



2022 Advertisement Catalogue

Asian Contents & Film Market 2022
8-11 October 2022

Asian Contents & Film Market (ACFM) has met its participants online for the two years after the COVID-19 pandemic swept across the world. The 17th ACFM is preparing to welcome worldwide participants to Busan again with diverse events. Please look forward to the upcoming ACFM 2022 during the 27th Busan International Film Festival.



Sample image of Ceiling Banner



01 On-site Ceiling Banner

It is a 3m width x 5m height advertising banner installed on the ceiling of the market exhibition hall. Large-sized advertising banners can attract participants attention and gain great publicity. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE** : \$ 6,000
- ✓ **SIZE / MATERIALS** : W 3m x H 5m / Polyester banner
- ✓ **SUBMISSION** : JPG/JPEG file format (1:1 size, minimum of 100–150 dpi)
- ✓ **NOTICE** : Please avoid putting word of logos outside the safe zone (80mm from top and bottom edges)

SEP 8

Artwork Deadline



02 On-site Hanging Banner

A hanging banner installed in the lobby of the exhibition hall. The lobby of the exhibition hall, where the badge desk is located, is good for attracting the attention of participants. **The price covers space reservation, processing, installation and removal.**

- ✓ **PRICE** : \$ 2,000
- ✓ **SIZE / MATERIALS** : W 2.4m x H 3.25m / Polyester banner
- ✓ **SUBMISSION** : JPG/JPEG file format (1:1 size, minimum of 100–150 dpi)
- ✓ **NOTICE** : Please avoid putting word of logos outside the safe zone (80mm from top and bottom edges)

SEP 8

Artwork Deadline



Sample image of Light Box Banner



03 On-site Light Box Banner

A light box banner installed in the lobby of the exhibition hall. In addition to movie officials visiting the exhibition hall, it is a banner that can be promoted to ordinary citizens using BEXCO. **The price covers space reservation, processing, installation and removal.**

- ✓ **PRICE** : \$ 2,000 (per side) *4 sides purchase available
- ✓ **SIZE / MATERIALS** : W 1.5 x H 2.5m (1 side) , W 6.09 x H 2.5m (4 sides)
/ Wooden structure + Flex
- ✓ **SUBMISSION** : JPG/JPEG file format (1:1 size, minimum of 100-150 dpi)



Artwork Deadline

Advertisement

Package

Ad notice

Artwork notice

Contact

04 On-site Light Stand Banner



Light Stand Banner is displayed inside of the Exhibition Hall. Light Stand Banner is durable interior Lightening banner that catches many participants attention passing by. **The price covers space reservation, processing, installation and removal.**

- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE / MATERIALS** : W 0.6m x H 1.8m / Flex
- ✓ **SUBMISSION** : JPG/JPEG file format (1:1 size, minimum of 100–150 dpi)

SEP 8

Artwork Deadline

Sample image of Light Stand Banner

New Banner



Sample image of Kiosk Banner



05 On-site Kiosk Banner

A kiosk banner installed inside the exhibition hall. It is located in a place where many people come and go, and it is the first advertising banner this year. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE** : \$ 1,000
- ✓ **TYPE / SCREEN SIZE** : non – touch kiosk / 49 inch
- ✓ **FORMAT / RESOLUTION** : JPG/JPEG file / 1080 x 1920

SEP 8

Artwork Deadline

- Advertisement
- Package
- Ad notice
- Artwork notice
- Contact



Sample image of Trailer



06 On-site Trailer

You can play your advertising trailers in high traffic areas within the Exhibition hall. All trailers submitted will be put together and run non-stop during the market business hours.

- ✓ **PRICE** : \$ 1,000
- ✓ **TYPE / SCREEN SIZE** : TV playing / 65 inch
- ✓ **FORMAT / SCREEN RATIO** : mp4 / 16:9
- ✓ **RESOLUTION / FILE SIZE** : 1920 x 1080 / Maximum 500mb
- ✓ **NOTICE** : Running time within 30 seconds / Company name, running time, phone number and e-mail should be submitted

SEP 16

Artwork Deadline



Sample image of Guest Package Insert



07 On-site Guest Package Insert

If you send us your promotional items(leaflets, invitations, pens, notebooks, etc). We will include them in the market guest package as advertising inserts. Every Market Badge holder will receive a guest package as they enter the market exhibition hall.

- ✓ **PRICE** : \$ 3,000 per item
- ✓ **ESTIMATED VOLUMES** : approximately 2,500
- ✓ **SUBMISSION** : Submit to the address below
- ✓ **ADDRESS** : (48058) Asian Contents & Film Market, 3rd Floor, BIFF HILL, Busan Cinema Center, 120, Suyeonggangbyeon-daero, Haeundae-gu, Busan, Korea / Kyungmi CHO / Tel : 051-709-2221

SEP 16 Artwork Deadline

ON-SITE PACKAGE



It is a package that can be found at a discount of \$ 500 to \$ 1000 from the previous combined price.

Full Package

Package 01

\$ 15,500

- ✓ Ceiling Banner
- ✓ Hanging Banner
- ✓ Light Box Banner
- ✓ Light Stand Banner
- ✓ Kiosk Banner
- ✓ Trailer
- ✓ Guest Package Insert

Package 02

\$ 6,500

- ✗ Ceiling Banner
- ✓ Hanging Banner
- ✗ Light Box Banner
- ✗ Light Stand Banner
- ✓ Kiosk Banner
- ✓ Trailer
- ✓ Guest Package Insert

Package 03

\$ 6,000

- ✗ Ceiling Banner
- ✓ Hanging Banner
- ✗ Light Box Banner
- ✓ Light Stand Banner
- ✗ Kiosk Banner
- ✗ Trailer
- ✓ Guest Package Insert

Package 04

\$ 4,500

- ✗ Ceiling Banner
- ✗ Hanging Banner
- ✗ Light Box Banner
- ✗ Light Stand Banner
- ✓ Kiosk Banner
- ✓ Trailer
- ✓ Guest Package Insert

* If you want other packages, please contact to promotion@acfm.kr

SPECIAL PACKAGE



It is a special package that combines online and on-site (BEXCO) advertising products and can be purchased at a discount of \$500 from the existing combined price.

SPECIAL

Package 01

\$ 9,000

Online	On - site (BEXCO)
Main Page Banner	Hanging Banner
Online Trailer	Light Box Banner
Online daily newsletter	Light Stand Banner

SPECIAL

Package 02

\$ 7,500

Online	On - site (BEXCO)
Main Page Banner	Hanging Banner
My page Banner	Trailer
Magazine Rack	Kiosk Banner

* If you want other packages, please contact to promotion@acfm.kr

Information for Advertisement Registration



1

Registration Period

7.18

Advertisement
Registration
opens

9.2

Deadline of
Advertisement
Registration

9.8

Artwork Deadline

- Ceiling Banner
- Hanging Banner
- Light box banner
- Light stand banner
- Kiosk banner

9.16

Artwork Deadline

- Trailer
- Guest Package Insert

2

Registration Process

Advertisement Order form or Google Order form

- Fill out the Advertisement Order form > Send mail to promotion@acfm.kr
- [Click the Link](#) or Scan QR code > Fill out Google Order Form.

3

Payment

- The payment can be made by your credit card and bank transfer.
- In regard to bank transfer, the payment must be completed **within a week** after applying. Please Send a **Bank slip** to promotion@acfm.kr once the payment has been made.
- Unpaid application will not be accepted. **Cancellation and refund** are not available after the registration deadline.

(2 SEP)

Information for Artwork Submission



Advertisement

Package

Ad notice

Artwork
notice

Contact

1

Requirement for Artwork

English Only

All artworks should be written in **English**.

2

Artwork Submission

E-mail or Wetransfer

Please submit your artwork via e-mail. We also recommend WeTransfer(www.wetransfer.com).

You can send the files smaller than 2GB without joining account.

3

Artwork Deadline

2022.09.08 / 09.16

09. 08 / Ceiling Banner, Hanging Banner, Light Box Banner, Light Stand Banner , Kiosk Banner

09. 16 / Trailer, Guest Package Insert

ACFM

2022

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ACFEM

2022

