



MEDIA INTRODUCTION



Contents

Subway Advertisements

- Seoul Line no.1,2,3,4,5,7,8 Ads

Advertisements in Station

- Platform Screen Door (PSD)
- Light Box
- Poster
- Wrapping
- Digital Signage (Dipo station)
- Platform Voice Ads (PSM)

Advertisements inside Subway

- Single Ads
- Exclusive Brand domination
- Wrapping
- Incheon Line no.1
- Busan Line no.1,2,3,4
- Platform Voice Ads, Busan Line no.1
- Dae-gu Line no.2
- KORAIL Banner

Bus Advertisements

- Incheon BRT Bus Banner / Bus Shelter Ads
- Daejeon City Bus Banner

Culture Complex Advertisements

- World Mall Square, Jamsil, Seoul
- Lotte World Wrapping Ads, Jamsil, Seoul
- Citistar Mall, Jongro-gu, Seoul
- Underground shopping mall, Yeongdeungpo Station, Seoul
- Euljiro 2-ga Ulji Star Mall, Euljiro 2-ga, Seoul
- DongDaeMun Design Plaza (DDP), Seoul

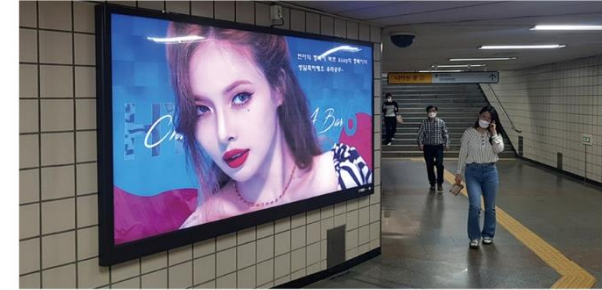
Advertisements in Station



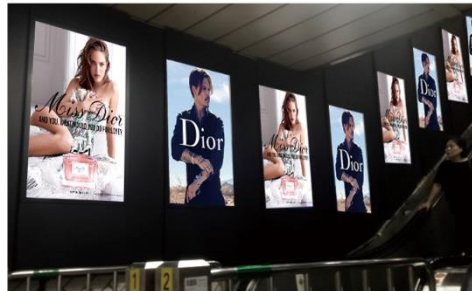
Platform Screen Door (PSD)



Light Box (canopy type)



Light Box



Digital Signage (Dipo station)



Poster



Wrapping



Platform Voice (PSM)



Light Box (Pillar type)



Screen Door Poster



Top light (Screen Door)



KORAIL Banner

Ads inside the Train



Sticker on Subway Doors



Hanging Banner (Double Sided)



Light Banner (Horizontal)



Framed Banner



Horizontal Banner



Framed Lighting Banner



Exclusive Brand Domination

Other Advertisements



Light Box
(Pillar type at Culture Complex)



Wall lighting in Underground Plaza
Backlit Billboards at Culture Complex



Digital Signage(Video) at Culture Complex



Incheon BRT Bus Banner



Incheon BRT Bus Station Ads



Daejeon City Bus Banner



Voice Ads
at Platform & in Train

Line 1234 Platform Screen door (PSD)

- ✓ Installed at the entrance door where passengers stay before boarding, so level of message delivery and attention are excellent.
- ✓ The screen door advertisement is composed of two size-types, so refer to it when execute advertising campaign.



(VAT not included)

Type		Quantity	Size (cm)				
				P	SSA	SA	A
A Type	Light	1	332 X 147	₩ 4,000,000	₩ 3,500,000	₩ 3,000,000	₩ 2,000,000
	Sticker	4	90 X 30				
B Type	Light	1	253 X 147	₩ 3,500,000	₩ 3,000,000	₩ 2,500,000	₩ 1,800,000
	Sticker	4	90 X 30				
Note		Production cost (A type : ₩ 200,000 / B type : ₩ 150,000) paid by advertiser For contracts over 6 months, first production cost is free					

Line 578

Platform Screen door (PSD)

- ✓ The platform of Line no. 5,7,8 has low level of advertising congestion compared to other lines, so it has high level of attention.
- ✓ The screen door advertisement is composed of two size-types, so refer to it when execute advertising campaign.



(VAT not included)

Type	Size (cm)	Price			
		P	SSA	SA	A
S Type	323 X 167	₩ 3,500,000	₩ 3,000,000	₩ 2,500,000	₩ 1,800,000
L Type	244 X 167	₩ 3,000,000	₩ 2,500,000	₩ 2,000,000	₩ 1,500,000
Note	Production cost (A type : ₩ 200,000 / B type : ₩ 150,000) paid by advertiser / For contracts over 6 months, first production cost is free				

Platform Screen door (PSD) Package

(VAT not included)

Category	Package composition by class				Total	Package Price	Discount rate
	P	SSA	SA	A			
1500 Package	1	3	3	1	8	₩ 15,000,000	40%
2500 Package	2	4	6	2	14	₩ 25,000,000	43%
3500 Package	3	6	8	4	21	₩ 35,000,000	46%
4500 Package	5	10	10	5	30	₩ 45,000,000	53%
Half Package	12	17	20	16	65	₩ 75,000,000	61%
All Package	24	34	41	32	131	₩ 130,000,000	64%

- ※ When configuring the package, you can freely select subway lines / Production cost is paid by advertiser
- ※ However, multiple selections of the same class at one station are not allowed.
- ※ When packages and promotions are applied, production is carried out by the Brand Power Station / Minimum execution unit is one month

★ Additional benefits for long-term-package advertisers (or agencies)

Advertising period / Benefit	3 months	6 months	12 months	Notes
Additional discount rate (or additional commission rate)	3%	5%	10%	<ul style="list-style-type: none">※ The discount rate is applied based on the actual advertising cost (Not based on the standard price)※ In case of cancellation before the expiration of the advertising contract period, the amount applied with the discount will be charged retroactively

Light Box

- ✓ Lighting advertisements are divided into canopy type and wall type according to size and installed location.
- ✓ As it is installed on the main moving passage in subway station, it is effectively exposed to subway passengers.

(VAT not included)

Type		X-Large I (A)	X-LargeII(B)	Large(C)	Medium I (D)	MediumII(E)
Size (cm)		500x300	400x225	- Line1,2 : 300x200 - Line3,4 : 300x225	300x160	- 250x120 - 200x150
Line 1	SSA	-	₩ 3,500,000	-	₩ 3,000,000	₩ 2,500,000
	SA	-	₩ 2,500,000	-	-	₩ 2,000,000
Line 2	P	-	₩ 7,000,000	₩ 5,000,000	-	₩ 4,000,000
	SSA	-	₩ 5,000,000	₩ 4,000,000	-	₩ 3,000,000
	SA	-	₩ 4,000,000	₩ 3,500,000	-	₩ 2,500,000
	A	-	₩ 3,000,000	-	-	₩ 2,000,000
Line 3	SSA	₩ 6,000,000	₩ 5,000,000	₩ 4,000,000	-	-
	SA	₩ 5,000,000	₩ 4,000,000	-	-	-
	A	-	₩ 3,000,000	-	-	-
Line 4	SSA	₩ 6,000,000	₩ 4,000,000	-	-	₩ 2,500,000
	SA	₩ 5,000,000	₩ 3,500,000	-	-	₩ 2,000,000
	A	-	₩ 3,000,000	-	-	₩ 1,500,000
Notes	• Production cost : paid by advertiser (For contracts over 6 months, first production cost is free) - X-Large I : ₩ 300,000 - X-LargeII: ₩ 180,000 - Large : ₩ 120,000 - Medium I : ₩ 100,000 - MediumII : ₩ 60,000 (Panaflex, 250x120cm) / ₩ 90,000 (backlit, 200x150cm) * Canopy type : In addition to production cost, additional installation / dismantling costs are charged (₩ 650,000)					

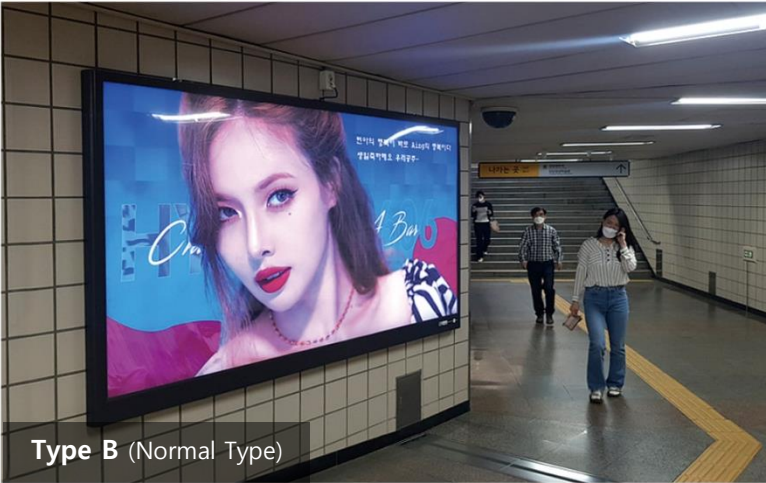


Light Box

- Lighting advertisements are divided into A & B types by size, canopy & wall type by installed location.
- As it is installed on the main moving passage in subway station, it is effectively exposed to subway passengers.

(VAT not included)

Type	Size (cm)	Price		
		SSA	SA	A
X-Large (A)	403 x 227	₩ 3,000,000	₩ 2,500,000	₩ 1,800,000
Large (B)	288 x 154	₩ 2,500,000	₩ 2,000,000	₩ 1,500,000
Note	<div>• Production cost A Type : ₩ 200,000, B Type : ₩ 150,000</div> <div>• Canopy type : For contracts over 6 months, , first production cost is free</div> <div>* Canopy type : In addition to production cost, additional installation and dismantling costs are charged separately (₩650,000)</div> <div>Normal Type : For contracts over 6 months, first production cost is free</div>			



Poster

- ✔ A frame-type advertising media installed on the passageways and stairs in subway stations.
- ✔ As it is mainly installed at the exit, it is possible to execute advertisements more efficiently according to regional characteristics.

(VAT not included)

Category		1 year	3 months	Size (cm)	
Line 1	SSA	₩ 3,000,000	₩ 900,000	external diameter : 77 X 107 inner diameter : 75 X 105	
	SA				
Line 2	PA	₩ 4,000,000	₩ 1,200,000		
	SSA	₩ 3,500,000	₩ 1,050,000		
	SA	₩ 3,000,000	₩ 900,000		
	A				
Line 3	SSA	₩ 3,500,000	₩ 1,050,000		
	SA	₩ 3,000,000	₩ 900,000		
	A				
Line 4	SSA	₩ 3,000,000	₩ 900,000		*Jamsil, Sindorim P2,P3 external diameter : 66 X 107 inner diameter : 65 X 106
	SA				
	A				
Line 5,7,8	SSA	₩ 3,000,000	₩ 900,000		
	SA	₩ 2,500,000	₩ 750,000		
	A				
Note	• For contracts over 1 year , first production cost is free (The replacement cost of Ads draft ₩ 100,000. paid by advertisers) • design cost ₩ 50,000 • Minimum term of contract: 3 months				



Line 1234578

Wrapping in subway

☑ Promotional advertising media that wraps walls, stairs, and pillars in the subway station.

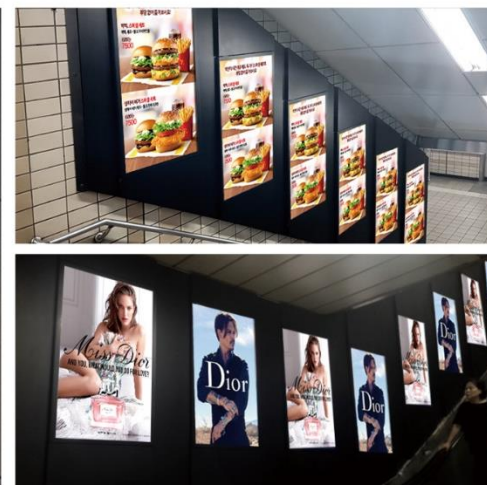
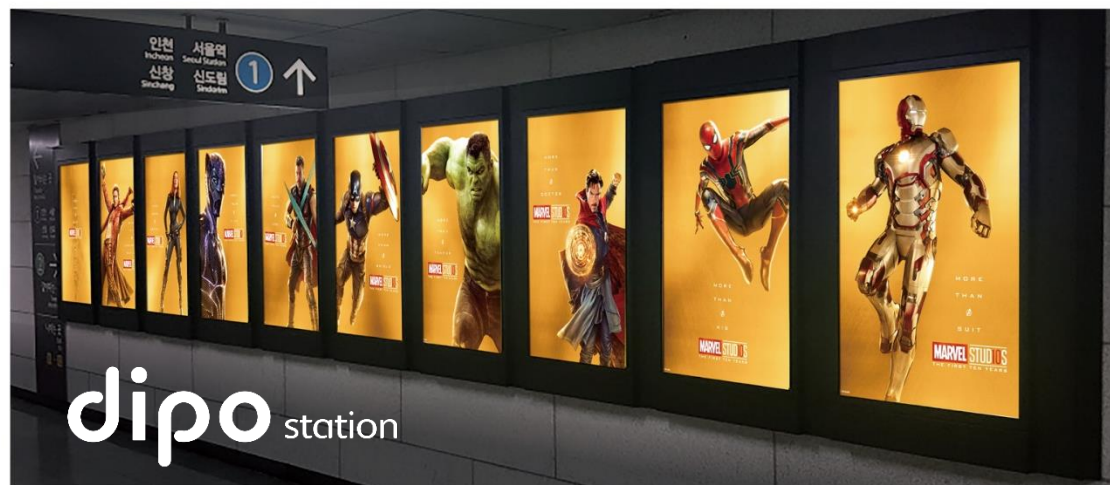
(VAT not included)

Category	Class by subway station			
		SSA	SA	A
Line 1	Station	Seoul Station, Jongno 3-ga Station	City Hall, Jonggak, Cheongnyangni	other stations
	Price (m²)	₩ 190,000	₩ 170,000	₩ 120,000
Line 2	Station	Euljiro Ip, Konkuk University, Jamsil, Samsung, Seolleung, Gangnam, Gyodae, Sadang, Guro Digital Complex, Sindorim, Hongdae	City Hall, Euljiro 3-ga, Dongdaemun History and Culture Park, Seongsu, riverside, Yeoksam, Seoul National University, Sillim, Daelim, Yeongdeungpo-gu Office, Dangsang, Hapjeong, Sinchon	other stations
	Price (m²)	₩ 220,000	₩ 200,000	₩ 180,000
Line 3	Station	Apgujeong, Express Bus Terminal Station	Yeonssinae, Chungmuro, Sinsa, Nambu Bus Terminal, Yangjae	other stations
	Price (m²)	₩ 220,000	₩ 200,000	₩ 160,000
Line 4	Station	Hyehwa, Myeongdong, Sadang	Nowon, Changdong, Ssangmun, Suyu, Mia Intersection, Sungshin Women's University, Dongdaemun, Dongdaemun History and Culture Park, Chungmuro, Hoehyeon	other stations
	Price (m²)	₩ 210,000	₩ 190,000	₩ 160,000
Line 578	Station	All subway stations, wrapping advertisements available		
	Price (m²)	₩ 170,000		
Note	• Production-installation cost : paid by advertisers • Production cost (Installation and removal cost included) : ₩ 80,000/m² , • Minimum Ads area: 10m² ↑ Flame retardant test report Certification fee ₩ 150,000			



Dipo Station (Digital Signage)

✓ 532 pages of digital network media that can be found at the busiest areas within the 32 major stations of the Seoul Subway



All kinds of videos and images can be displayed

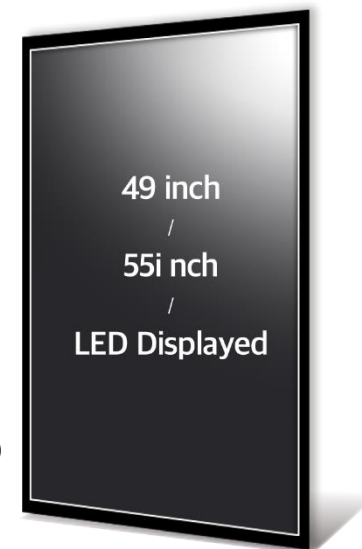
- resolution : 1080*1920

- video type : MP4

- image type

: JPG / PNG

(The maximum file size is 2 GB.)



• Daily program Ads

Service start and end times can be different depending on the subway station.

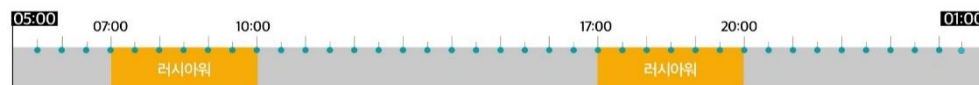
● On-time Ads

- operating time : every 30 minutes
- impressions : 20 seconds, More than 36 times per day per device

■ Rush hour package

* Double exposure

- Morning rush hour 07-10 o'clock
- Afternoon rush hour 17-20 o'clock



• Account program Ads

The order of arrangement may be changed depending on the advertisement order and content supply/demand situation..

- operating time : 05:00 - 01:00 (20 hours)
- impressions : 10 seconds, 220+ impressions per day per device



(Sample)

Unit price by station

(Currency : KRW / VAT not included)

Category	Station	Quantity	Size	Price / month
Line 1	Seoul	26		2,000,000
	Jonggak	24	49Inches	2,500,000
	Jongno 3-ga	24		2,500,000
	City Hall	22	49Inches	2,000,000
Line 2	Sillim	15		1,500,000
	Hapjeong	23	55Inches	2,000,000
	Euljiro	24		2,000,000
	Sindorim	12		2,000,000
Line 3	Chungmuro	7	49/55 Inches	1,500,000
	Apgujeong	25		2,500,000
	Sinsa	28		2,500,000
	Express Bus Terminal	27	49Inches	2,500,000
	Gyodae	10		1,500,000
	Nambu Terminal	20		2,000,000
	Yangjae	23		2,000,000
Line 4	Hyehwa	28		2,500,000
	Myeong-dong	20		2,500,000
	Sinyongsan	19	49Inches	2,000,000
	Chongsin University Entrance	19		2,000,000
Total		32 stations		57,000,000

operating hours /
number of
impressions

- operating time : 05:00 - 01:00 (Max 20 hours)
- impressions : 10 seconds, 220+ impressions per day per device
- Ads 25 account *Maximum 5 accounts can be purchased by one advertiser in a single station.

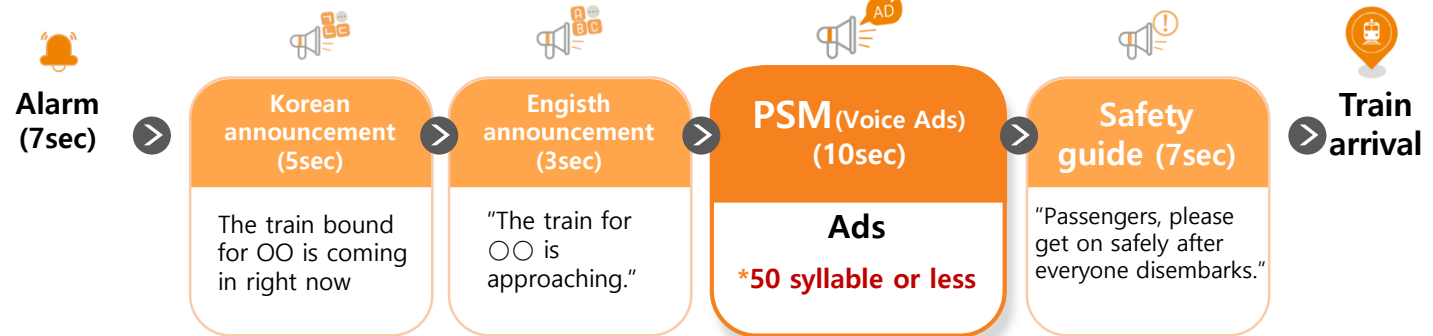
Exclusive Brand domination

(Currency : KRW / VAT not included)

Category	Price / month			
Line1 Pack (96)	5,500,000			
Line 2 Pack (74)	5,000,000			
Line 3 Pack (140)	9,000,000	Turnkey 1 Account (10 seconds, 220+ impressions per day per device)	On-time Ads 1 Account (10 seconds, 36 impressions per day per device)	Rush hour package (3 account limit) Turnkey 1 Account + Rush hour pack Double exposure · Morning rush hour 07-10 o'clock · Afternoon rush hour 17-20 o'clock (10 seconds, 280 impressions per day per device)
Line 4 Pack (86)	5,000,000			
5678 Pack (136)	8,000,000			
Total	32,500,000	25,000,000	15,000,000	40,000,000

PSM (Platform Voice Ads)

Platform Sound Media



※ Basic recording cost : 200,000

(Additional cost incurred for additional recording
/ First recording cost for free for over 6 months contract)

(PSM Ads Sample)

Jaseng Oriental Hospital, which treats herniated discs and neck discs without surgery, informs you.
For spinal health, yield your seat to the elderly. Omokgyo Station Exit 6, Mok-dong Jaseng Oriental Medicine Hospital

Up to 34 seconds

Station class / Price * Up to 115 advertisements out of a total of 135 subway stations (Negotiable at unlisted stations)

(Currency : KRW / VAT not included)

Category	P+	P	SSA	SA	A	Quantity /Station
Line 5	Yeouido, Gwanghwamun, Jongno 3-ga	Gongdeok, Cheonho, Dongdaemun History and Culture Park, Gimpo International Airport	Mok-dong, Balsan, Omogyo Bridge, Yeongdeungpo-gu Office, Singil, Yeouinaru, Seodaemun, Hwagok, Jang Hanpyeong, Wangsimni	Songjeong, Magok, Kachisan, Mapo, Chungjeong-ro, Euljiro 4-ga, Dapsimni, Cheongju, Ahasan, Gwangnaru Gangdong, Dunchon-dong, Olympic Park, Gunja, Gil-dong, Ogeum	Yeongdeungpo Market, Aeogae, Shingeumho, Haengdang, Godeok, Bangi, Gaerong	40
Line 6	-	Itaewon, Gongdeok, Hapjeong	Digital Media City, Yaksu, Sindang	Eungam, Yeonsinnae, Bulgwang, Han Kangjin, Samgakji, World Cup Stadium, Sangsu, Mangwon, in front of Dongmyo, Korea University	Cheongju, Beutigogae, Wolgok, Seokgye, Taereung entrance, In front of Hyochang Park, Daeheung, Changsin, Bomun, Anam, Mapo-gu Office, Noksapyeong	28
Line 7	Gasam Digital Complex, Express Bus Terminal, Nowon	Nonhyeon, Konkuk University, Cheongdam Gangnam-gu Office	Onsu, Gwangmyeong Intersection, Cheolsan, Daerim, Isu, Hakdong, Gunja, Taereung Entrance, Sangbong	Namguro, Sindaebang three-way intersection, Soongsil University entrance, Naebang, Banpo, Children's Grand Park, Myeonmok, Meokgol, Gongneung, Summer, Middle, Suraksan	Boramae, Jang Seung-bae-gi, Sang-do, male, family	33
Line 8		Jamsil, Molan, Cheonho	Garak Market, Munjeong, Bokjeong	Amsa, Gangdong-gu Office, Jangji, Namhansanseong Fortress, Dandae Five-way Intersection	Mongchontoseong, Seokchon, Songpa	14
Total quantity	6	14	25	43	27	115
Monthly price /station	8,000,000	6,000,000	4,000,000	3,000,000	2,000,000	

※ Recording cost : 200,000 (Additional cost is incurred when changing recording) For contracts over 6 months, first production cost is free)

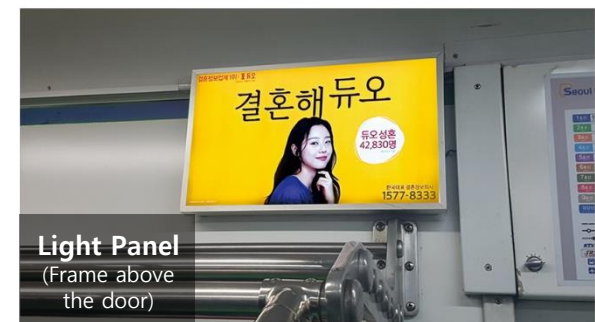
※ The class of the subway station can be changed by the changes of surrounding environment.

Single Ads in trains

- ✓ In-vehicle ads with high exposure consist of three types: framed banner, horizontal banner, framed lighting banner
- ✓ It is sold as 'Single' and 'Exclusive brand domination', so it can be selected and executed according to the purpose of the advertiser's campaign.

(Currency : KRW / VAT not included)

Category		Total number of Ads	Price
Line 1	Total 16 Train (160 car)	Frame	18,000
		Corner	10,000
		Lighting	20,000
Line 3	Total 46 Train (460 car)	Frame	30,000
		Corner	16,000
Line 4	Total 43 Train (430 car)	Frame	25,000
		Corner	12,000
		Frame above the door	20,000
Line 5	Total 46 Train (368 car)	Frame	30,000
		Corner L/M/S	15,000 / 12,000 / 10,000
Line 7	Total 54 Train (432 car)	Frame	30,000
		Corner L/M/S	15,000 / 12,000 / 10,000
Line 8	Total 19 Train (114 car)	Frame	30,000
		Corner L/M/S	15,000 / 12,000 / 10,000
Note	• Production cost : paid by advertisers (For contracts over 6 months, first production cost is free) - Frame : 100 sheets - 200,000 / Corner : 100 sheets - 200,000 (Add 100sheets - 20,000) / Lighting (Frame above the door) : 1 page 3,000		



Exclusive Brand Domination inside Subway

- Based on 1 Train (Package) / 10 car

(Currency : KRW/ VAT not included)

Package Ads		Ads quantity	Price (production cost)
Line 1	Frame	136 sheets : F/R 12*2 car, M 14*8 car	5,000,000 (800,000)
	Corner	100 sheets : F/R/M 10*10 car	
	Lighting	96 sheets : M 12*8 car * lighting backlit	
Line 3	Frame	136 sheets : F/R 12*2 car, M 14*8 car	5,000,000 (400,000)
	Corner	100 sheets : F/R/M 10*10 car	
Line 4	Frame	136 sheets : F/R 12*2 car, M 14*8 car	5,000,000 (800,000)
	Corner	110 sheets : F/R/M 11*10 car	
	Frame above the door	96 sheets : M 12*8 car * lighting backlit	

※ Sales unit : 1 Train

※ 3Train (Mix or Each) in one campaign : 13,000,000 (Add 1 Train : 5,000,000)



Exclusive Brand Domination inside Subway

- 1 Train Ads Price (In the case of Line no.7, based on a vehicle air purifier installed.)

(Currency : KRW/VAT not included)

Package Ads		Ads quantity	Price (production cost)
Line 5	Frame	80 sheets : F/R 10*2 car, M 10*6 car	4,000,000 (800,000)
	Corner L	76 sheets : F/R 8*2 car, M 10*6 car	
	Corner M	52 sheets : F/R 8*2 car, M 6*6 car	
	Corner S	34 sheets : F/R 5*2 car, M 4*6 car	
Line 7	Frame	80 sheets : F/R 10*2 car, M 10*6 car	4,000,000 (800,000)
	Corner L	48 sheets : F/R 6*2 car, M 6*6 car	
	Corner M	62 sheets : F/R 7*2 car, M 8*6 car	
	Corner S	34 sheets : F/R 5*2 car, M 4*6 car	
Line 8	Frame	60 sheets : F/R 10*2 car, M 10*4 car	3,000,000 (800,000)
	Corner L	56 sheets : F/R 8*2 car, M 10*4 car	
	Corner M	40 sheets : F/R 8*2 car, M 6*4 car	
	Corner S	26 sheets : F/R 5*2 car, M 4*4 car	

※ Sales unit : 1 Train

※ 3 Train (Mix or Each) in One campaign : 10,000,000

(Add 1 Train : Line no.5-4,000,000 / Line no.8-3,000,000)



Wrapping Ads inside train

- ✔ Promotional advertising media that wraps the walls and floors inside the vehicle (including framed and corner advertising spaces)
- ✔ Basic unit is 1 Train or 1 car. Partially wrapping also possible by demands of advertiser.



(Currency : KRW / VAT not included)

Category	Sales Unit	Price/month	Note
Line 134578	1car	10,000,000	<ul style="list-style-type: none">• production cost : paid by advertisers• applied part : floor, train wall (Ceiling, entrance door, aisle door, excluding maternity seat)
Production cost (Printing, Construction, Post/Closing, Flame retardant test report included : 3,800,000)	Area	1 car	1Tran (Line 5,7,8)
	50m² (Minimum Area)	10,000,000	50,000,000
	90m² (Minimum Area)	12,000,000	64,000,000

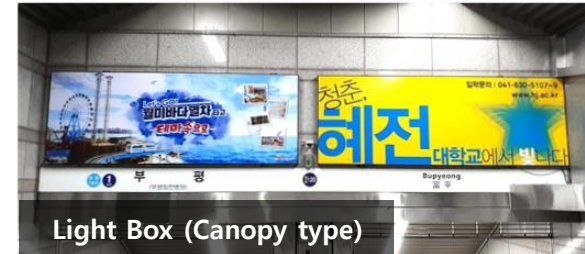
- Wrapping of seats, windows, seats for the elderly, fire extinguishers, etc. inside the vehicle is not allowed
- The production cost may vary depending on the wall shape, form, and expression type
- The use of flame-retardant materials is essential for the wrapping sheet. So all the work will be done by the approval of the Seoul Transportation Corporation which comply 'Technical Standard for Urban Railroad Vehicles' fire performance test (smoke, toxicity, flame propagation, heat release).

Light Box

- It is mainly exposed to passengers who live near subway stations and repeatedly get on and off.
- Passengers who want to use the commercial area around the station will encounter advertisements, which is highly likely to lead to actual product purchases.
- By repeatedly being exposed to transit passengers using the subway, achieving maximum effect at a more efficient cost than other companies. is possible

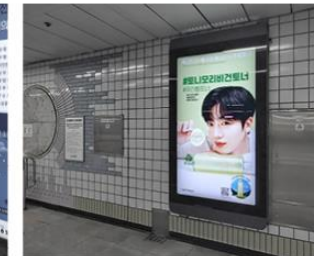
(Currency : KRW / VAT not included)

Category	Size(cm)	Price		
		SSA	SA	A
Light Box (Canopy type)	Varies by subway station	2,000,000	1,500,000	1,000,000
Note	First production cost is free for contracted for more than 1 year			



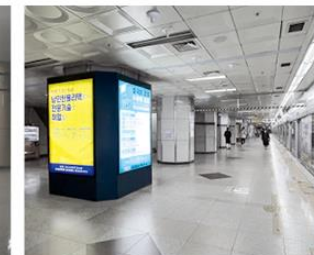
(Currency : KRW / VAT not included)

Category	Size(cm)	Price		
		SSA	SA	A
Light Box	150 X 240	3,000,000	2,000,000	1,500,000
Note	First production cost is free for contracted for more than 6 months			



(Currency : KRW / VAT not included)

Category	Size(cm)	Price		
		SSA	SA	A
Light Box (Pillar type)	150 X 280(4sides)	4,000,000	3,500,000	3,200,000
Note	First production cost is free for contracted for more than 6 months			



Busan Line 1234

Door sticker



- ✓ As attached to the top of the door, the exposure effect is superior to that of other advertisements
- ✓ Because the advertisement position is at the eye level of passengers waiting to get off, it naturally induces the eyes of passengers.
- ✓ Excellent cost efficiency compared to other advertisements in subway cars

(Currency : KRW / VAT not included)

Door sticker Ads (basic)		
Line	Size(cm)	Monthly price (1 Sheet)
1	45 X 15	15,000
2		15,000
3		13,000
4		12,000
For contracts over 6 months, first production cost is free		

(Currency : KRW / VAT not included)

Door twin sticker Ads (SET type)		
Line	Size(cm)	Monthly price (SET)
1	45 X 15	23,000
2		20,000
3		18,000
4	45 X 11	15,000
For contracts over 6 months, first production cost is free, 2 sheets (Right+Left) / 1 SET		

Busan line 12

Framed Banner in trains



- ✓ Advertisement installed on the left and right walls of the entrance door, attracting high attention of passengers getting on and off
- ✓ A highly recognizable and persuasive medium for advertising
- ✓ Media repeatedly exposed to passengers

(Currency : KRW / VAT not included)

Category	Line	Type	Size(cm)	Monthly price (1 Sheet)
Frame	Line 1	A형	53 X 37	38,000
		C형	27 X 36	24,000
	Line 2	A형	53 X 37	38,000
Note	For contracts over 6 months, first production cost is free			

Hanging Banner (double-sided)



- Both-side advertisement installed on the central ceiling inside the train
- Advertisements that have good exposure even when the car is crowded
- Different design concepts can be used with both-side advertising

(Currency : KRW / VAT not included)

Category	Line	Size (Cm)	Price (monthly) (1 Sheet)
Hanging Banner (double-sided)	Line 1	100 X 26 X 2side	50,000
	Line 2		40,000
Note	For contracts over 6 months, first production cost is free		

Horizontal Banner (Backlit / Non-backlit)



- High level of attention with lighting advertisements
- Advertisements that have good exposure even when the car is crowded
- A high-end advertisement that draws the attention of passengers
- Efficient advertising compared to investment cost

(Currency : KRW / VAT not included)

Category	Line	Size (Cm)	Price (monthly) (1 Sheet)
Horizontal Banner (Backlit)	Line 1	96 X 24	25,000
Horizontal Banner (Non-Backlit)	Line 1 Line 2	100 X 26	15,000
Note	For contracts over 6 months, first production cost is free		

Exclusive Brand Domination inside Subway

- Package Ads Price (1Train)

(Currency : KRW / VAT not included)

Category	Ads quantity	Individual Ads price		Price (monthly) (production cost)
		unit price	Ads price	
Line 1	frame Type A	80 sheets : 10 sheets * 8 car	38,000	3,040,000
	Frame Type C	56 sheets : 7 sheets * 8 car	24,000	1,344,000
	Ceiling hanger	16 sheets : 2 sheets * 8 car	50,000	800,000
	Corner	48 sheets : 6 sheets * 8 car	15,000	720,000
	Door Sticker	96 sheets : 12 sheets * 8 car	15,000	1,440,000
	Total 296 sheets	-	7,344,000	6,000,000 (1,000,000)
Line 2	frame Type A	90 sheets : 15 sheets * 6 car	38,000	3,420,000
	Ceiling hanger	12 sheets : 2 sheets * 6 car	40,000	480,000
	Corner	48 sheets : 6 sheets * 8 car	15,000	720,000
	Door Sticker	96 sheets : 16 sheets * 6 car	15,000	1,440,000
	Total 246 sheets	-	6,060,000	5,000,000 (1,000,000)

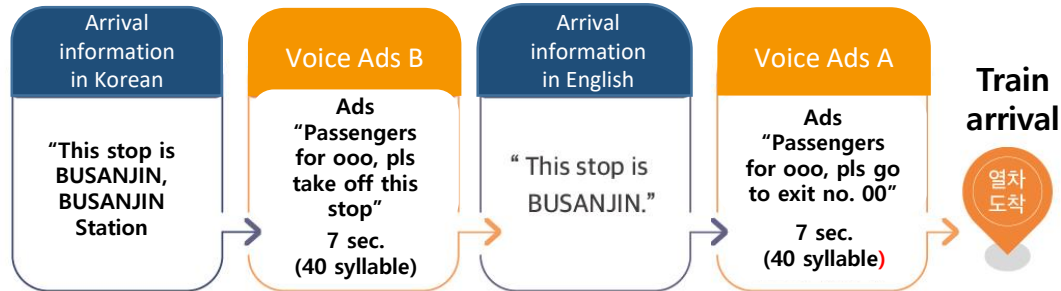
- ※ Sales unit : 1 package ※ Production cost not included
 ※ Line 1 – 2 package : 11,000,000 / 3 package : 15,000,000
 ※ Line 2 – 2 package : 9,000,000 / 3 package : 12,000,000



In-train & platform voice Ads

- ✓ Voice Ads is a differentiated advertising medium that delivers advertising content through voice recorded in trains and platforms.
- ✓ Commercial broadcasts **can be temporarily restricted (suspended)** when Busan Transportation Corporation's public announcement is necessary or when civil complaints occur

· Voice ads in train

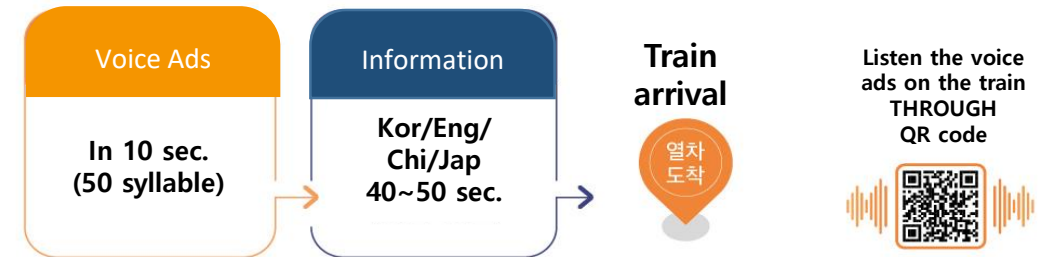


- Generally, after the announcement (Korean, English), a maximum of 2 accounts can be displayed / Repeating the same advertisement within one subway station is not allowed
- In the case of transfer stations (Seomyeon, Dongrae, Yeonsan), a maximum of 1 account is displayed after the announcement (Korean, English, Chinese, Japanese)

(Currency : KRW / VAT not included)

Category	Station	Price (monthly)
In-train	Seomyeon	4,000,000
	Dongnae, Yeonsan	2,000,000
	Beomeosa Temple, Namsan Mountain, Dusil, Gyodae, City Hall, Yangjeong, Bujeon, Beomnaegol, Beomil, Jwacheon, Busanjin, Choryang, Busan, Jungang, Nampo, Jagalchi, Toseong, Dongdaemun, Seodaecin, Dati, Goejeong, Saha, Dangri, Hadan, Shinpyeong, etc.	1,500,000
Production cost	300,000 (For contracts over 6 months, first production cost is free)	
Note	<ul style="list-style-type: none"> • 25 subway stations out of all stations can be selected • Number of Trains : 51 Train (8car X 51 train = 408car) • Sales Unit : 10 train / 1 Package (Total 51 train /5 package), 1 package is spare 	

· Platform voice Ads



(Currency : KRW / VAT not included)

Category	Station	Price (monthly)
Platform	Dadaepo Beach, Dadaepo Port, Natgae, Sinjangrim, All stations except Jangrim and Dongmae stations are available	6,000,000
	<ul style="list-style-type: none"> • Only Seomyeon Station up/down can be sold separately (one way - 6 million won) 	
Production cost	300,000 (For contracts over 6 months, first production cost is free)	
Note	<ul style="list-style-type: none"> • 9 subway stations out of all stations can be selected • Only Seomyeon Station up and down can be sold separately 	

Platform Screen door (PSD)



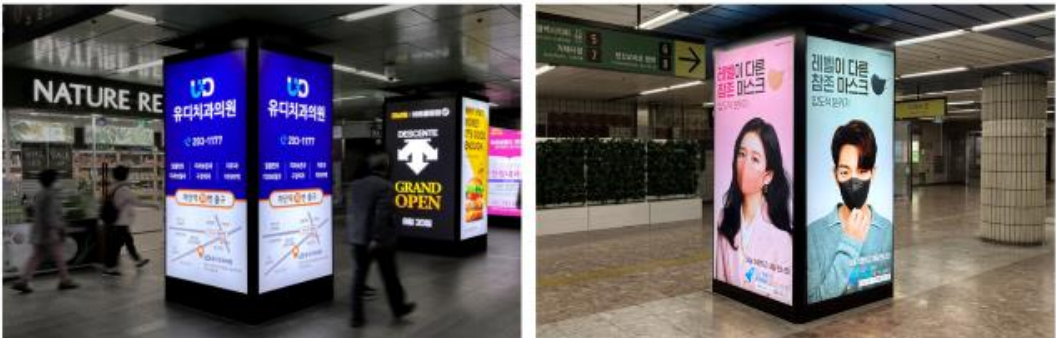
- It is installed at the boarding gate where passengers stay before boarding, so level of message delivery and attention are excellent.
- Possible to exclusively guide the gaze of passengers



(Currency : KRW / VAT not included)

Category	Line	Size (cm)	Price (monthly)
PSD	Line 1	164 X 173	1,500,000
	Line 2	(Varies by location)	1,300,000
Note	For contracts over 6 months, one production fee is free		

Light Box(Pillar type)



- Installed at major stations on Line no.1, the busiest subway line with floating passengers.
- Located in the center of the main passage in the waiting room and in front of the ticket gate. Advertisements are installed according to the movement of passengers
- A variety of advertising messages can be delivered by using four advertising pages (individual drafts can be installed on each of the four advertising pages)



(Currency : KRW / VAT not included)

Category	Size (cm)	Class	Station	Price (monthly)
Light Box (Pillar type)	125 X 240 (4 side)	SSA	Seomyeon	4,000,000
		SA	Busan, Nampo, Yeonsan, Hadan, Jagalchi, Dongrae	3,000,000
		A	Yangjeong, City Hall, Monster, Bujeon, Beomil	2,500,000
Note	For contracts over 6 months, one production fee is free			

Light Box (canopy type)

- ✓ Advertisement is exposed in front of passengers, so the level of attention is high.
- ✓ It is repeatedly exposed to subway passengers, and it can produce maximum effect at a more cost-effective price



(Currency : KRW / VAT not included)

Category	Size (cm)	Class	Station	Price (monthly)
Light Box (canopy type)	390 X 160 (Varies by location)	SSA	Seomyeon	4,000,000
		SA	Hadan, Jagalchi, Nampo, Busan, Yeonsan	2,000,000
		A	Goejeong, Toseong, Yangjeong, City Hall, Gyodae, Beomil, Bujeon	1,500,000
		B	Shinpyeong, Dangri, Saha, Dati, Seo Dae, Dong Dong, Choryang, Busanjin, Jwacheon, Dusil, Jungang, Beomnaegol, Beomeosa	1,000,000
Note	<ul style="list-style-type: none"> • 1 month service for more than 12 months contract (12months + 1months) • Ads at the entrance : more than 6 months contract available • Production cost : 500,000~900,000 / 1 Canopy Production cost and canopy size can be different by subway station			



Platform Screen door (PSD)



< Screen Door Poster >

- ✔ Advertisements naturally exposed to subway passengers when getting on and off.
High advertising effectiveness through repeated and direct exposure

Currency : KRW / VAT not included)				
Category	Station	Size (cm)	Total	Price (monthly)
Screen Door Poster	Cheongna Hill, Beomeo, Sinmae	90 X 63 (2 side)	75 SET	800,000/set
	other subway stations (Excluding Banwoldang and Munyang Station)			600,000/set
Note	For contracts over 6 months, first production cost is free			



< Top light (Screen Door)>

- ✔ It is located at the top of the screen door, so there is no interference with exposure.
Excellent for concentration effect by using light

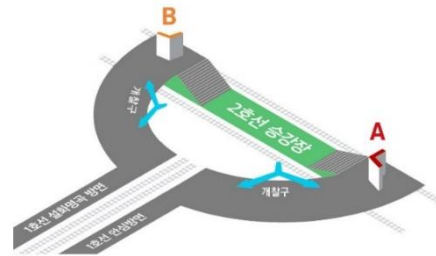
Currency : KRW / VAT not included)				
Category	Station	Size (cm)	Total	Price (monthly)
Screen Door Top light	Jeongpyeong	200 X 60	20 Unit	1,400,000 / unit
	Yeungnam University		20 Unit	1,600,000 / unit
	Cheongna Hill		16 Unit	1,600,000 / unit
Note	For contracts over 6 months, first production cost is free			

Light Box (Pillar Type)



Banwoldang Station

- ✓ Located at the entrance and transfer passageway of Banwoldang Station, the most passengers using in Dae-gu
- ✓ 100% exposure to transit passengers and passengers on Line no.2
- ✓ It is installed at the optimal location and angle along the passenger's movement, so it attracts high attention.



A 150cm X 180cm (2 side)

B 150cm X 180cm (2 side)

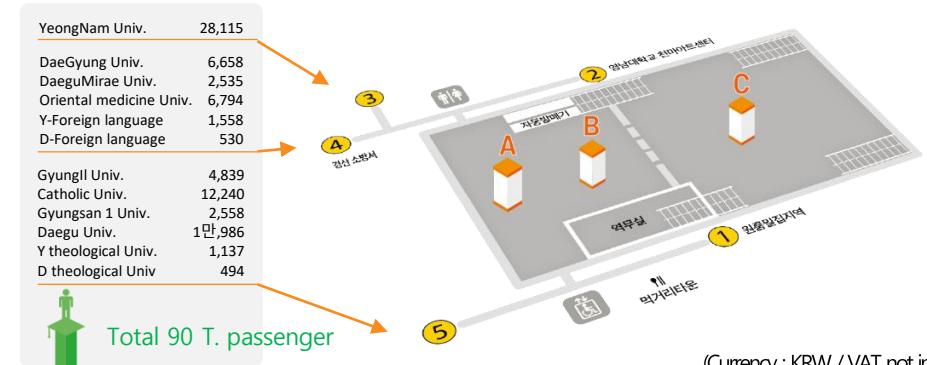
(Currency : KRW / VAT not included)

Category	Station	Size (cm)	Total	Price (monthly)
Lighting	Daegu Line 2 front entrance	150X180 (2side)	2	4,000,000
Note	For contracts over 6 months, first production cost is free			



Yeungnam University Station

- ✓ Students from Yeungnam University and nearby universities use a lot, and most of the floating population of Sawol Station is absorbed, so the number of people getting on and off is quite large.



(Currency : KRW / VAT not included)

Category	Station	Size (cm)	Total	Price (monthly)
Square pillars	Yeungnam University subway station	180X280 (4side)	3	3,000,000
Note	For contracts over 6 months, first production cost is free			

Korail Banner

- ✓ Advertisements are exposed to many passengers because it is installed in a location with a lot of floating passengers in the KORAIL station.
- ✓ Advertisement can be executed at a lower cost compared to other outdoor advertisements



※ Ads Line : Total 58 stations, 93 banners

● Line 1 (Gyeongbu Line, Gyeongin Line, Gyeongwon Line)
 ● Line 3 (Ilsan Line)
 ● Line 4 (Suin Ansan Line, Ansan Line)
 ● Bundang Line
 ● Suinbundang Line
● Gyeongchun Line
 ● Gyeongui Jungang Line

(Currency : KRW/, VAT not included)

Category	Size (cm)	Class	Station	Price (monthly)
Banner	500 X 90 (Different by location)	SSA	Noryangjin	3,000,000
		SA	Daebang, Yeongdeungpo, Sindorim, Gasan Digital, Bupyeong, Apgujeong Rodeo, Gangnam-gu Office, Seonjeongneung, Seolleung, Suseo, Moran	2,000,000
		A	Singil, Guro, Doksan, Anyang, Geumjeong, Hwaseo, Byeongjeom, Pyeongtaek, Uijeongbu, Hoeryong, Seokgye, Hoegi, Guil, Gaewon, Oryu-dong, Onsu, Yeokgok, Sosa, Bucheon, Songnae, Dongam, Juan, Sangnoksu, Sanbon, Beomgye, Oido, Ansan, Jeongwang, Jungang, Inha University, Woninjae, Incheon Nonhyeon, Hanti, Dogok, Yatap, Imae, Maseok, Namchuncheon, Chuncheon, Guri, Donong, Mangwoo, Sangbong, Daegok, Haengsin, Hwajeong	1,600,000
Note	For contracts over 6 months, first production cost is free			

Incheon BRT Bus Banner / Bus Shelter Ads

- ✓ Incheon BRT is an "advanced public transportation" that operates express buses by installing exclusive bus lanes connecting the city center and the outskirts.
- ✓ It is called "subway on land" by applying the system of subway map to that of bus operation.
- ✓ It has established itself as Incheon's No. 1 public transportation connecting Incheon and Seoul, connecting Incheon Lines no.1/2 and Seoul Subway Lines no.5/9 by round-trip from Cheongna District in Incheon to Gangseo in Seoul.



< Outside the bus Ads – BRT 7700 >

Number of bus	dispatch interval	Number of trips	Mileage
NO.7700 15bus	7~20 min	72 times	46.8km

(Currency : KRW / VAT not included)

Size (cm)	Price (monthly)	Note
Driveway side 395 X 110	600,000	For contracts over 6 months, first production cost is free
Sidewalk side 395 X 110		
Back side 207 X 59		



< Shelter >

- Located in the center of the road connecting Cheongna Central Lake Park Entrance ~ Luwon City (Gajeong Station) ~ Gyeong Stadium
- Advertising is being operated in 11 out of 18 platforms on Incheon BRT route 7700 (46.8 km in total, run every 7-20 minutes)

(Currency : KRW / VAT not included)

Size (cm)	Price (monthly)
60m Shelter 101 X 164	400,000
39m Shelter 101 X 164	
25m Shelter 94 X 164	
Note	<ul style="list-style-type: none"> • LED lighting, 2 sides per 1 Unit • For contracts over 6 months, first production cost is free

Daejeon City Bus Banner

- ✓ Daejeon is a transportation hub city that connects the metropolitan area and Gyeongsang/ Jeolla-area
- ✓ Daejeon is the largest scientific research city in Korea with the Daedeok Special R&D Zone and the International Science Business Belt.
- ✓ A representative national administrative city performing central functions such as education, administration, and national defense



■ Express ■ Main Line ■ Branch Line / Outskirts bus

(Currency : KRW / VAT not included)



BUS : 964



BUS ROUTE : 93 ROUTE



Operating time : Average 18 hours (1time3hours)



Round trip : 6~7times



Average daily passenger : about 405,000

Category		Size (cm)	Price (monthly)	Production cost
Main Line / Express bus	Driveway side	370X100	650,000	100,000
	Sidewalk side	300X50		
Branch Line / Outskirts bus	Driveway side	270X100		
	Sidewalk side	250X50		
Note	<ul style="list-style-type: none">• Select desired advertising route• Add production and publication fee when changing advertisement design• It takes about 7 to 10 days after receiving the manuscript.• For contracts over 6 months, first production cost is free (if 12 months contract - > 2 times free)			

Jamsil World Mall Square

- ✓ The connecting space between Jamsil Station on Subway Lines no.2/8 and the Jamsil Transit Center, located in the passageway connecting Lotte World and Lotte World Tower
- ✓ A design bench has been created and is being used as a resting space between transfers or shopping.



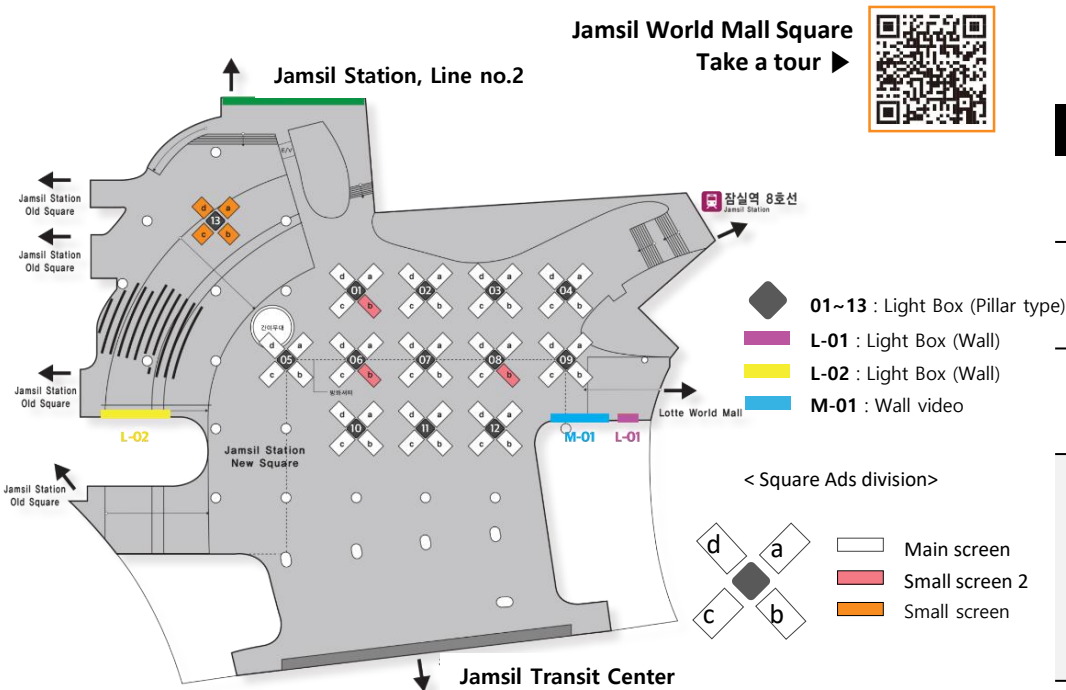
Light Box (Pillar type)



Light Box (Wall)



Wall Video



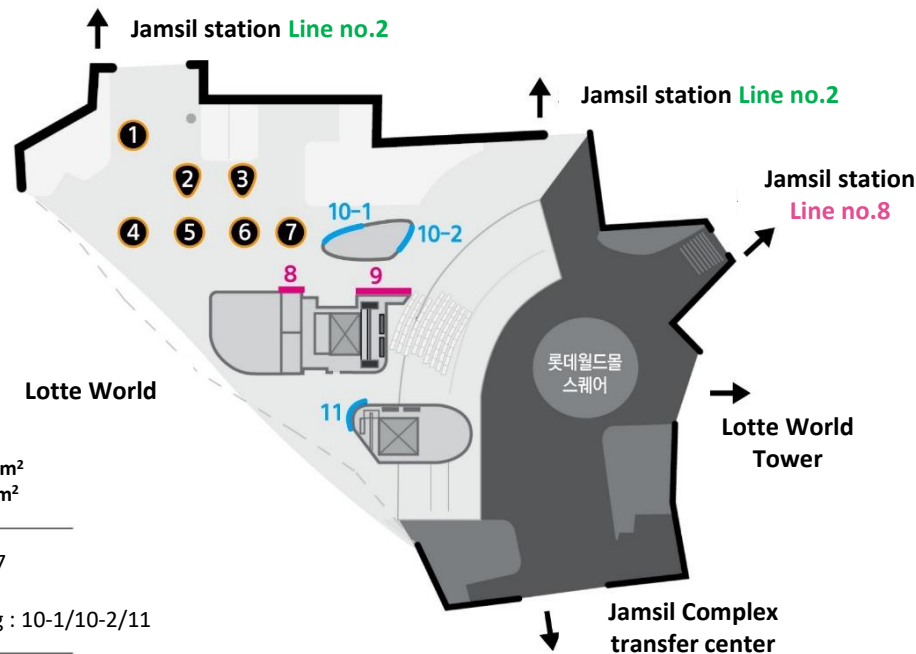
(Currency : KRW / VAT not included)

Media	Size (cm)	Quantity	Price (monthly)
Light Box (Pillar type)	150 X 240 ~150 X 180(4 sides)	13	200,000,000
Light Box (Wall)	540 X 160	1	
	200 X 160	1	
Wall Video	490 X 145	5	6,000,000
		1	
Note	- Full package only - Operatiing time : 06:00 to 24:00 · 20 account (20 seconds per account) · over 100-times exposures per day - Production cost (Square 13unit, wall light 2unit) 6,000,000		

Lotte World Wrapping Promotion

- ✓ Jamsil Station, as an important transportation hub & landmark area, operates an underground transfer stop.
- ✓ It is located in the link between shopping malls and department stores, and is a marketing space that covers various marketing targets.

(Currency : KRW / VAT not included)

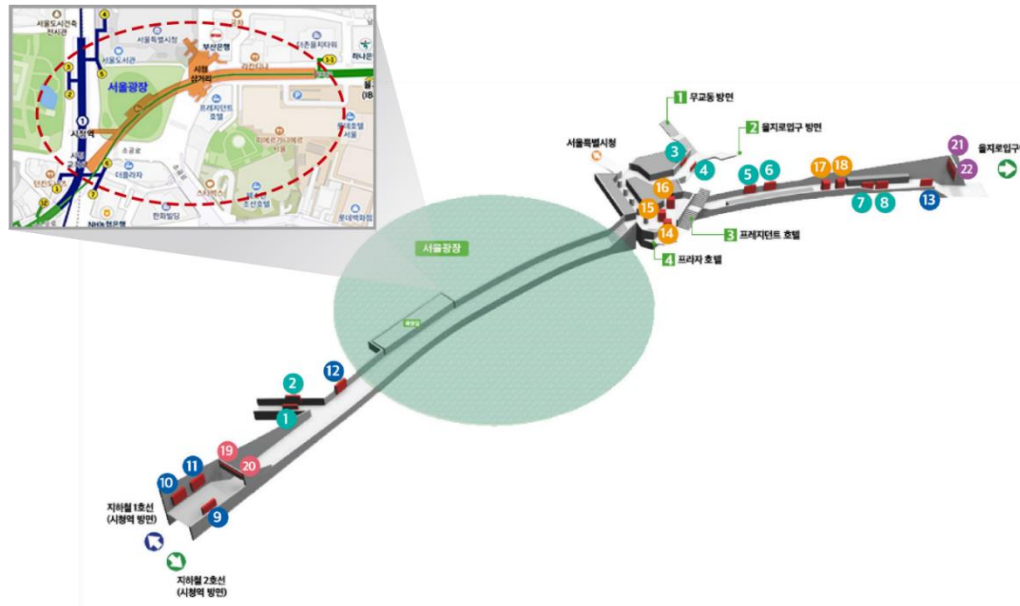


Type	No	Size (m)	Total area (m²)	Construction Type	Price (monthly)	
Pillar Package	Round pillar	1	3.96 x 2.30	9.085	Flame-resistant sheet wrapping	21,000,000
	Triangular pillar	2	4.61 x 2.30	10.603	Flame-resistant sheet wrapping	
	Triangular pillar	3	4.61 x 2.30	10.603	Flame-resistant sheet wrapping	
	Round pillar	4	3.95 x 2.30	9.085	Flame-resistant sheet wrapping	
	Round pillar	5	3.95 x 2.30	9.085	Flame-resistant sheet wrapping	
	Round pillar	6	3.95 x 2.30	9.085	Flame-resistant sheet wrapping	
	Round pillar	7	3.95 x 2.30	9.085	Flame-resistant sheet wrapping	
Wall Package	wall	8	2.82 x 2.44	6.8808	Flame-resistant sheet wrapping	15,000,000
	wall	9	8.83 x 2.6	22.958	Flame-resistant sheet wrapping	
	Glass wall	10-1	3.675 x 2.46	9.0405	Flame-resistant sheet wrapping	
	Glass wall	10-2	3.89 x 2.46	9.5694	Flame-resistant sheet wrapping	
TOTAL (Pillar + Wall)					36,000,000	

- **Full Package** : Monthly advertising price of 30,000,000 if it is executed for more than 6 months (Production/posting cost is separated)
- **Production cost** (installation and dismantling costs included) : 80,000/m² ,
Flame retardant test report certification cost 150,000 excluded

Citistar Mall

- ✓ The longest underground shopping center in the city, connected to the Ulji Star Mall, a space where fun, culture and shopping are harmonized
- ✓ Connection with the Seoul City Hall and Seoul Plaza
- ✓ Connected to Sogong-dong / Eulji-ro Entrance Underpass Shopping Mall
- ✓ Connected with City Hall Station on Subway Lines no.1 & 2

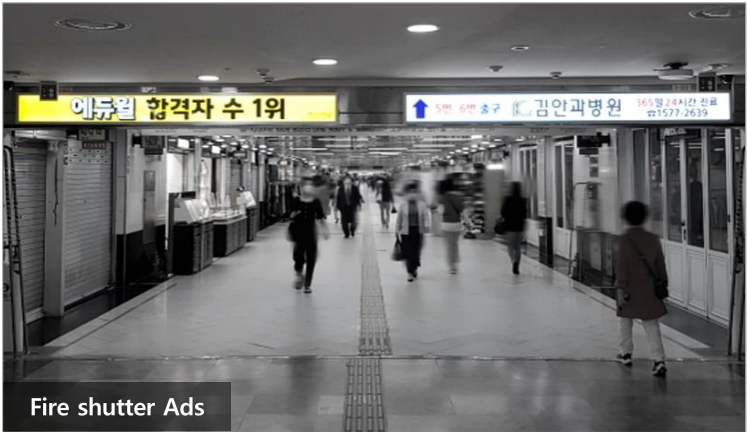
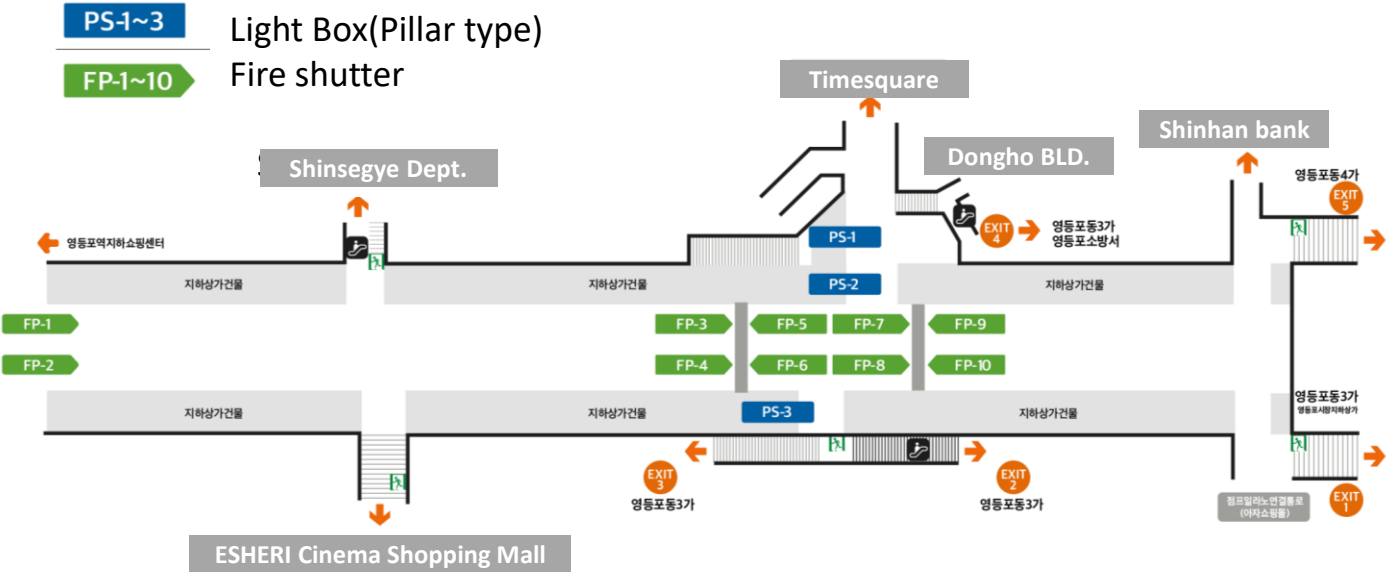


(Currency : KRW / VAT not included)

Media	Size (cm)	Quantity	Price (monthly)
● Light Box (Pillar type)	107 X 200 (4 sides)	5	6,000,000
●● Light Box	401 X 201	5	4,000,000
	301 X 151	8	3,000,000
●● Light Box (canopy type)	401 X 251	2	5,000,000
	401 X 151	2	4,000,000
Note	For contracts over 6 months, first production cost is free (*Remark : For canopy type, over one year contract can be applied)		

Yeongdeungpo Station underground shopping mall

- As the central area of Yeongdeungpo commercial district, the media is located in the center of the underground passage
- Areas where famous franchises want to enter
- 100,000 floating population per day (High profitability compared to rental fee)



Media	Size (cm)	Quantity	Price (monthly)	Note
Light Box (Pillar type)	800 X 1,700	3	4,000,000	For contracts over 6 months, first production cost is free
Fire shutter	3,000 X 300	10	1,000,000	

Euljiro 2-ga Ulji Star Mall

- ✓ Newly established core financial zone
- ✓ The center of tourism in the city center connected to Sungnyemun-Myeongdong-Dongdaemun History and Culture Park Station.

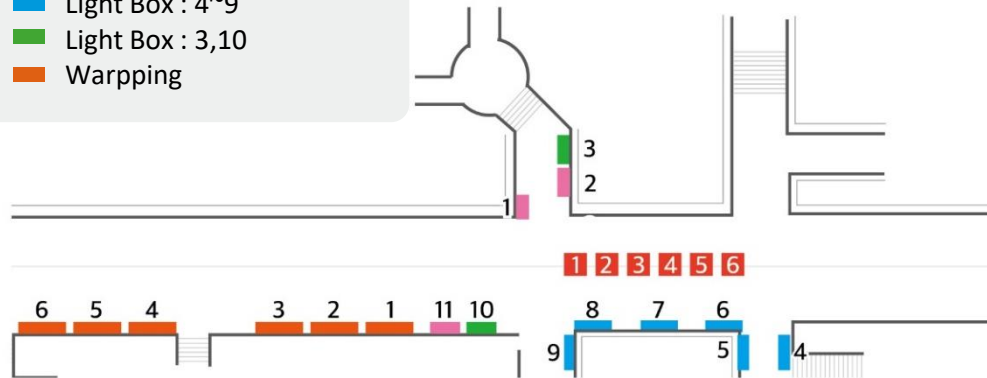
- ✓ Adjacent to F&B ZONE emerging as a new attraction
- ✓ Large corporations with a large resident population, large business buildings, and hotels are located nearby.



(Currency : KRW / VAT not included)

- Light Box(pillar type) : 1~6
- Light Box : 1,2,11
- Light Box : 4~9
- Light Box : 3,10
- Wrapping

Direction to Line no.2
Euljiro3-ga Station



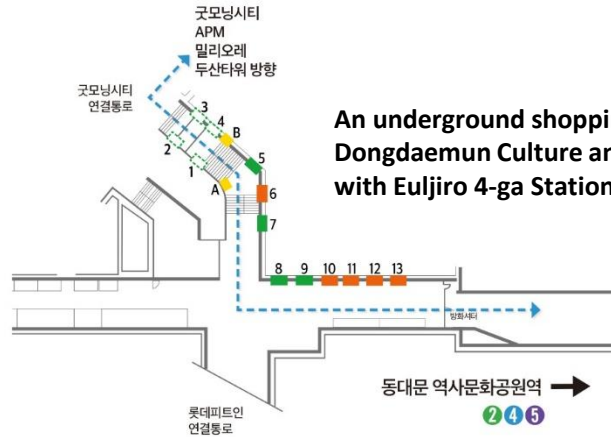
Direction to Line no.2 Euljiro1-ga station

※ For contracts over 6 months, first production cost is free (Wrapping ads excluded)

Category	No	Size (mm)	Production* installation cost	Price (monthly)
Light Box (Pillar type)	1~6	Inner diameter : 980 x 2,135 (4 sides) Outside diameter : 1,020 x 2,175 (4 sides)	400,000	3,000,000
	1, 2, 11	2,400 x 1,800 (same in&out)	200,000	2,000,000
	4~9	Inner diameter : 2,900 x 1,750 Outside diameter : 2,955 x 1,805	200,000	2,500,000
Light Box	3, 10	Inner diameter : 2,200 x 1,600 Outside diameter : 2,260 x 1,660	200,000	2,000,000
	Wrapping	4,800 x 1,800 (same in&out)	800,000 *Flame retardant test report certification cost 150,000	2,000,000

Dongdaemoon Design Plaza (DDP)

- ✓ Asia's largest fashion zone and tourist course for foreigners
- ✓ A transportation hub where all subway lines no.2/4/5 pass



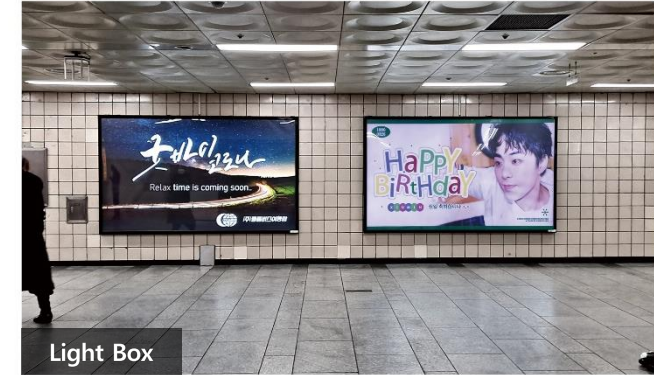
An underground shopping mall connecting
Dongdaemun Culture and History Park Station
with Euljiro 4-ga Station (transfer to lines 2, 4, 5)

- Light Box : 1~5, 7~9
- Exit Light : A, B
- Wrapping : 6, 10~13
- Main path

Light Box 1~4 has not yet
installed. It will be installed when
an advertisement is ordered.

(Currency : KRW / VAT not included)

Category	No	Size (mm)	Production* installation cost	Price (monthly)
Light Box	1~5 / 7~9	Inner diameter : 2,895 x 1,700 Outside diameter : 2,945 x 1,750	200,000	2,500,000
Exit light	A, B	Inner diameter : 1,030 x 945 Outside diameter : 1,050 x 965	100,000	600,000
Wrapping	6 / 10~13	3,000 x 1,800 (same in&out)	500,000 * Flame retardant test report certification cost 150,000	1,200,000
Note	✗ For contracts over 6 months, first production cost is free (Wrapping ads excluded)			



Thank you!

Brand Power Station Co., Ltd.

#801, 55, Digital-ro 34-gil, Guro-gu, Seoul (Guro 3-dong, Kolon Science Valley 2)

Tel. 02-6737-2111 **Fax.** 02-6737-2133

Email. ad@brandp.co.kr