

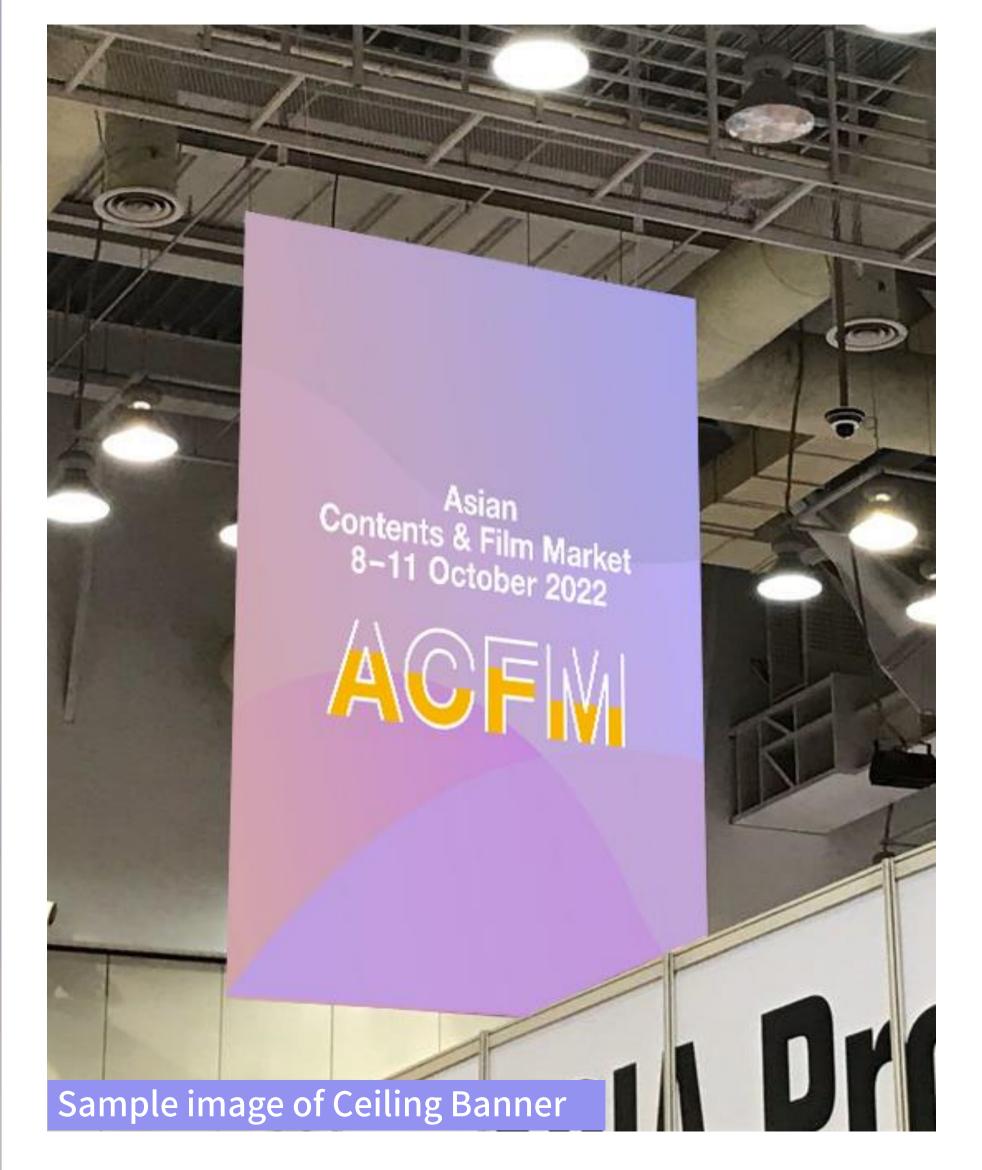


**Asian Contents & Film Market 2022** 8-11 October 2022

Advertisement

Catalogue

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.



#### 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)



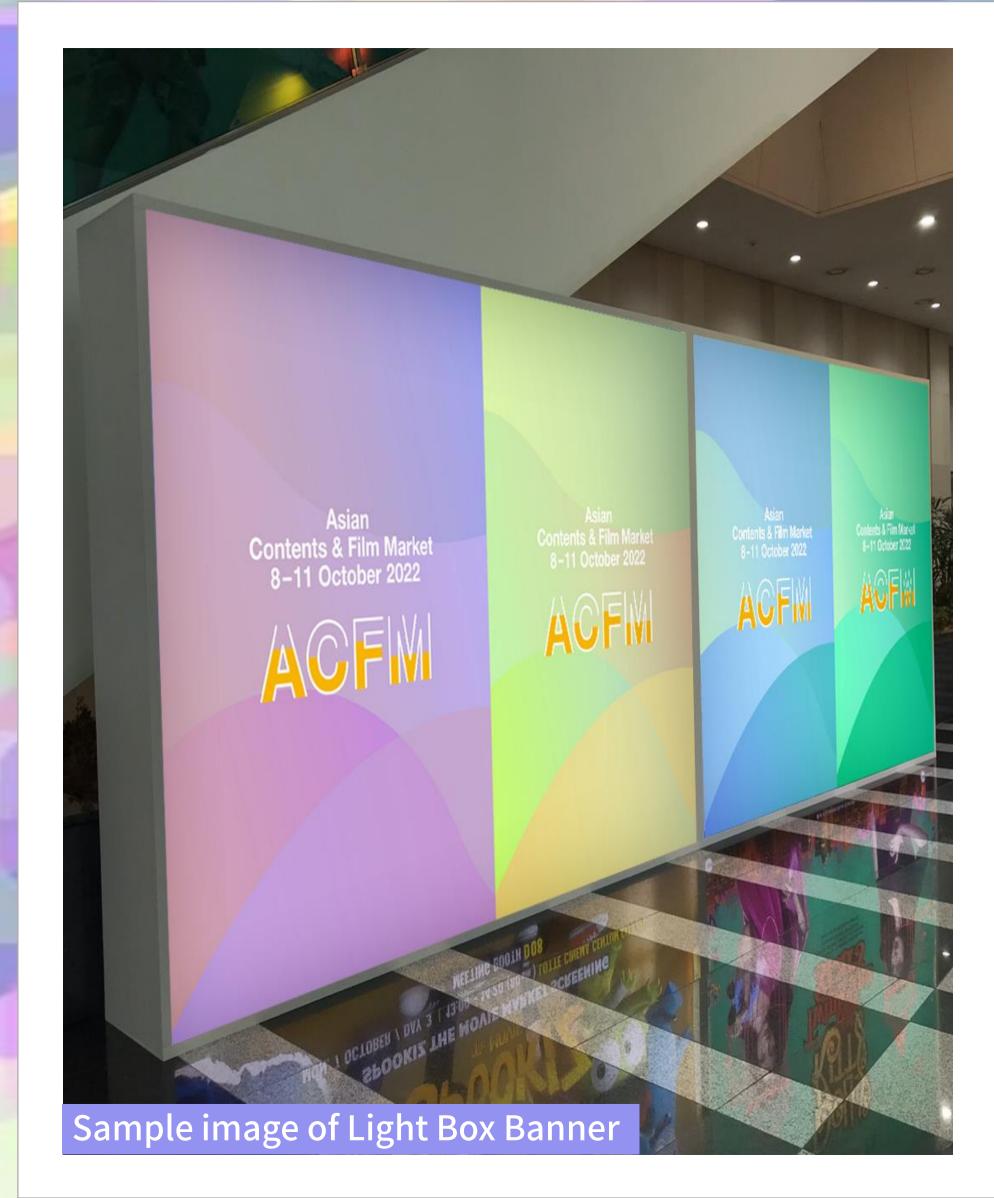


#### Hanging Banner

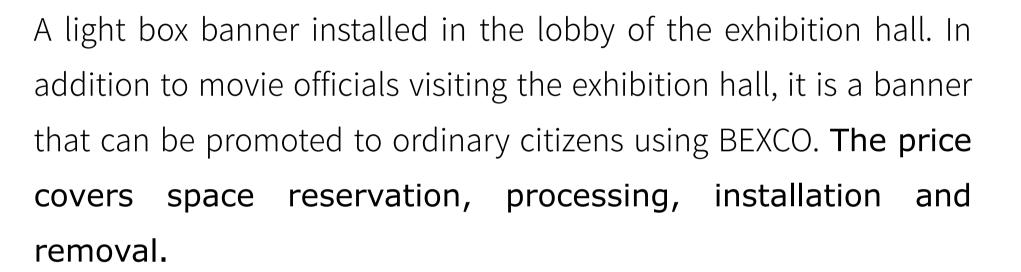
A hanging banner installed in the lobby of the exhibition hall. The lobby of the exhibition hall, where the badge desk is located, is good for attracting the attention of participants. The price covers space reservation, processing, installation and removal.

- ✓ **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)





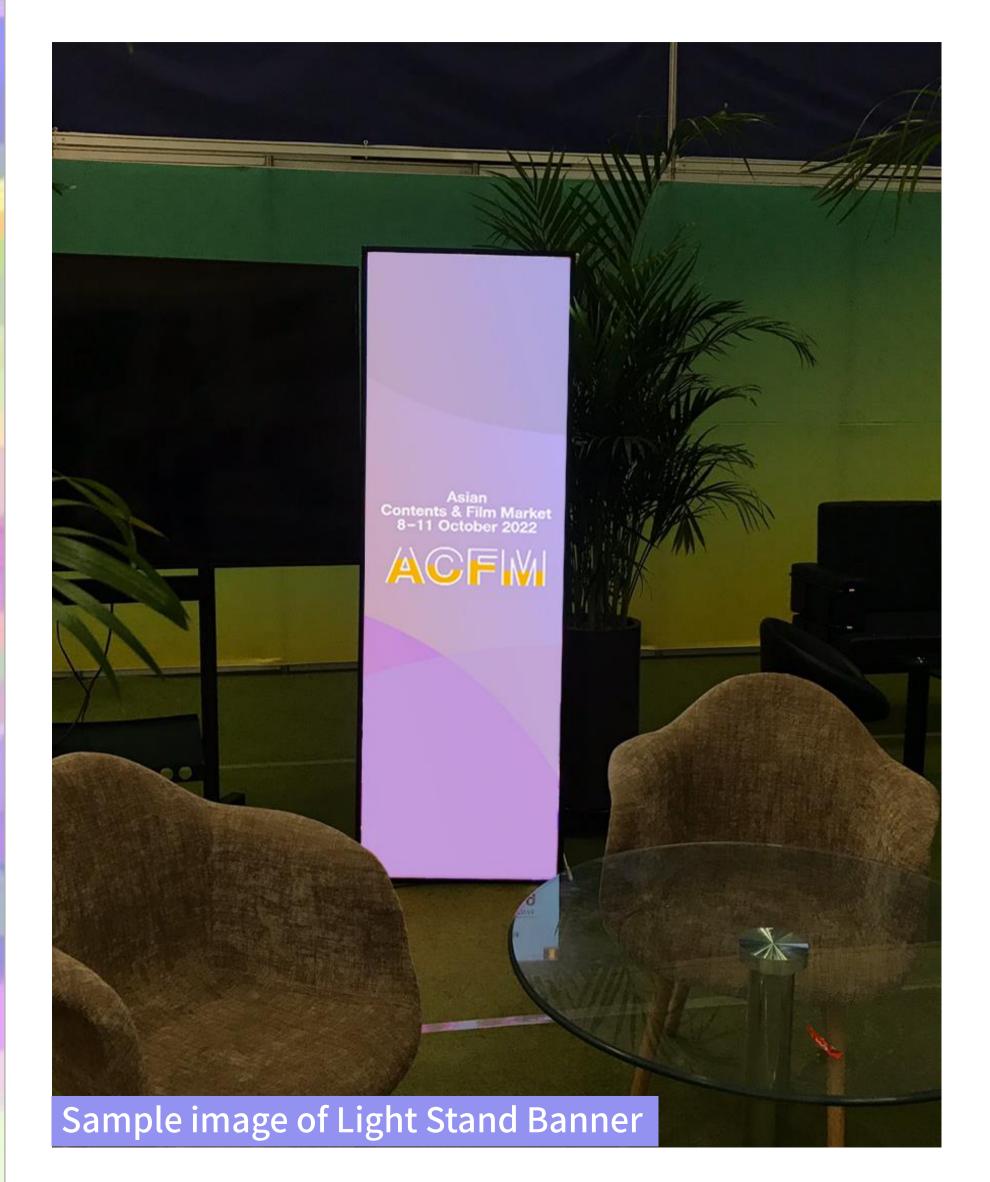
## Light Box Banner



- 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)







### 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)





#### 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 kisok / 49 inch

✓ **FORMAT / RESOULTION**: JPG/JPEG file / 1080 x 1920





## Trailer

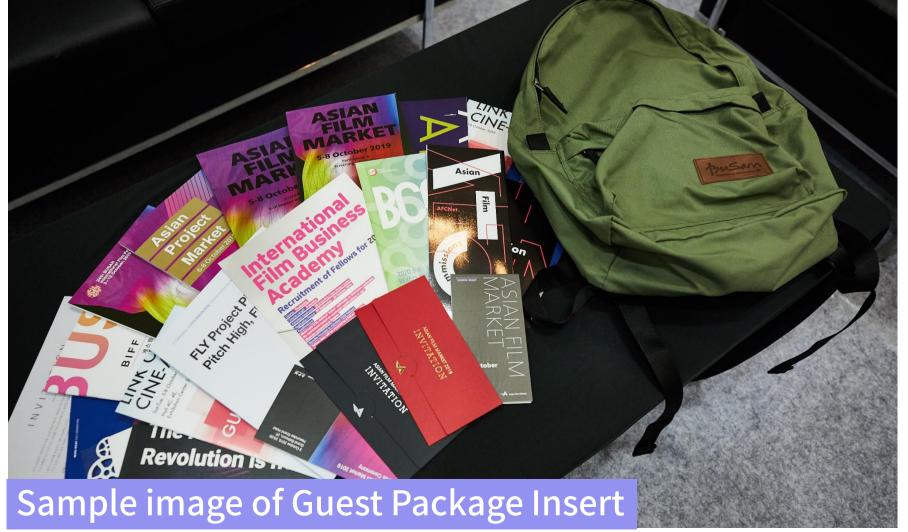


You can play your advertising trailers in high traffic areas within the Exhibition hall. All trailers submitted will be put together and run non-stop during the market business hours.

- ✓ 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







#### **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

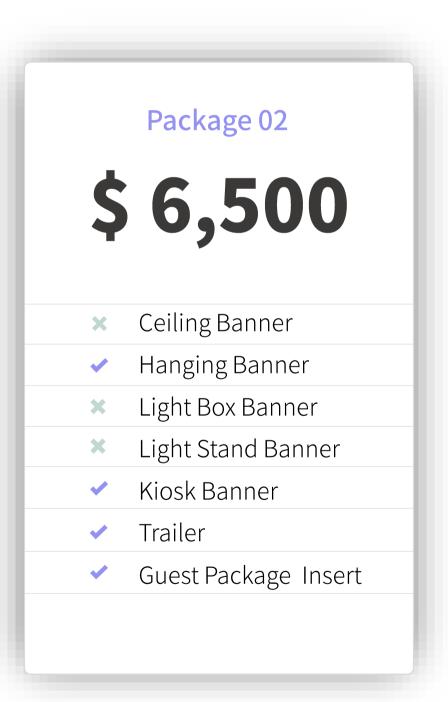


#### **ON-SITE PACKAGE**



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

# Full Package 01 \$ 15,500 Ceiling Banner Hanging Banner Hanging Banner Light Box Banner Light Stand Banner Kiosk Banner Trailer Guest Package Insert



\$	Package 03 6,000
×	Ceiling Banner
<b>~</b>	Hanging Banner
×	Light Box Banner
<b>~</b>	Light Stand Banner
×	Kiosk Banner
×	Trailer
<b>*</b>	Guest Package Insert

Package 04

\$ 4,500

\* Ceiling Banner

\* Hanging Banner

\* Light Box Banner

\* Light Stand Banner

\* Kiosk Banner

\* Trailer

\* Guest Package Insert

<sup>\*</sup> If you want other packages, please contact to <u>promotion@acfm.kr</u>

#### 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.

Package 01 \$ 9,000			
Online	On - site ( BEXCO )		
Main Page Banner	Hanging Banner		
Online Trailer	Light Box Banner		
Online daily newsletter	Light Stand Banner		

Packa \$7	ge 02 <b>500</b>
Online	On - site ( BEXCO )
Main Page Banner	Hanging Banner
My page Banner	Trailer
Magazine Rack	Kiosk Banner

<sup>\*</sup> If you want other packages, please contact to <a href="mailto:promotion@acfm.kr">promotion@acfm.kr</a>

#### Information for Advertisement Registration





#### **Registration Period**

7.18

9.2

9.8

9.16

Guest Package Insert

Advertisement

Deadline of

Registration

Artwork Deadline
- Ceiling Banner

Artwork Deadline

Registration

opens

Advertisement

- Hanging Banner

CI .

Light box banner

- Light stand banner

Kiosk banner

# 2

#### **Registration Process**

#### Advertisement Order form or Google Order form

- Fill out the Advertisement Order form > Send mail to <a href="mailto:promotion@acfm.kr">promotion@acfm.kr</a>
- <u>Click the Link</u> or Scan QR code > Fill out Google Order Form.

# 3

#### **Payment**

- The payment can be made by your <u>credit card and bank transfer.</u>
- In regard to bank transfer, the payment must be completed **within a week** after applying. Please Send a **Bank slip** to <u>promotion@acfm.kr</u> 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





Requirement for Artwork

#### **English Only**

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



**Artwork Submission** 

#### E-mail or Wetransfer

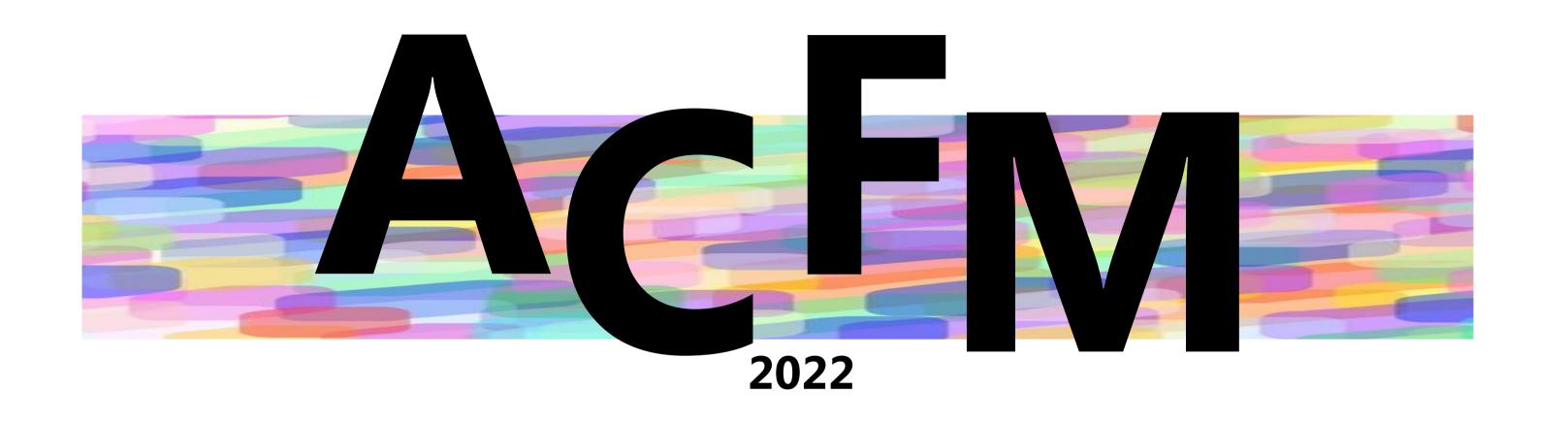
Please submit your artwork via e-mail. We also recommend WeTransfter(<u>www.wetransfer.com</u>). You can send the files smaller than 2GB without joining account.



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



#### Eunji Lee Exhibition

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#### Kyungmi Cho Exhibition



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