

ACFIM **2023**

Advertisement Catalogue (ENG)

ACFM

2023

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ACFIM
2023

On-site
Advertisement



01. 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 generate 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 :** Make sure not to put letters or logos within 80mm on the top and on the bottom of the artwork

Artwork Deadline
8 Sep 2023

02. Hanging Banner



A Hanging Banner will be installed in the lobby of the exhibition hall. The lobby, where the badge desk is located, is an excellent spot for attracting participants' attention. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE :** \$ 2,500
- ✓ **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 :** Make sure not to put letters or logos within 80mm on the top and on the bottom of the artwork

Artwork Deadline

8 Sep 2023

03. On-site Trailer



You can play your advertising Trailers in high-traffic areas within the exhibition hall. All Trailers submitted will be compiled and run non-stop during market business hours.

- ✓ **PRICE** : \$ 1,500
- ✓ **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

Artwork Deadline
8 Sep 2023

04. Light Box Banner



A Light Box Banner will be installed in the lobby of the exhibition hall. You can promote not only to movie officials visiting the exhibition hall but also to BEXCO visitors. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE** : \$ 3,000 (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)
- ✓ **REMARK** : Make sure not to put letters or logos within 80mm
on the top and on the bottom of the artwork

Artwork Deadline

8 Sep 2023

05. Light Stand Banner



Light Stand Banner will be displayed inside the exhibition hall. Light Stand Banner is a durable interior lightening banner that catches the attention of many participants passing by. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE :** \$ 2,000
- ✓ **SIZE / MATERIALS :** W 0.6m x H 1.8m / Flex
- ✓ **SUBMISSION :** JPG/JPEG file format (1:1 size, minimum of 100–150 dpi)

Artwork Deadline

8 Sep 2023

06. Kiosk Banner



A Kiosk Banner will be installed inside the exhibition hall. It is located in a high-traffic area where many people come and go. The price covers space reservation, processing, installation and removal.

- ✓ **PRICE :** \$ 1,500
- ✓ **TYPE / SCREEN SIZE :** non – touch kiosk / 49 inch
- ✓ **FORMAT / RESOLUTION :** JPG/JPEG file / 1080 x 1920

Artwork Deadline
8 Sep 2023

ON-SITE PACKAGE

Get \$1,000 ~ \$1,500 discount on the package!

Package 1

- Ceiling Banner
- Hanging Banner
- On-site Trailer
- Light Box Banner
- Light Stand Banner
- Kiosk Banner

\$ 15,000

Package 2

- Hanging Banner
- On-site Trailer
- Light Stand Banner
- Kiosk Banner

\$ 6,500



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

Online and On-site Two In One Package

SPECIAL PACKAGE

Get \$1,000 discount on the package!

Package 1

<Online>

- Main Page Banner
- Online Trailer
- Online Daily
Newsletter (Type B)

<On-site>

- Hanging Banner
- Light Box Banner
- Light Stand Banner

\$ 12,000**Package 2**

<Online>

- Main Page Banner
- My Page Banner
- Magazine Rack

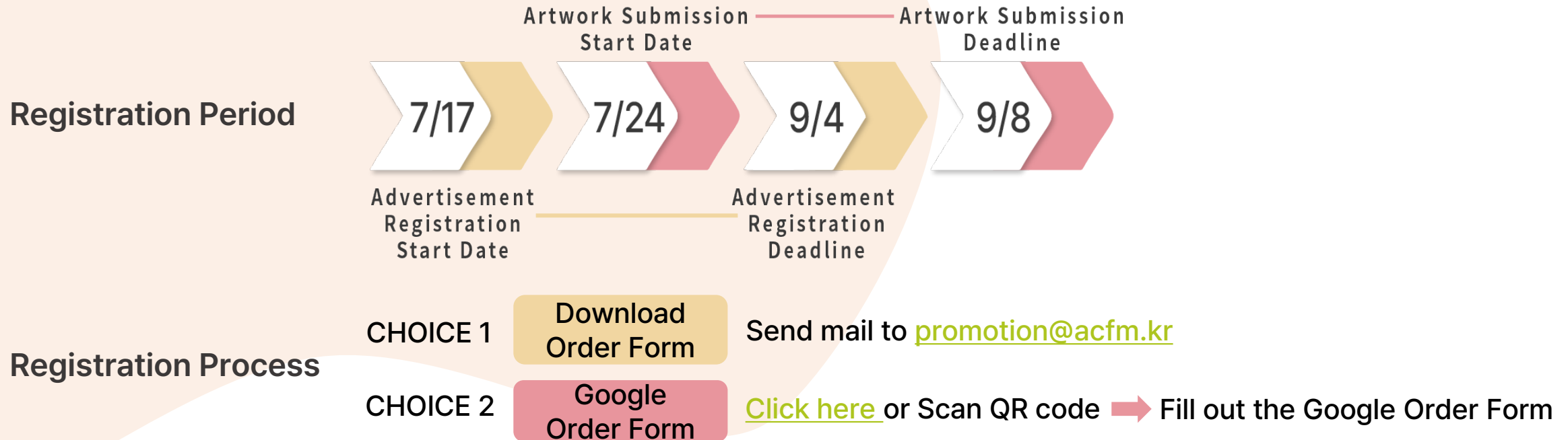
<On-site>

- Hanging Banner
- On-site Trailer
- Kiosk Banner

\$ 10,000* If you want other packages, please contact to promotion@acfm.kr



Advertisement Registration Notice



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 (4 Sep).

Artwork Submission Notice



Requirement

English Only

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

Submission

E-mail

Submit your artwork via **e-mail (promotion@acfm.kr)**.

Deadline

8 Sep 2023

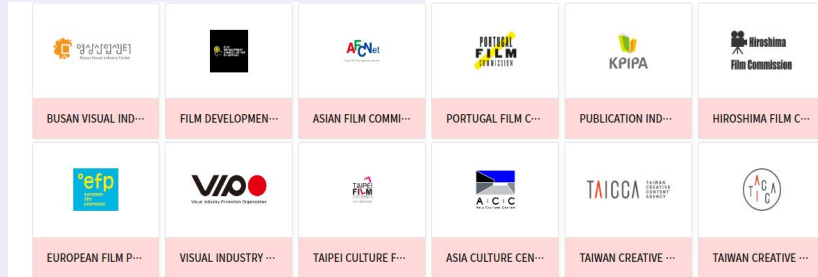
Deadline of your artwork is **8 Sep**.

ACFIM
2023

Online
Advertisement



01. Main Page Banner



TYPE
A

Advertisement

Contents & Film

All >

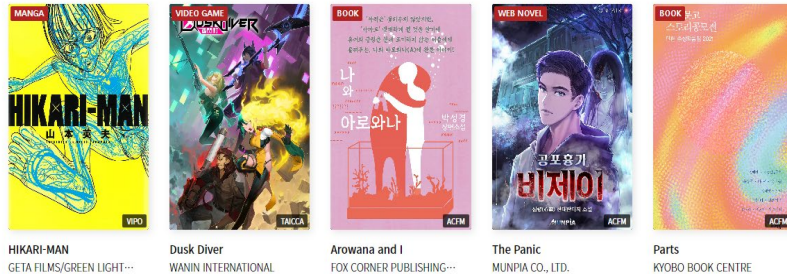
TYPE
B

Advertisement

Advertisement

E-IP Selections

All >



Main Page Banner will be prominently displayed in the middle of the ACFM 2023 Online Site Main Page, reaching all market participants. The banner serves as a strong representation of your brand identity. Select between TYPE A and TYPE B.

- ✓ **PRICE :** \$ 2,000
- ✓ **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
15 Sep 2023

02. Main Page Pop-up Banner



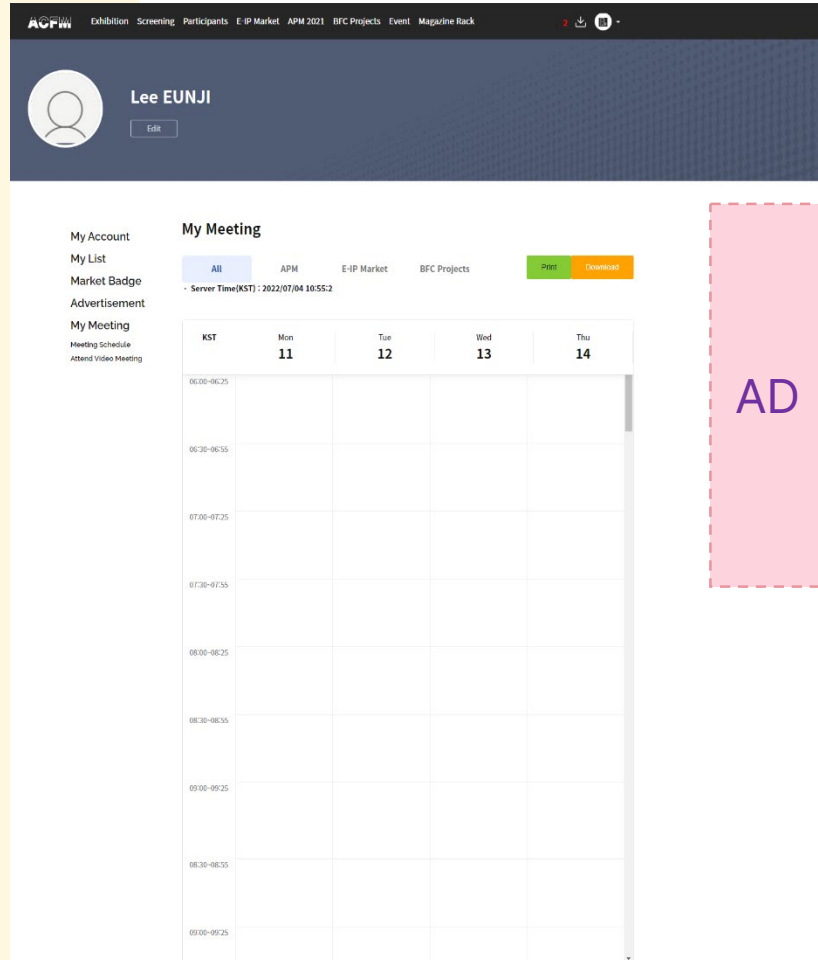
Main Page Pop-up Banner will be placed at the top of the ACFM 2023 Online Site Main Page. One advertisement will be placed for a duration of 24 hours each day throughout the market period. The specific dates for the advertisement placements will be determined based on a first-come, first-served basis. Upon receiving the order form, we will provide you with the exact date information via e-mail.

- ✓ **PRICE :** \$ 3,000
- ✓ **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

15 Sep 2023

03. My Page Banner



My Page Banner will be located on the right side of the ACFM 2023 Online Site My Page, where market participants tend to spend a significant amount of time. This banner advertisement is designed to naturally capture the attention of market participants and increase recognition.

- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE** : 200 x 600 px
- ✓ **SUBMISSION** : Artwork in JPG, PNG format & Connection Link

Artwork Deadline
15 Sep 2023

04. Login Page Banner

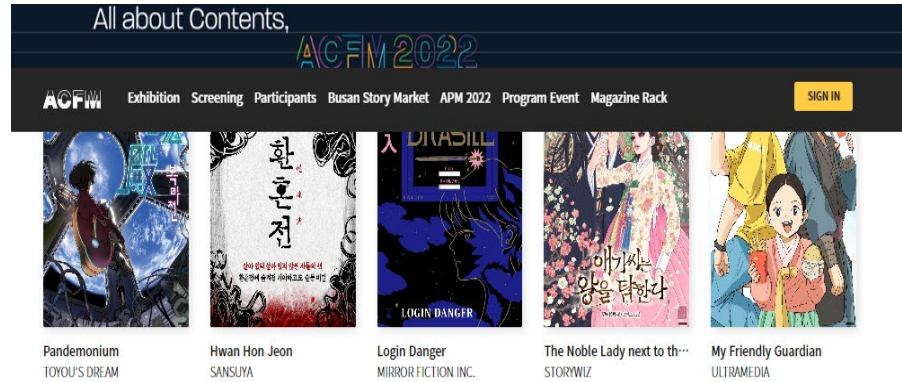
The mockup shows a login page layout. At the top, there are two buttons: 'Create an Account' (white with black text) and 'Sign In' (red with white text). Below these is the 'Sign In' heading. The form includes a 'Your Email Address' field with a 'Forgot your E-mail?' link, a 'Password' field with a 'Forgot Password?' link and a toggle icon, and a black 'Sign In' button. At the bottom, a pink dashed box labeled 'Advertisement' indicates the location for the banner.

Login Page Banner will be located at the bottom of the ACFM 2023 Online Site Login Page. Participants will easily encounter this advertisement as the login page is essential for accessing the homepage. By placing the desired promotional information in the banner, you can expect a significant marketing impact.

- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE** : 460 x 100 px
- ✓ **SUBMISSION** : Artwork in JPG, PNG format & Connection Link

Artwork Deadline
15 Sep 2023

05. Online Trailer



Trailer will be placed at the bottom of the ACFM 2023 Online Site Main Page. Through a 30-second trailer, you can promote the title, genre, and your institution's business and programs. Additionally, the auto-play function helps the participants to watch the trailer even easier.



Daily Newsletter

1 2 3 4 5 6



Daily Newsletter Vol.1

- ✓ **PRICE** : \$ 1,500
- ✓ **VIDEO SIZE** : minimum HD
- ✓ **FORMAT** : MP4
- ✓ **SUBMISSION** : Trailer within 30 seconds

Artwork Deadline
15 Sep 2023

06. Online Daily Newsletter



1 Today's ACFM Schedule

Mon, 10 October

Time	Title	Venue
10:00 - 13:00	mylab 2022 Project Presentation	Event Room A
14:00 - 15:30	BIFAN GOEDAM (Strange Tales) CAMPUS Pitching	
16:30 - 18:30	BUSAN CINEVA STUDIOS - XR TECH LAB Technology Seminar : Virtual Productions - Breaking the boundaries between virtual and reality	
16:00 - 18:00	BIFAN GOEDAM (Strange Tales) CAMPUS Business Meeting	Conference Room 124
10:30 - 12:00	Filmmaker's Talk: A Conversation with Peter CHAN	Event Room B
13:30 - 15:00	AI Voice to Revolutionize Film Industry - SUPERPHONE	
16:00 - 17:30	AFS X NAPNAP FORUM	
	(Strange Tales) CAMPUS Pitching Awards	

TYPE
A

GIF

Advertisement

3 Busan Story Market Starts Today!

Newly introduced Busan Story Market (BSM) starts today! BSM has recorded over 1,000 business meeting reservation in advance, proving much attention of industries toward BSM. In BSM, variety of lineups from content-related organizations and companies including Busan IT Industry Promotion Agency, 14 major Korean publishers at Seoul International Book Fair (SIBF), Naver Webtoon, and All That Story Co., Ltd. in addition to selected 51 IPs of Korea, Taiwan, Japan, and ASEAN that boast high quality. Onsite reservation for business meeting with BSM selections is also available. Please look forward to specialized BSM programs such as IP pitching events, BSM Legal Seminar, BSM Forum, and conference co-organized by CJ M and TOBI ANIMATION.

TYPE
B

JPG, PNG

Advertisement

Advertisement

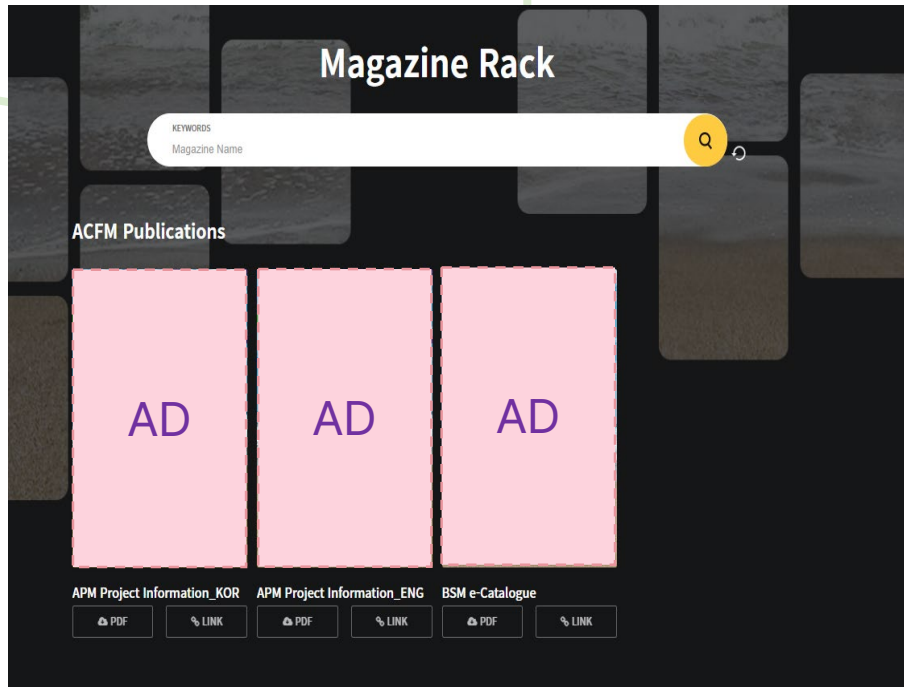
Online Daily Newsletter will be placed in the daily newsletter during ACFM 2023. The form of a daily newsletter increases the reliability of an advertisement. You have the option to choose between TYPE A and TYPE B, but please note that TYPE A has only one available slot. Make sure to hurry as it operates on a first-come, first served basis.

- ✓ **PRICE :** TYPE A (GIF) - \$ 2,500
TYPE B (JPG, PNG) - \$2,000
- ✓ **SIZE :** 640 x 130 px
- ✓ **SUBMISSION :** Artwork in GIF or JPG, PNG format & Connection Link
- ✓ **REMARK :** TYPE A is ONLY for one slot(first-come, first served basis)

Artwork Deadline

15 Sep 2023

07. Magazine Rack



Magazine Rack is a leaflet advertisement in PDF format, which will be placed in the ACFM 2023 Online Site Magazine Rack tab. The leaflet contains specific information, so you can expect a high marketing effect.

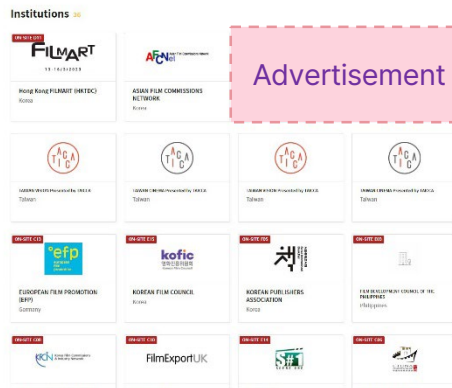
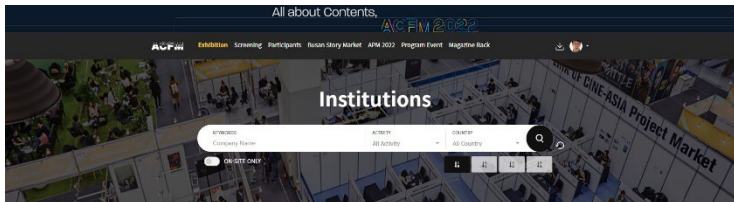
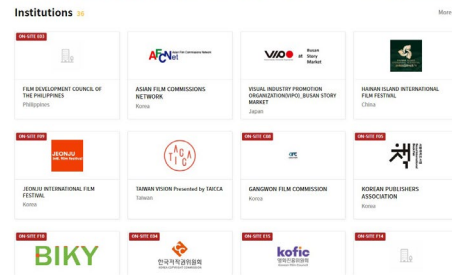
- ✓ **PRICE :** \$ 2,000
- ✓ **SIZE FOR COVER :** ratio width 3, height 4.3
- ✓ **SUBMISSION :** Artwork in JPG format for cover & a leaflet in PDF format for promotion * **Submit leaflet by PDF file**

Artwork Deadline
15 Sep 2023

08. Exhibition Page Banner

JPG,
PNG

Advertisement



Advertisement

GIF

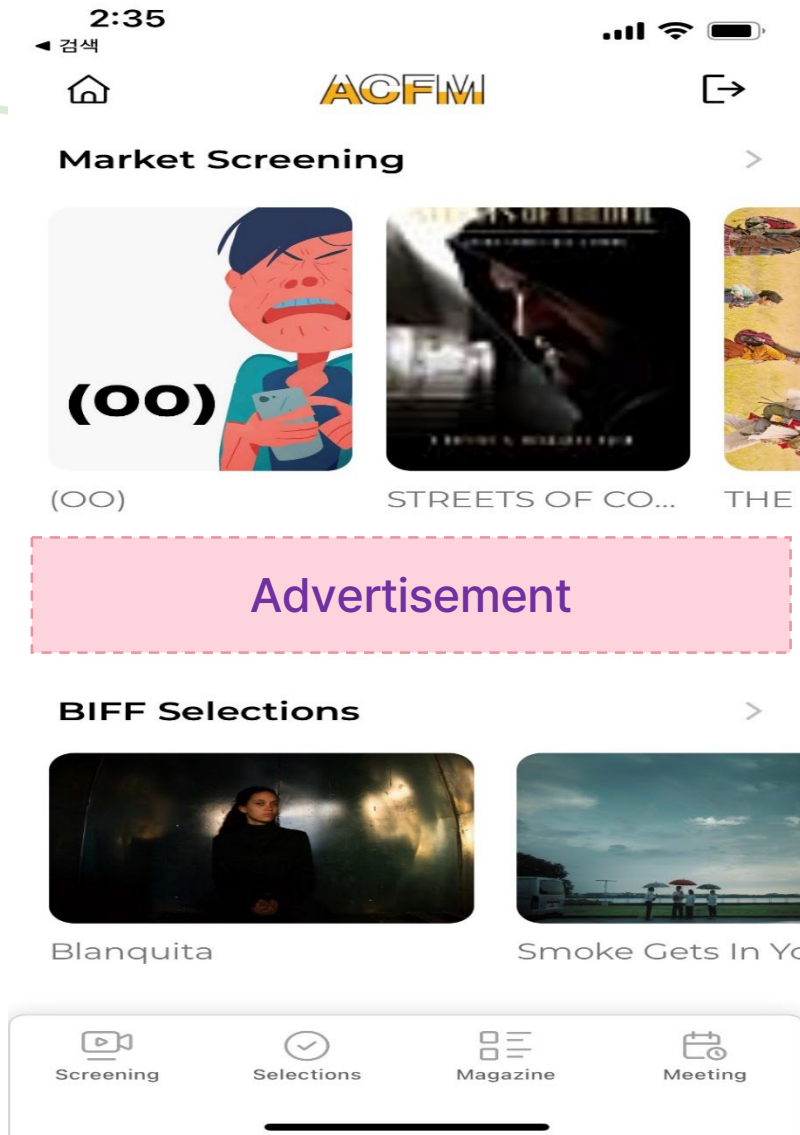
Category Banner will be located on the ACFM 2023 Online Site Exhibition Page and is exclusively for this year's exhibitors. There are Institutions and Sales (Film, IP, TV, Tech) tab inside, so you can promote in the tab you belong. Plus, JPG or PNG banner and GIF banner is a set. By placing an advertisement banner alongside logos, you can expect a high marketing impact.

- ✓ **PRICE : \$ 2,500**
- ✓ **SIZE FOR COVER : JPG, PNG(1132 * 120 px), GIF(556 * 225 px)**
- ✓ **SUBMISSION : Artwork in JPG, PNG and GIF format & Connection Link**
- ✓ **REMARK : Only for this year exhibitors**

Make sure to send banner artwork, not logo

Artwork Deadline
15 Sep 2023

09. Application Home Banner



This is a banner advertisement placed in the upper part of the ACFM 2023 Application Home. It is a highly efficient AD targeting mobile participants. By utilizing the image thumbnail banner, participants can directly access information.

- ✓ **PRICE** : \$ 1,500
- ✓ **SIZE** : 840 x 174 px
- ✓ **SUBMISSION** : Artwork in JPG, PNG format

Artwork Deadline
15 Sep 2023

ONLINE PACKAGE

Get \$1,000 ~ \$2,500 discount on the package!

Package 1

- Main Page Banner
- Main Page Pop-up Banner
- My Page Banner
- Login Page Banner
- Online Trailer
- Online Daily Newsletter(Type B)
- Magazine Rack
- Exhibition Page Banner(Type B)
- Application Home Banner

\$ 15,000

Package 2

- Main Page Banner
- My Page Banner
- Login Page Banner
- Online Trailer
- Magazine Rack
- Exhibition Page Banner(Type B)
- Application Home Banner

\$ 10,000



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

Online and On-site Two In One Package

SPECIAL PACKAGE

Get \$1,000 discount on the package!

Package 1

<Online>

- Main Page Banner
- Online Trailer
- Online Daily
Newsletter (Type B)

<On-site>

- Hanging Banner
- Light Box Banner
- Light Stand Banner

\$ 12,000**Package 2**

<Online>

- Main Page Banner
- My Page Banner
- Magazine Rack

<On-site>

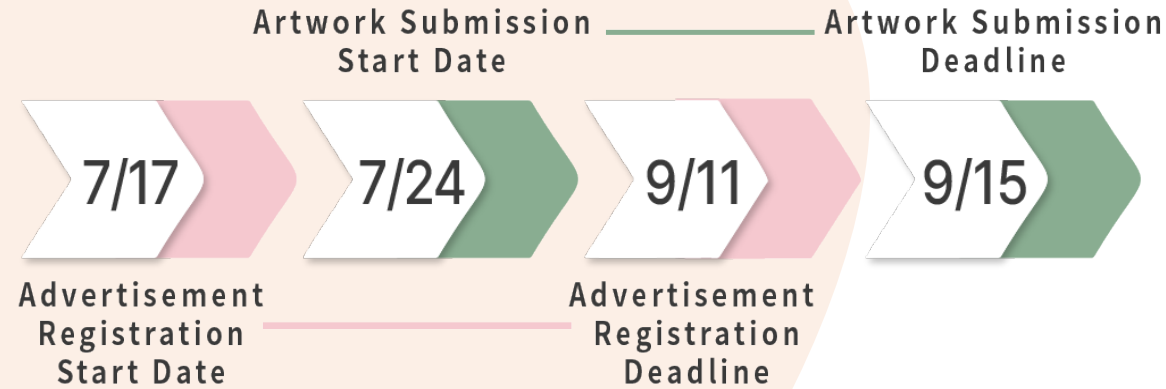
- Hanging Banner
- On-site Trailer
- Kiosk Banner

\$ 10,000* If you want other packages, please contact to promotion@acfm.kr

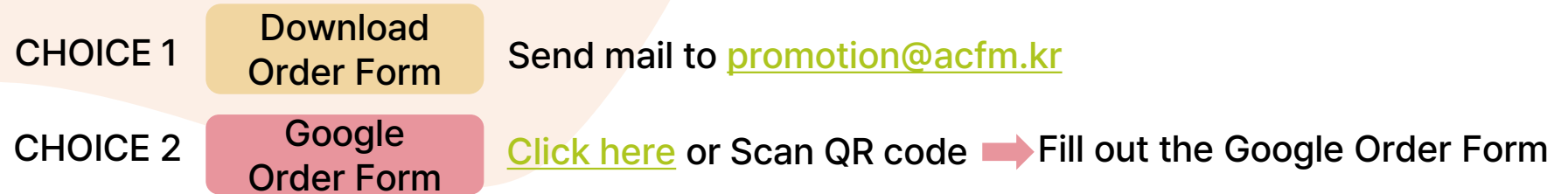


Advertisement Registration Notice

Registration Period



Registration Process



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 (11 Sep).

Artwork Submission Notice



Requirement

English Only

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

Submission

E-mail

Submit your artwork via **e-mail(promotion@acfm.kr)**.

Deadline

15 Sep 2023

Deadline of your artwork is **15 Sep**.

ACFM

2023

Laura SHIN EXHIBITION

+82 51 709 2225

promotion@acfm.kr

