



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.



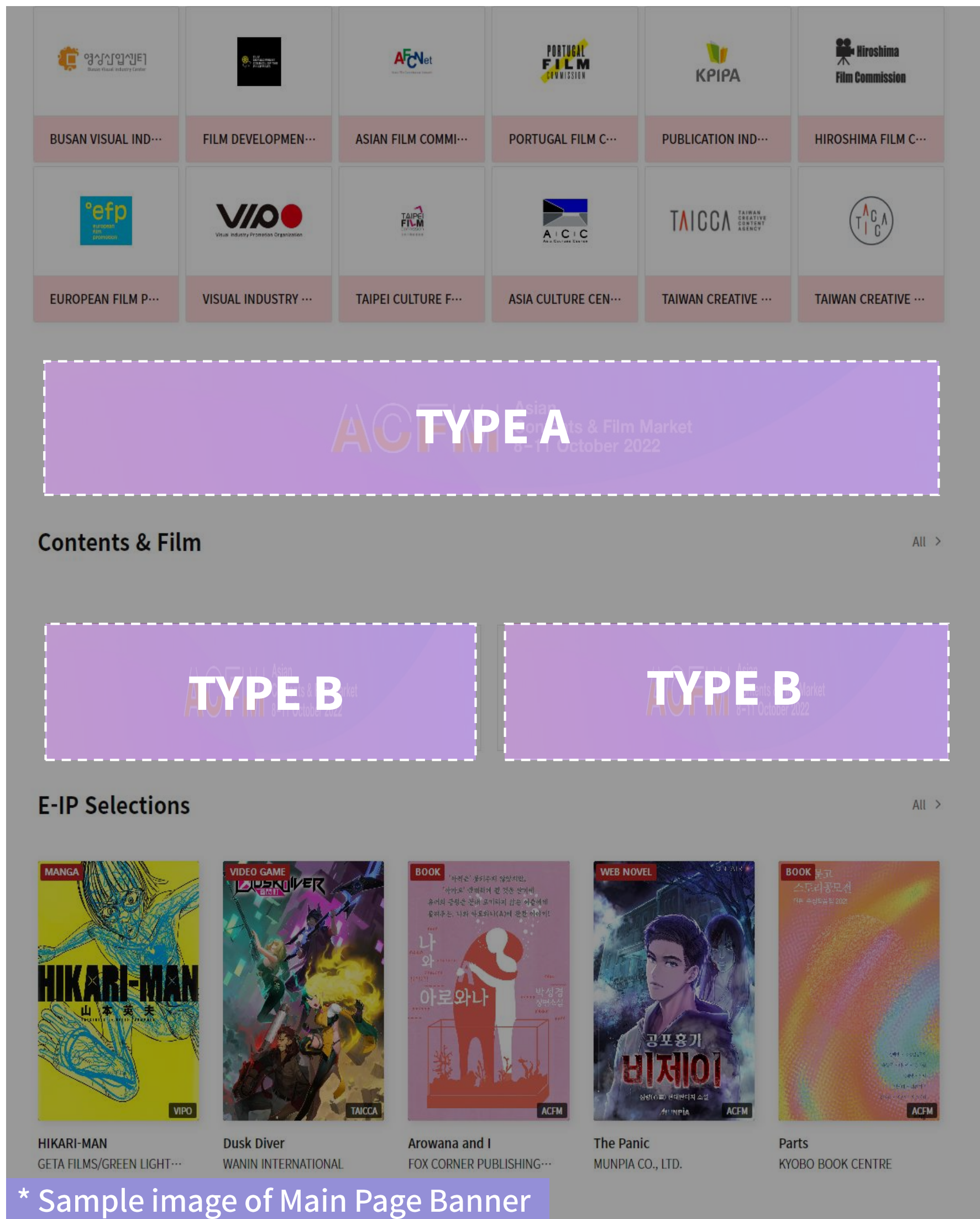
01 Online Main Page Banner

This is a main page banner on ACFM 2022 online site. Banner ad will be exposed to all market participants and increase the rate of website traffic. The banner indicates a strong brand identity. Select between type A and B.

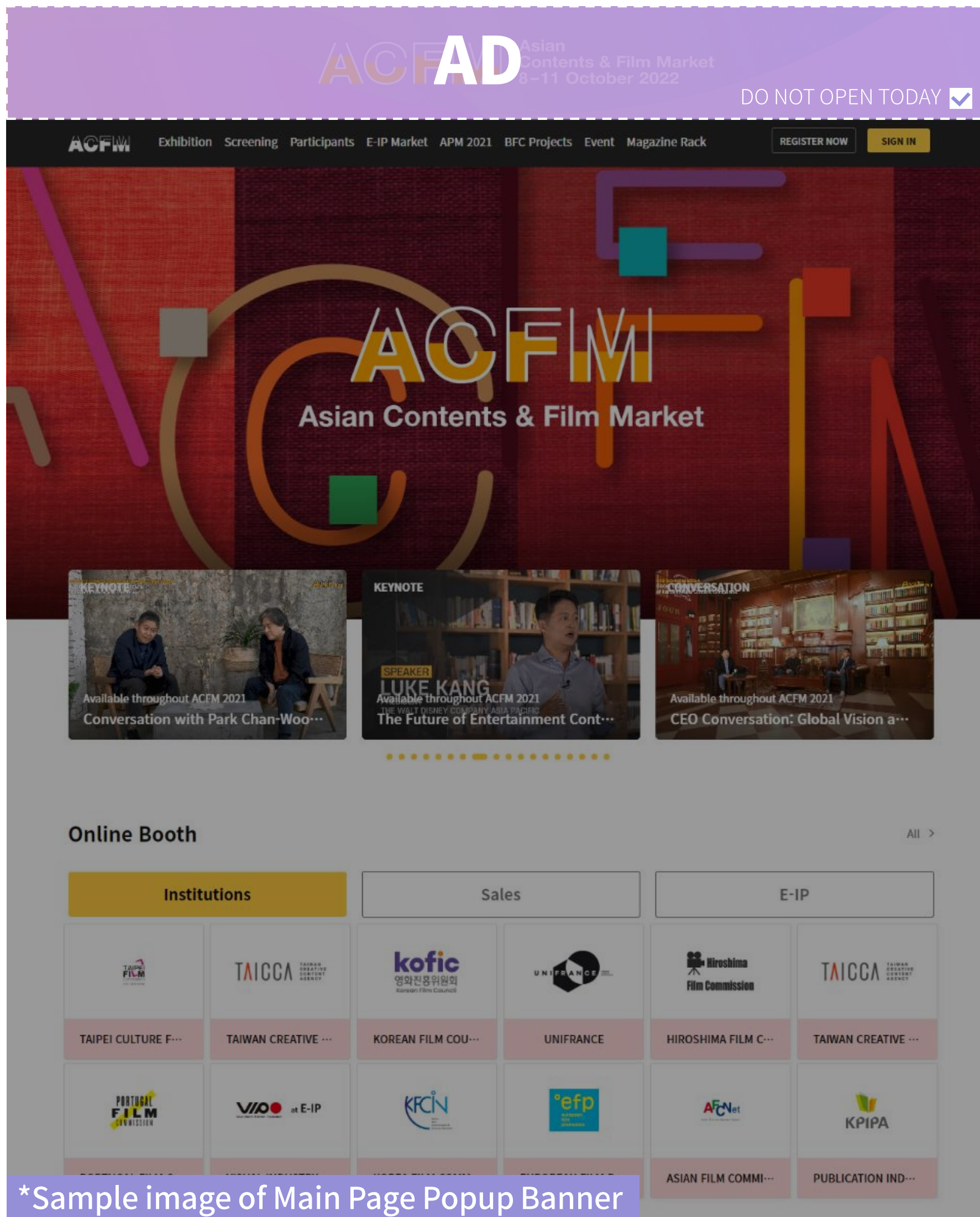
- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE** : **TYPE A** - 1 artwork in **1110 X 140 px** and 1 connection link
TYPE B - 2 artworks in **544 X 140 px** and 2 connection links
- ✓ **SUBMISSION** : Artwork in JPG,PNG format & Connection Link



Artwork Deadline



* Sample image of Main Page Banner



*Sample image of Main Page Popup Banner



02 Online

Main Page Popup Banner

This is a popup banner ad that will be placed at the top of the main page of the ACFM 2022 online site. Each Banner will be placed a day **for four days** during the market period, and the date of placement will be first-come, first-served. After receiving the order form, we will proceed with the exact date information by e-mail.

- ✓ **PRICE** : \$ 2,500
- ✓ **SIZE** : 1910 x 120 px
- ✓ **SUBMISSION** : Artwork in JPG,PNG format & Connection Link
- ✓ **REMARK** : As it is a pop-up banner, Close button such as 'do not open today', is displayed small in the lower right corner of the banner



Artwork Deadline

ACFM Exhibition Screening Participants E-IP Market APM 2021 BFC Projects Event Magazine Rack

User [Edit]

My Account
My List
Market Badge
Advertisement
My Meeting
Meeting Schedule
Attend Video Meeting

My Meeting

All APM E-IP Market BFC Projects [Print] [Download]

Server Time(KST) : 2022/07/04 10:55:2

KST	Mon 11	Tue 12	Wed 13	Thu 14
06:00-06:25				
06:30-06:55				
07:00-07:25				
07:30-07:55				
08:00-08:25				
08:30-08:55				
09:00-09:25				
08:30-08:55				
09:00-09:25				

Asian Contents & Film Market 9-11 October 2022
ADMI

* Sample image of My page Banner



03 Online My Page Banner

This is a banner ad placed on ACFM 2022 Online Site. **It is located on the right side of My Page**, Where market participants can stay for a long time so you can increase the rate of website traffic. It is a banner advertisement that makes market participants recognize it naturally.

- ✓ **PRICE** : \$ 1,000
- ✓ **SIZE** : 200 x 600 px
- ✓ **SUBMISSION** : Artwork in JPG,PNG format & Connection Link



Artwork Deadline

Advertisement

Package

Ad notice

Artwork notice

Contact



04 Online Login Page Banner

This is a banner ad placed on the ACFM 2022 online site login page. **This banner located at the bottom of the login page**, it is easy to get attention from participants. You can expect a high marketing effect by putting the information you want to promote in the banner.

- ✓ **PRICE** : \$ 1,000
- ✓ **SIZE** : 460 x 100 px
- ✓ **SUBMISSION** : Artwork in JPG,PNG format & Connection Link

SEP 26

Artwork Deadline

The image shows a sample of a login page banner. At the top, there are two buttons: "Create an Account" and "Sign In". Below them is the "Sign In" section with fields for "Your Email Address" and "Password", each with a "Forgot" link. A "Sign In" button is below the password field. At the bottom, there is a link to "Download Market Badge Guide" with "KOR" and "ENG" options. A dashed purple box at the bottom indicates the location for the banner, which contains the "ACFIAD" logo and the text "Events & Film Market October 2022".

* Sample image of Login Page Banner



05 Online Trailer

This is a trailer ad on the **bottom of ACFM 2022 Online Site main page**. With a 30-second trailer, you can promote the title, genre, and institution's own business and programs. In addition, the auto-play function helps the participants to watch the trailer even easier.

- ✓ **PRICE** : \$ 1,000
- ✓ **VIDEO SIZE** : minimum HD
- ✓ **FORMAT** : MP4
- ✓ **SUBMISSION** : Trailer within 30 seconds

SEP 26

Artwork Deadline

* Sample image of Trailer

The screenshot displays the ACFM 2022 Online Site main page. At the top, there are banners for 'JAPAN at E-IP Market 2021' and 'New Film Projects from JAPAN'. Below these is the 'E-IP Selections' section, which features five featured titles: 'Two Steps Away', 'Dorona Farewell Office', 'The Last Exorcist Hana', 'The Time of Scorpion', and 'Into the Triangular Wave'. A dashed purple box highlights the 'AD' placeholder for the trailer ad. To the right of this box is the 'Daily Newsletter' section, which includes a navigation bar with numbers 1 through 6 and a thumbnail for 'DAILY NEWSLETTER Vol.1'. The footer contains the ACFM logo, contact information for the Busan Office, a newsletter subscription form, and social media icons for YouTube, Apple, Facebook, and Instagram.



01. ACFM 2021 Opens Tomorrow!

The Asian Contents & Film Market 2021, which opens from October 11 (Mon) to October 14 (Thu) during the 26th Busan International Film Festival, officially begins tomorrow. This year's market is keeping the online format from last year, but will be holding onsite events including the Asian Project Market (APM) and the E-IP (Entertainment Intellectual Property) Market at Paradise Hotel Busan for domestic participants who are able to attend physically.

1,389 participants from 52 countries, a 57% increase from last year, are attending the market and 200 institutions and sales companies have registered for online booths. 318 Market Screenings and 112 BIFF selections are also available for viewing on Online Screening. You can see the official list of BIFF Selections below.

Registration for the Market Badge is available on the ACFM website (www.acfm.kr) until October 14. For more information on Market Badge registration, please follow the link below.

BIFF SELECTIONS PDF

Market Badge Registration

ACFM Asian Contents & Film Market
11-14 October 2021

* Sample image of Online Daily News Letter



06 Online

Online Daily News Letter

This is a banner ad placed in the newsletter during ACFM 2022. The form of a newsletter increases the reliability of an advertisement. We have published D-1 / Day 1,2,3,4 and Thank you letter, in total of 47,233 mails during ACFM 2021.

- ✓ **PRICE** : JPG, PNG \$1,500 / GIF \$ 2,000
- ✓ **SIZE** : 640 x 130 px
- ✓ **SUBMISSION** : Artwork in GIF or JPG, PNG format & Connection Link
- ✓ **REMARK** : GIF format banner will be placed at the top of the newsletter during ACFM. * Only for one slot, first-come and first served basis



Artwork Deadline

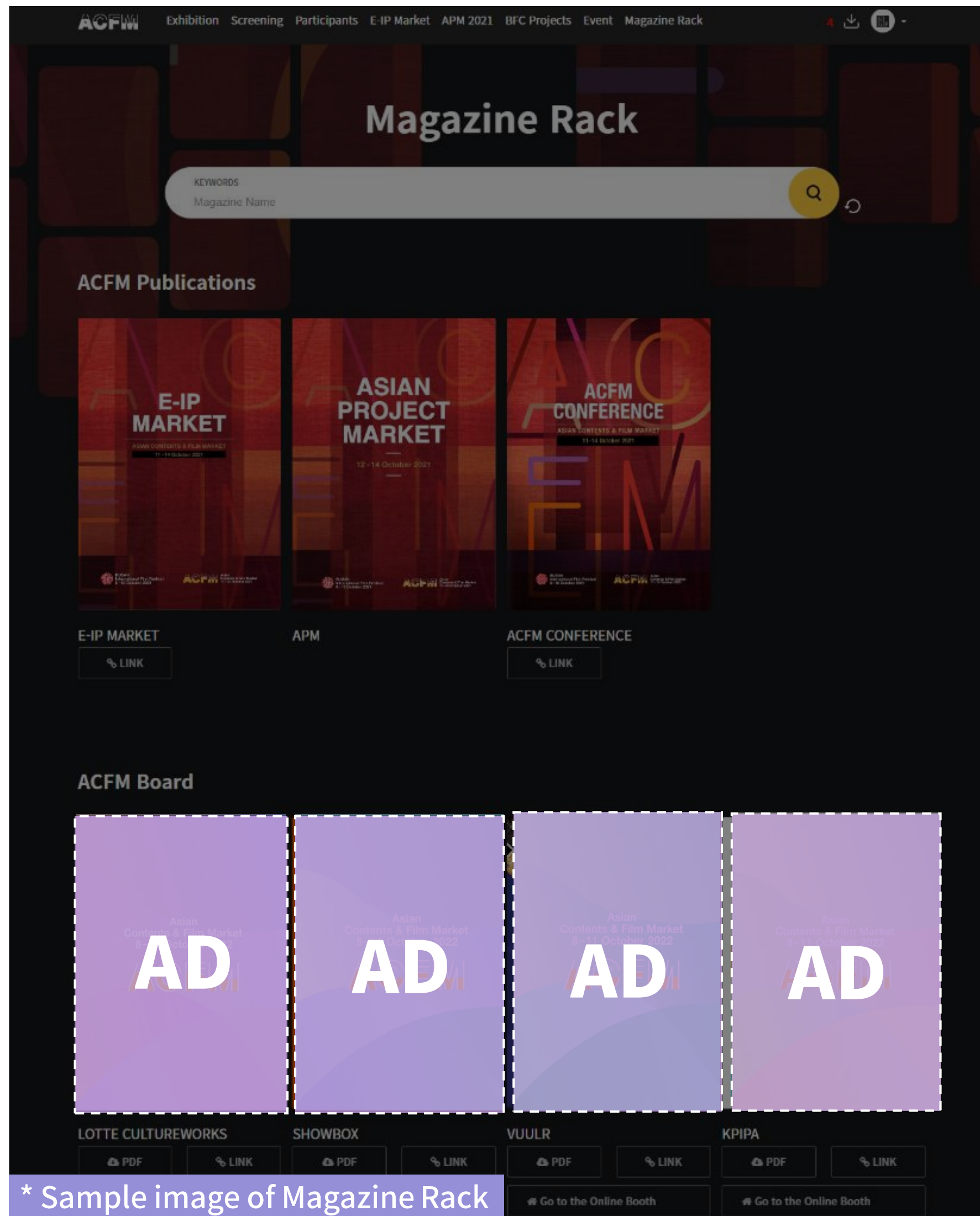
Advertisement

Package

Ad notice

Artwork notice

Contact



* Sample image of Magazine Rack

07 Online Magazine Rack

This is a leaflet ad in PDF format, which is **in Magazine Rack tab in ACFM 2022 Online Site**. The leaflet contains specific information, so you can expect a high marketing effect.

- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE FOR COVER** : ratio width 3, height 4.3
- ✓ **SUBMISSION** : Artwork in JPG format for cover & a leaflet in PDF format for promotion * Submit leaflet by PDF file



Artwork Deadline



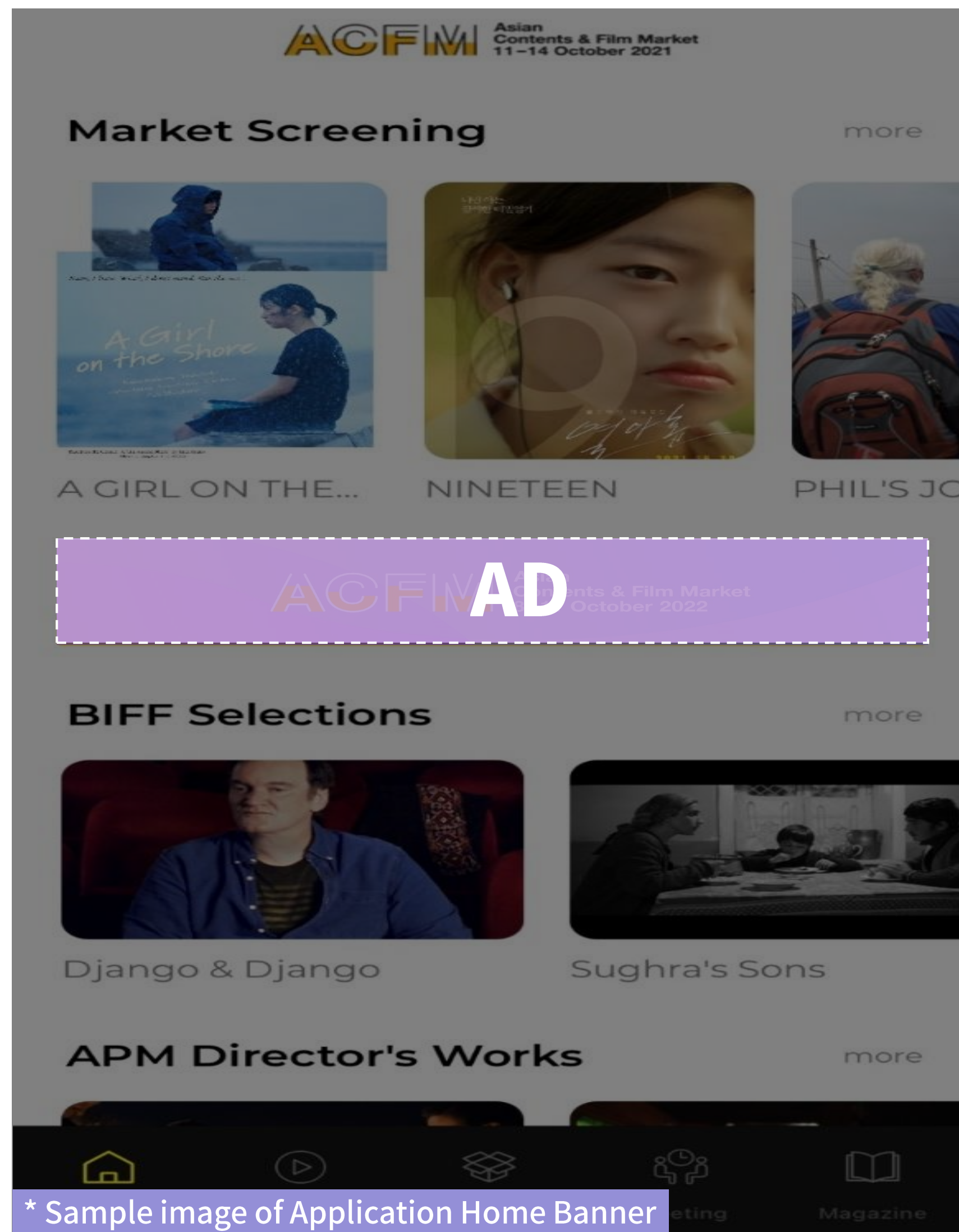
08 Online Application Home Banner

This is a banner ad placed in the upper part of ACFM 2022 application home. It is a high-efficient ad for mobile participants. The participants can get information directly through the image thumbnail banner.

- ✓ **PRICE** : \$ 1,000
- ✓ **SIZE** : 840 x 174 px
- ✓ **SUBMISSION** : Artwork in JPG, PNG format

SEP 26

Artwork Deadline



* Sample image of Application Home Banner

ONLINE PACKAGE



It is a package that can be found at a discount of \$ 500 to \$ 1,000 from the previous combined price.
(A online daily newsletter is applied in jpg and png types.)

Full Package

Package 01

\$ 10,000

- ✓ Main Page Banner
- ✓ Main Page Popup Banner
- ✓ My page Banner
- ✓ Login page Banner
- ✓ Trailer
- ✓ Online Daily News Letter
- ✓ Magazine Rack
- ✓ Application Home Banner

Package 02

\$ 5,500

- ✓ Main Page Banner
- ✗ Main Page Popup Banner
- ✓ My page Banner
- ✓ Login page Banner
- ✓ Trailer
- ✗ Online Daily News Letter
- ✓ Magazine Rack
- ✗ Application Home Banner

Package 03

\$ 4,500

- ✓ Main Page Banner
- ✗ Main Page Popup Banner
- ✓ My page Banner
- ✗ Login page Banner
- ✗ Trailer
- ✓ Online Daily News Letter
- ✗ Magazine Rack
- ✓ Application Home Banner

Package 04

\$ 3,000

- ✗ Main Page Banner
- ✗ Main Page Popup Banner
- ✓ My page Banner
- ✗ Login page Banner
- ✗ Trailer
- ✗ Online Daily News Letter
- ✓ Magazine Rack
- ✓ Application Home Banner

* 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



2

Registration Process

Advertisement Order form or Google Order Form

- Write Advertisement Order form > Send mail to promotion@acfm.kr
- [Click the link](#) or Scan QR code > Write 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.

(20 SEP)

Advertisement

Package

Ad notice

Artwork notice

Contact

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

2022.09.26

Please submit the artwork according to the submission date.

ACFM

2022

Eunji Lee Exhibition

+82 51 709 2220 

promotion@acfm.kr 

Kyungmi Cho Exhibition

 +82 51 709 2221

 promotion@acfm.kr



ACFEM

2022

