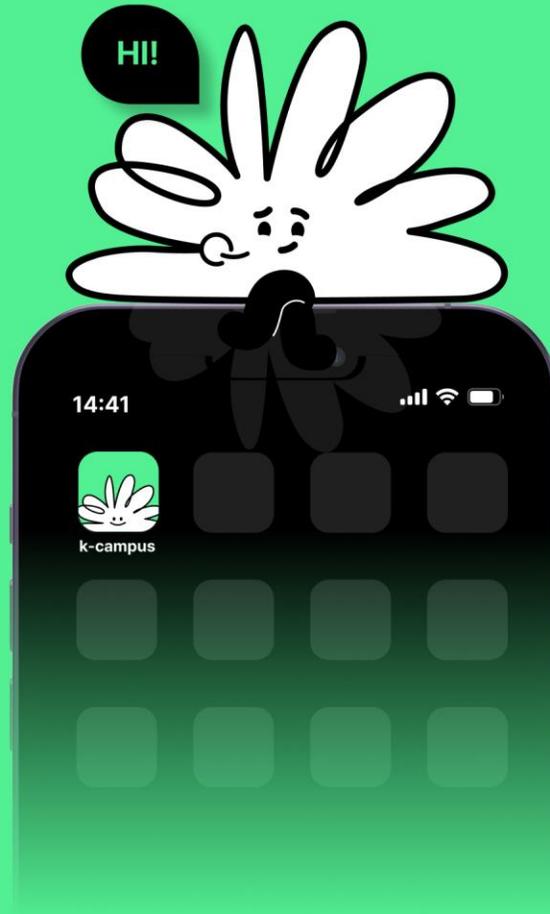


K-CAMPUS AD PRODUCTS INTRODUCTION



AD LIST

K-campus의 디지털 채널, 프린트 그리고 다양한 프로젝트를 통해 한국 대학에 재학중인 외국인 유학생 및 유학을 준비 중인 여러 국적의 학생들에게 브랜드의 소식을 빠르게 전파할 수 있습니다.

DIGITAL

웹/앱 디스플레이 광고
큐레이션 광고

PRINT

코리아중앙데일리 지면 광고
Native AD - Advertorial
Guest Report

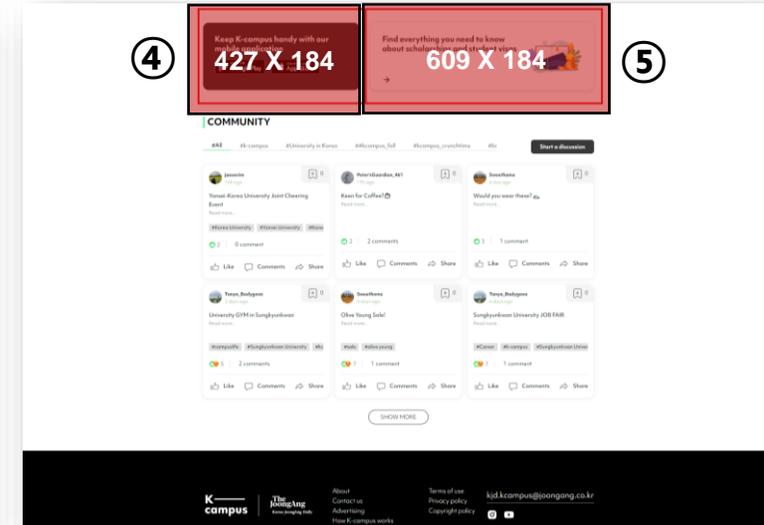
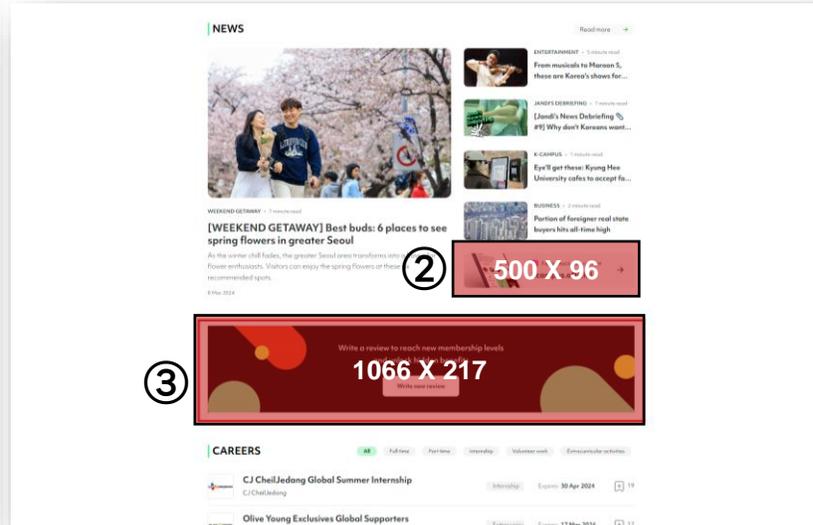
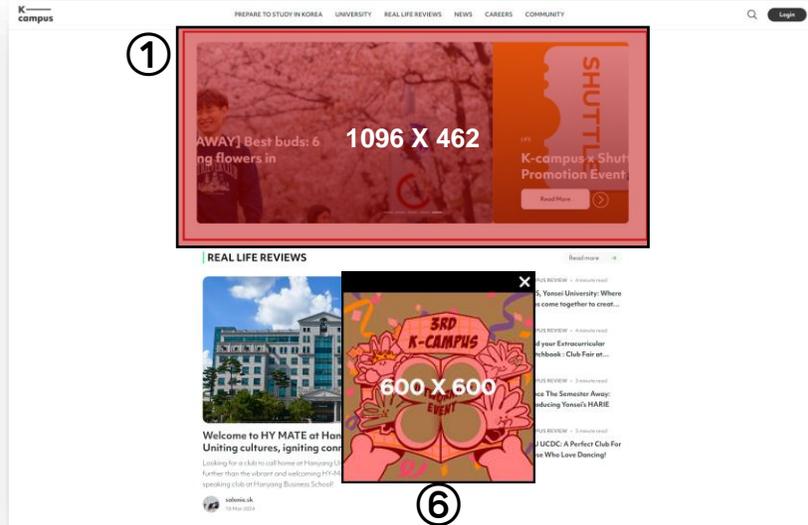
SPECIAL PACKAGE

채용 연계 Career Day 패키지
브랜드 투어 패키지
글로벌 홍보 패키지

DIGITAL AD

웹/앱 디스플레이 광고

AD Type / Size



- ①메인 페이지 탑 롤링 배너
- ⑥메인 페이지 팝업

- ②메인 페이지 중단 미니 배너
- ③메인 페이지 중단 롱 배너

- ④메인 페이지 중하단 좌측 배너
- ⑤메인 페이지 중하단 우측 배너

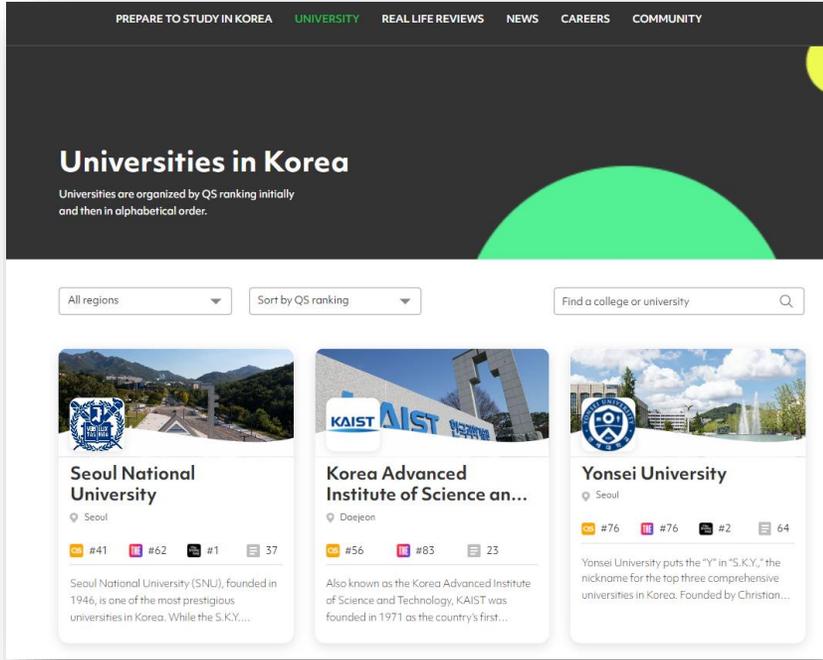
(단위: 원) / VAT 별도

DISPLAY AD RATE

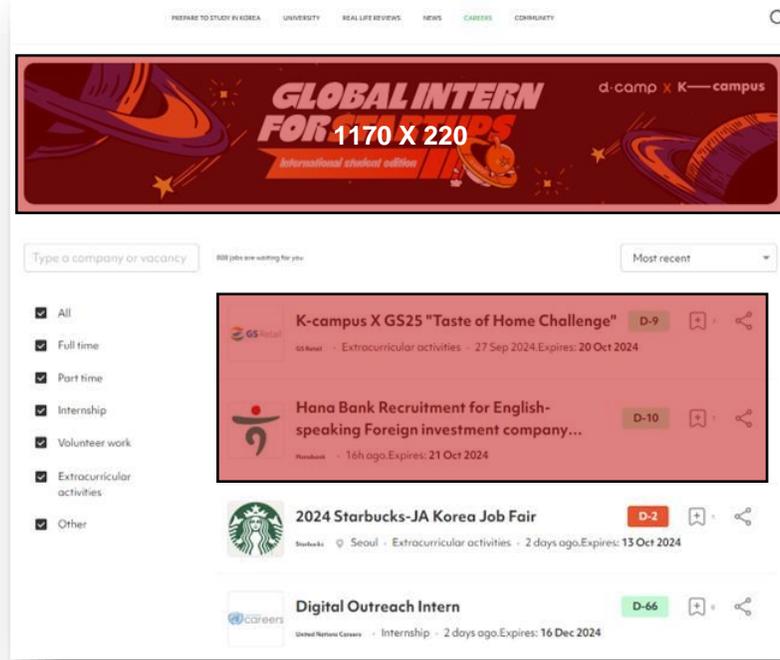
AD Type	Placement	SOV	Duration	Image/Text	Rate (KRW)
①메인 페이지 탑 롤링 배너	메인 페이지(PC/MO)	SOV 25%	1week	이미지 + 기사	5,000,000
②메인 페이지 중단 미니 배너	메인 페이지 (PC)	SOV 100%	1week	이미지	1,000,000
③메인 페이지 중단 롱 배너	메인 페이지 (PC)	SOV 100%	1week	이미지	1,500,000
④메인 페이지 중하단 좌측 배너	메인 페이지 (PC)	SOV 100%	1week	이미지	500,000
⑤메인 페이지 중하단 우측 배너	메인 페이지 (PC)	SOV 100%	1week	이미지	750,000
⑥메인 페이지 팝업	메인 페이지 (PC/MO)	SOV 100%	1week	이미지	2,000,000

DIGITAL AD

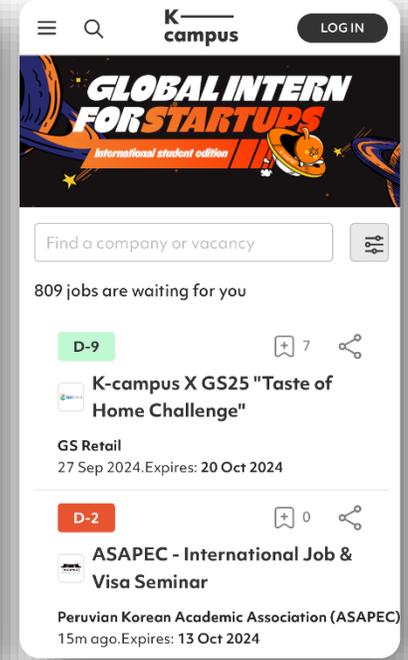
큐레이션 광고 (상단 고정)



대학 소개 페이지



채용 공고 페이지



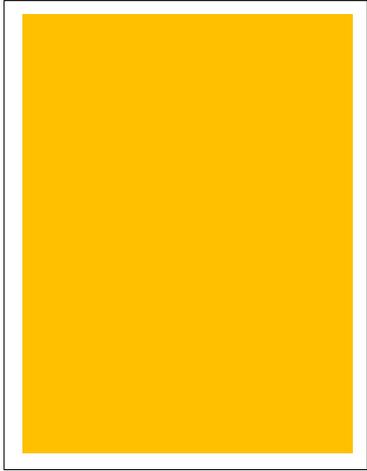
(단위: 원) / VAT 별도

CURATION AD RATE					
대학 소개 상단 고정	1슬롯	대학 소개 페이지 (PC/MO)	SOV: 100%/ 2 weeks	대학 소개 정보 제작	500,000
	2슬롯				400,000
	3슬롯				300,000
채용 공고 상단 고정	상단 배너	메인 페이지, 채용 페이지 (PC/MO)	SOV 100% / 1 week	이미지 + 채용 공고 (번역 제공)	1,500,000
	1슬롯			채용 공고 (번역 제공)	500,000
	2슬롯			400,000	

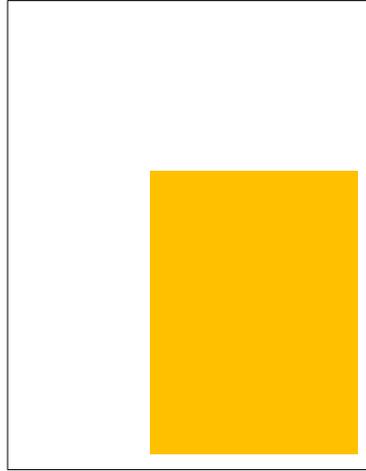
PRINT AD

지면 광고

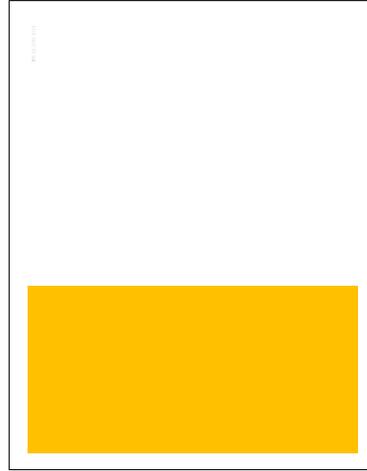
AD Type/Size



전면: 370mm X 508mm



9단: 210mm X 301mm



5단: 338mm X 170mm

(단위: 원) / VAT 별도

PRINT AD RATE

	Black/White	Color
전면 광고	8,325,000	16,650,000
9단 광고	2,835,000	5,670,000
5단 광고	2,775,000	5,550,000

kt

소상공인의 경쟁력을 높이는 KT

하이오더

- ✓ 회전율 개선 · 운영비 절감
- ✓ 다양한 결제수단 · 외국어 지원
- ✓ 안정적인 네트워크 · 전국 직영 A/S

하이오더란?
손님이 테이블에서 직접 주문과 결제 가능한 프리미엄 테이블 오더 서비스
상호문의 1588-0114

PRINT AD

ADVERTORIAL

촬영 및 기획, 제작 콘텐츠

- 인터뷰형 / 취재형
- 지면 / 온라인 동시 게재

GUEST REPORT

보도자료 / 사진 등 소스 필요

ADVERTORIAL

GUEST REPORT

인터뷰형 / 취재형

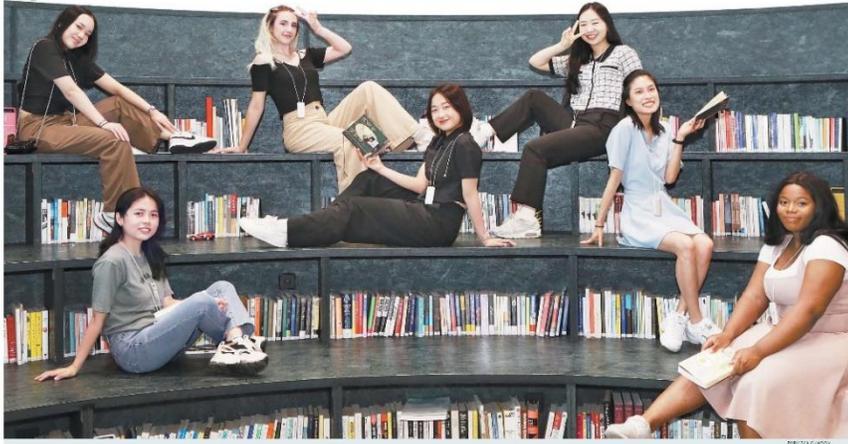
보도자료 게재

ADVERTORIAL RATE

별도 협의

Min. 5,000,000

애드버토리얼



K-campus student reporters pose for a photo at the Amorepacific headquarters in Yongsan District, central Seoul.

Amorepacific, K-campus partner to boost reach

Student reporters tour Amore Seongsu, House of Sulwhasoo Bukchon

K-Campus Student Amorepacific Ambassador

BY YUN YUN-HO

The Korea JoongAng Daily's K-campus partnered with Amorepacific for the "K-campus Amorepacific Student Ambassador" program, linking international students to visit the company's key brands and meet customers.

A total of 14 students part of the K-campus student reporter program participated. They were split into four groups, with

two groups sent to Amore Seongsu in Seongnam District, eastern Seoul, and the other two to the House of Sulwhasoo Bukchon in Jongno District, central Seoul, to produce videos and reviews. All of the students visited Amorepacific headquarters in Yongsan District, central Seoul, for a company tour to learn about the corporate culture and history.

Further reporting opportunities were given to the students, with one winning group from each year earning a scholarship on July 30 and July 31 to use Amorepacific's Ovalite Spa Museum and Spa facilities. Eight students visited Amore Seongsu on June 23 to try the company's lipstick and foundation customization service, known

as the Lip Picker and Skin Silky Stay Custom Match, while the other two groups were assigned to the House of Sulwhasoo Bukchon to try.

"The most memorable thing about my trip to Seongsu was to see how different and America are presented in a way that it became an experience to the person who's visiting," Chacha Park, a student, said. "As someone who's become interested in skin care only after living in Korea, there's still a lot that I don't know about, so being able to visit the products was really helpful."

"We received a lot of guidance and feedback from our mentors, and I felt that everything we learned in the last few months came together through this trip and our company's brands, such as Popin and Sunnies, were displayed at the center for the students to try."

Other students visited the House of Sulwhasoo Bukchon on June 27. Reminiscing on America are presented in a way that it became an experience to the person who's visiting," Chacha Park, a student, said. "As someone who's become interested in skin care only after living in Korea, there's still a lot that I don't know about, so being able to visit the products was really helpful."

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As the group, the outstanding structure of Amore Seongsu resonated with its modern, warm, and only revealing to the marketing as its garden language unfolds. Once a site report, they had gone to experience of the flagship store contrast against the industrial neighborhood.

Amore Seongsu, a two-story building, is a site report, they had gone to experience of the flagship store contrast against the industrial neighborhood. Amore Seongsu, a two-story building, is a site report, they had gone to experience of the flagship store contrast against the industrial neighborhood.

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Amore Seongsu brings personal touch to makeup experience with 125 shades

BY STAFF WRITERS ALIZA KHAN AND CLAUDIA FATTORI RICHTER

Between the afternoon hum of the Seoul subway line No. 2 and the persistent factory noise in Seongsu-dong, eastern Seoul, stepping into Amore Seongsu is like finding a tranquil haven amid an industrial wilderness.

Settled within Seongsu-dong's stream, an impressive transformation awaits as all newcomers and factories reveal their individual personalities—return to trendy coffee shops and restaurants.

At the glass, the outstanding structure of Amore Seongsu resonates with its modern, warm, and only revealing to the marketing as its garden language unfolds. Once a site report, they had gone to experience of the flagship store contrast against the industrial neighborhood.

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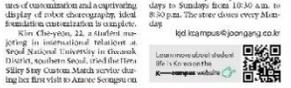
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SPECIAL PACKAGE

CAREER DAY

기업 소개, 직무별 멘토링을 통해 기업이 원하는 글로벌 인재를 발굴하고 채용까지 연계할 수 있도록 지원합니다.

K-campus의 타겟팅된 독자들을 바탕으로 기업이 원하는 맞춤형 인재를 보다 쉽게 발굴할 수 있으며 행사와 연계한 기사 발행, 소셜 미디어를 활용한 행사 홍보도 가능합니다. (가격 별도 협의)

EVENT



기업 소개



직무별 그룹 멘토링



참가 학생 대상 피드백 청취 및 글로벌 인재 채용

INSTAGRAM



INTERVIEW



PRINT



SPECIAL PACKAGE

BRAND TOUR

K-campus 학생 기자단 또는 코리아중앙데일리 소속 기자가 기업의 주요 브랜드 공간을 탐방하고 기사와 리뷰, 영상을 제작하는 특별 패키지로 글로벌 마켓 타겟 기업들의 브랜드 이미지 제고에 효과적입니다. K-campus 학생 기자단은 다양한 국적의 외국인 유학생들로 구성되어 있으며 이들의 시각이 담긴 리뷰는 코리아중앙데일리 기자와 외국인 에디터가 편집하여 고품질 콘텐츠로 제작합니다. (가격 별도 협의)

REVIEW



MireiaMartinez

AI skintone generator at the Amorepacific Headquarters

K-beauty has become famous all around the world, so, if you come to Korea, buying makeup and skincare product...

28 Jul 2023 · 2



hel_hel

Amore Seongsu Unveils Personalized Foundation: Showcase Your Unique Beauty!

Being an international student with a busy schedule, makeup and skincare routines were never my thing. Rushing ...

01 Aug 2023 · 0

PRINT



VIDEO



INSTAGRAM



SPECIAL PACKAGE

GLOBAL PROMOTION

제휴 제작한 기사를 영어 뿐 아니라 중국어, 일본어로 배포 희망 시 별도 글로벌 프로모션 패키지 이용이 가능합니다. 영문은 코리아중앙데일리 및 K-campus 웹을 통해 배포되며, 중국어와 일본어는 각각 중앙일보 중문판과 일본판을 통해 배포됩니다. (가격 별도 협의)

CHINESE

中央日報 韩国中央日报中文版

最新报道 财经 国际 朝鲜 政治·社会 中国观察 社论 专栏·观点 军事·科技 娱乐体育 教育 旅游美食 时尚 图集

【李东日专栏】韩国电商平台面对中国跨境电商...

- 韩国将以国内法规约束全球速卖通、TE...
- 韩国关税厅或对全球速卖通和Temu限...
- 【社论】中国购物APP“席卷韩国”，...

中国全球速卖通、Temu、希音(Shein)等跨境电商平台对韩国市场的渗透非常强烈。这

金主爱将继承“大权”的又一印证? 手持金正恩...

- “金与正、崔善姬、玄松月、李雪主.....
- 外媒曝金正恩另有“长子”：“外貌瘦...
- 金正恩之女被正式称为“朝鲜新星”，...

“伟大的向导们和党政军干部们一起参观了江东综合温室”。16日，朝中社报道了前

JAPANESE

2024.3.20 水

韓国語・英語・中国語

三 中央日報 最新記事 ニュース オピニオン エンタメ ランキング | 韓日関係 南北関係 アイドル

日本「韓日哨戒機事件の再発防止合意文を調整中」...韓国は「慎重モード」

2018年の韓日哨戒機事件の再発を防ぐため、韓日両国が文書形態の合意を導出する方向で調整中だと、日本の国防関係者が19日明らかにした。

2024.03.20 08:15 @ 1

- 「韓日哨戒機暴落、謝罪を受けたか」質問...韓国国防部長官「文政権、4年間努力したが受け
- 韓国国防部長官「日本哨戒機の威嚇飛行は事実...謝罪、再協議」

「英国女王の写真にも」...逝去前の写真に不自然な加工の跡

2024.03.20 08:49 @ 0

「売国奴発言」五輪金メダリストが謝罪、「侮辱する意図はなかった」

2024.03.20 08:07 @ 1

ナワリナイ氏夫人「ブーン氏、合法的な大統領として認められない...」

2024.03.20 08:36 @ 0

日本で致死率30%の感染症が急速に拡散

2024.03.20 07:25 @ 0

アクセスランキング >

- 1 【写真】韓国のホテルで行われたパーティーに出席した大谷選手と真美 @ 223097
- 2 【写真】韓国高尺ドームで大谷を応援する真美子さん @ 94342

CONTACT

CONTENT & DIGITAL AD

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디지털팀 박단비 대리 / park.danbee@joongang.co.kr / 010.4006.2376

PRINT AD

광고사업팀 방정림 팀장 / bangjeonglim@joongang.co.kr / 010.8490.0340

THANK YOU

