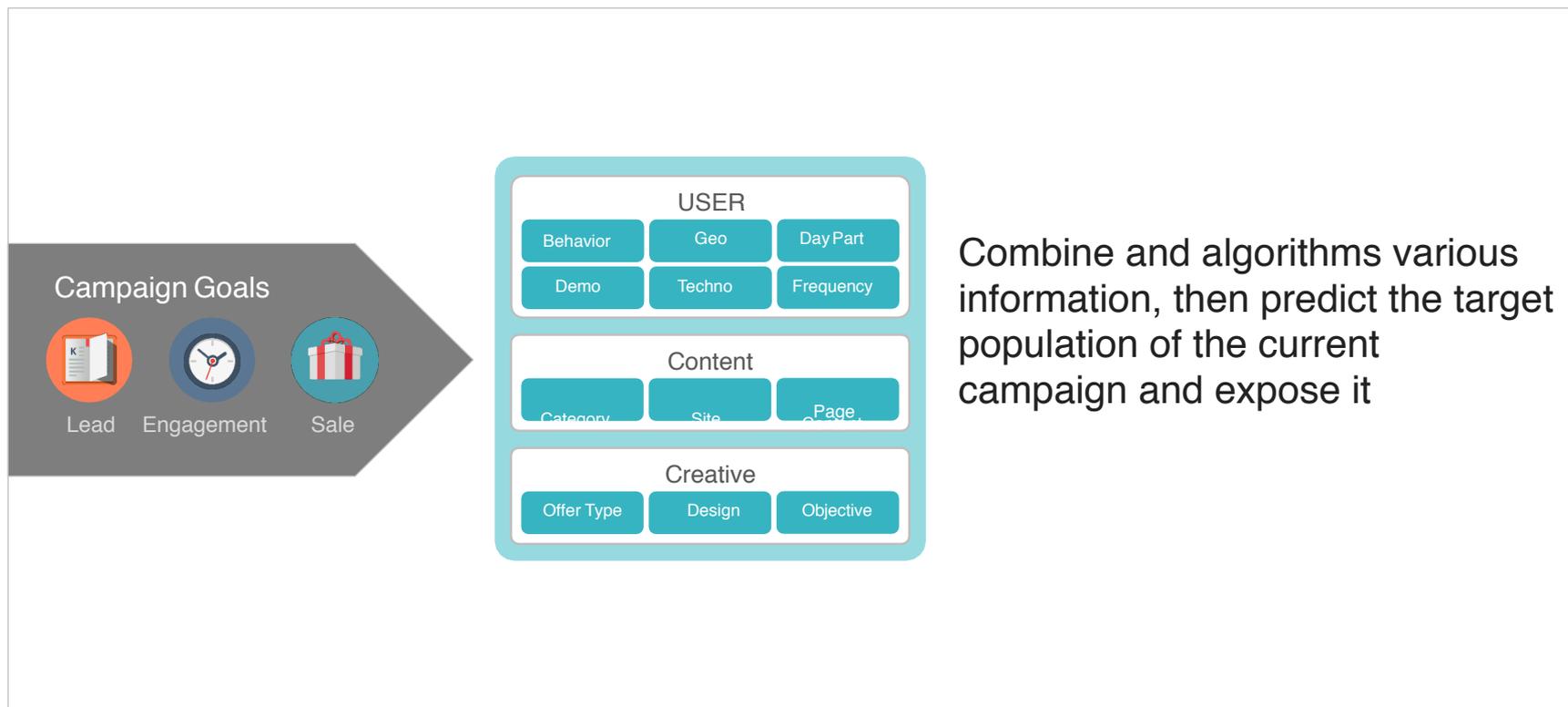


Why RealClick?

- Korea's No. 1 Banner Ad Network Platform
- 2 billion Ad page views processed daily
- Collaborates with 9,600 strategic partners
- Highly effective targeting system based on Patented technologies
- Time & Cost efficient Campaign management



Maximize your potential customers with Big Data Analytics



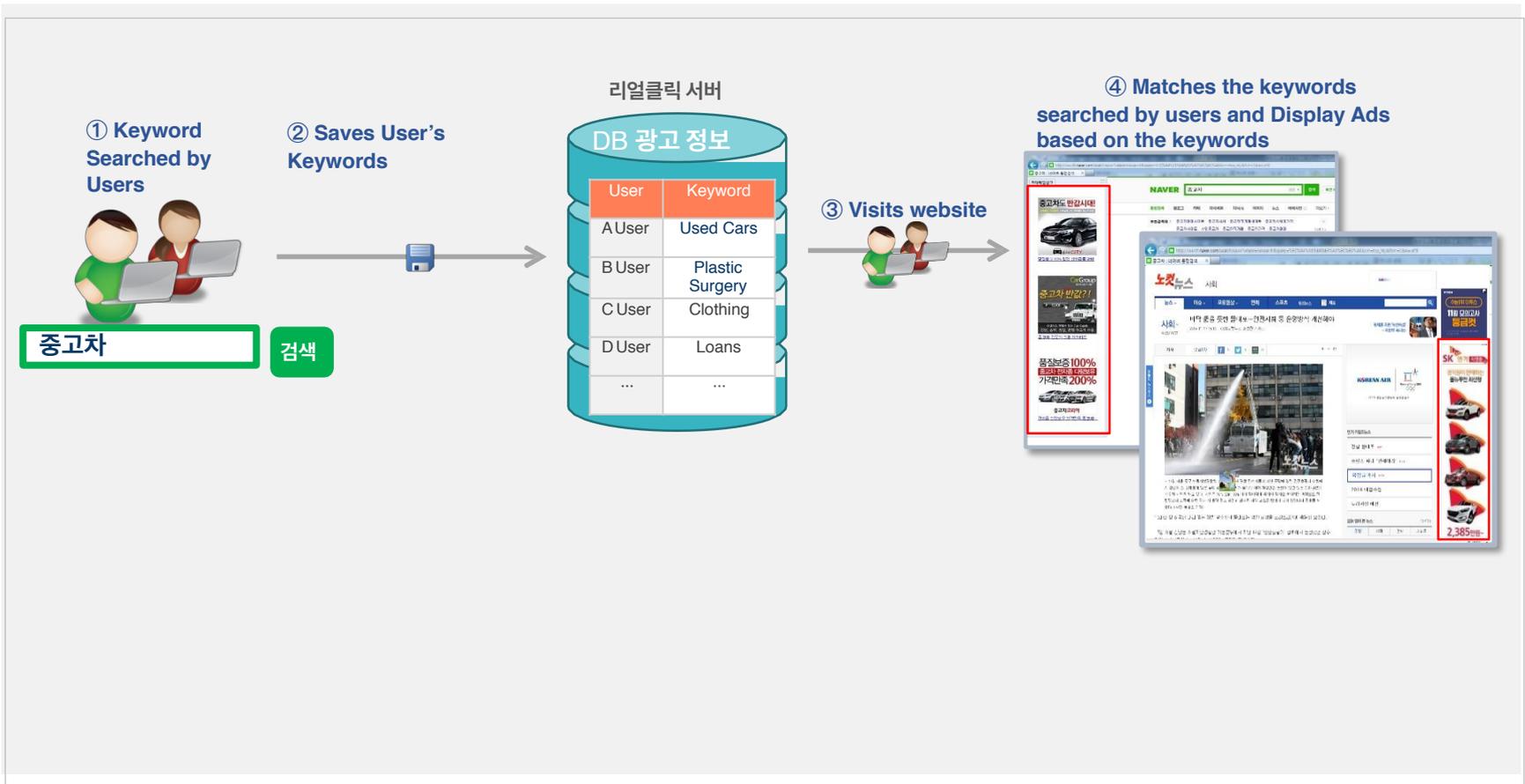


- RealClick Offers a variety of products that you can choose from based on your marketing needs.
- RealClick's Ad Customization allows the advertiser to target various customers: New, Potential and Existing





RealClick's Patented Keyword Targeting Technology tracks and analyzes Consumer's website searching behaviors based on keywords, then exposes Ads that match the keywords



Text Ads

Picture Ads

텍스트



배너





Offers 13 different sizes of Banners

220x75	278x95	166x230	728x90	468x60	120x600	300x250	250x250	355x150	570x240	970x90	160x600	300x600
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The image displays three examples of Korean news websites with various banner placements highlighted by red circles:

- chowan.com:** A horizontal banner at the top right of the main content area.
- NATE:** A vertical banner on the right side of the page, next to the main article.
- Heralldotcom:** A horizontal banner at the top of the page, above the main navigation.

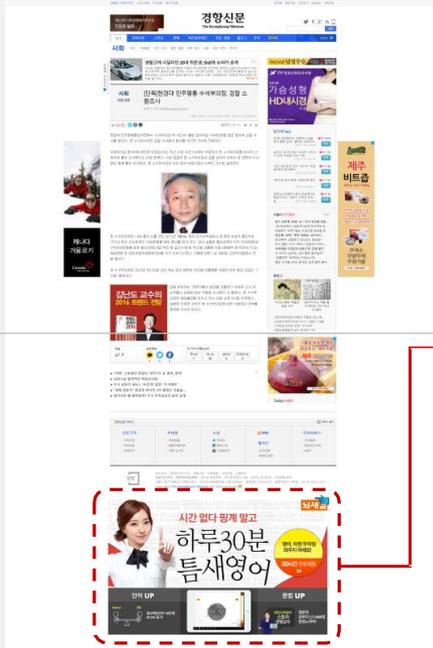
Below the screenshots is a grid of 16 thumbnail images representing different banner sizes and styles used by various Korean news outlets:

- 조성일보
- 노컷뉴스
- 국민일보
- NATE
- 한국경제TV
- 동아일보
- 한겨레
- 헤럴드경제
- 일간스포츠
- 파이낸셜뉴스
- 중앙일보
- 스포츠조선
- 아시아경제
- 마이데일리
- sportalkorea
- OSEN
- ChosunBiz
- 경향신문



Full Screen Banner is also available

[960 x 960] / [960 x 600]



뇌새김

시간 없다 핑계 말고

하루30분

틈새영어

200시간 무료체험 신청 >>

영어, 아젠 무작정 외우지 마세요! 뇌새김하세요!

단어 UP 회화 UP 문법 UP

balance 균형 EBS-타라사 스토리 문법강의

일주일 14일간 97.9% 평가! 실생활 60여 대목의 실전 회화! 명문대 공부의 신 1,000명 문법노하우!

가연 에듀오 N NOBLE 대영위드윅

뇌새김 정개구리투자클럽 Education Abroad 국제전형

바노바기성형외과 김민배노기리의원 여인잔치

[언론 105개 / 커뮤니티 11개 지면]

ChosunBiz 한국경제TV YTN 경향신문 에듀드경제

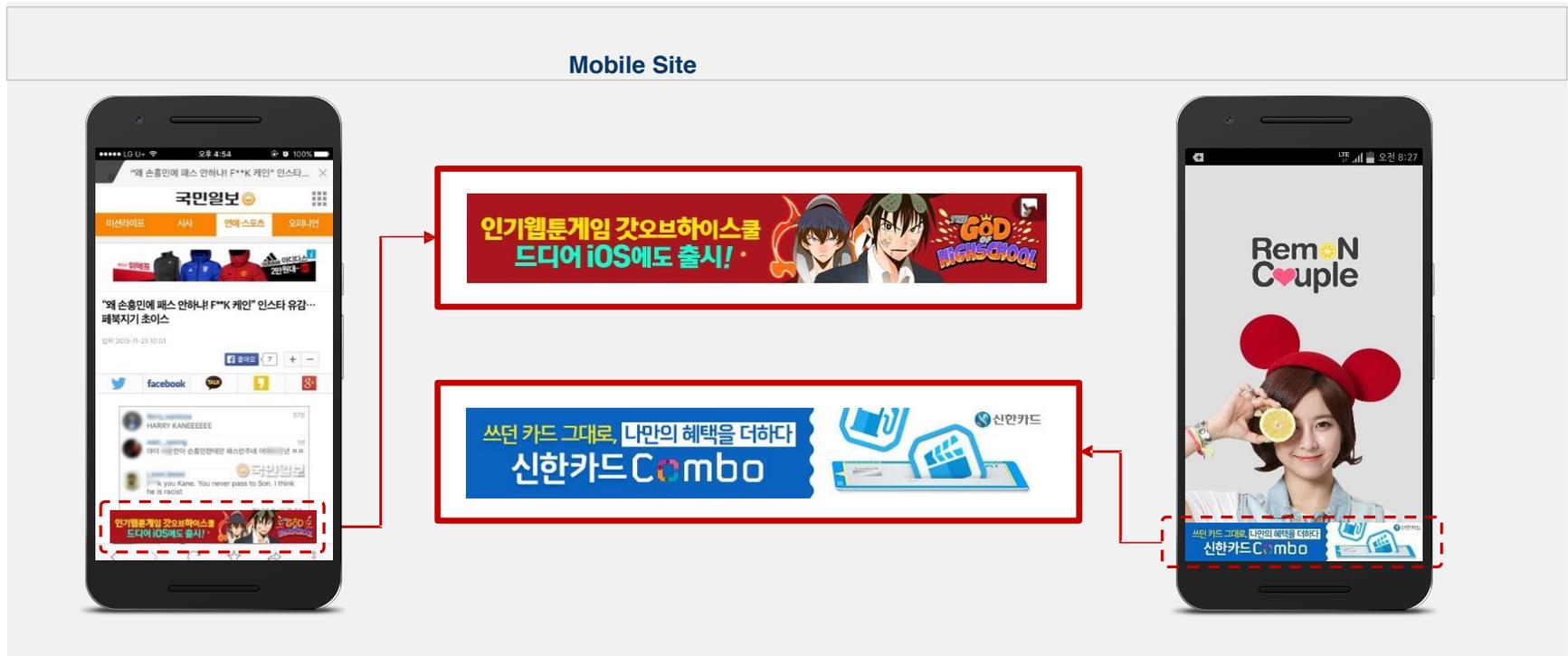
마이데일리 KOREA TIMES CHANNEL 마이텐션뉴스 쿠키뉴스

스포츠조선 일간스포츠 스포츠투데이 스포츠서울 OSEN

dcinside.com soccerline SPO JOY FANPY



The ads are displayed on different sizes of mobile banners on the main and sub sides of each affiliate, and you can set up multiple targets to match your ad's characteristics. Detailed reports are available to measure the effectiveness of each targeting, allowing you to keep track of your ad direction.





Real Click Banner Ad Management Structure

Real Time Bidding System

Real-time competitive bidding CPC starting at KW 50 (Appx. \$0.50 minimum)

Conversion Analyst Data

Provides report data

based on your targeting selections.

Analyzes efficiency

based on conversion rate.

Billing Type

Pays higher CPC when exposed to high traffic website: Average CPC for popular news sites is KW 200-300 (\$0.20-0.30) for Desktop and KW 100 (\$0.10) for Mobile



Select Ad Category

Selects the category that matches the nature of the advertisement and targeting groups

A variety of creatives

Chooses up to 3 different banner types (Pop-up, full size, text only)

Cost Allocation Methods

1. Concentration Type: You can choose to focus on exhausting your ads as much as you can within a given amount of time
2. Average Type: You can select equal exposure that can be divided into a certain amount of exposure



Open Account Requirement

To open an account, please provide the following documentation

- Business License
- URL (if you don't have, we can build one for you in Korea language), business name appearing on URL should be identical to the name on business license
- Upfront payment is required

Note: Certain business are prohibited from posting ads. Please allow one to two week for account opening and campaign set up



Thank You !

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Your Asia Opportunities Start Here

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Located in MA, CA, China