

## Ad Rates of the Chosun Ilbo

As of Sep 20, 2016

▪ Main News Section

(Unit: KRW)

Pages	Image Type	Sizes of Ads (Depth x Width)	Rate
Front Page (A1)	B/W	4-Column	61,050,000
	Color	7.5-Column x 18 cm	
2nd/3rd Page (A2/A3)	B/W	5-Column	37,000,000
	Color	7.5-Column x 24 cm	40,500,000
		9-Column x 18 cm	37,800,000
4th/5th Page (A4/A5)	B/W	5-Column	31,450,000
	Color	7.5-Column x 24 cm	34,425,000
		9-Column x 18 cm	32,130,000
Local News Pages	B/W	5-Column	27,750,000
	Color	7.5-Column x 24 cm	30,375,000
		9-Column x 18 cm	28,350,000
Other Pages (Reserved Spots)	Color	5-Column	24,050,000
		7.5-Column x 24 cm	26,325,000
		9-Column x 18 cm	24,570,000
		Full-Page (15-Column)	99,900,000
	B/W	5-Column	22,200,000
		7.5-Column x 24 cm	24,300,000
		9-Column x 18 cm	22,680,000
		Full-Page (15-Column)	66,600,000
Other Pages (Unreserved Spots)	Color	5-Column	22,200,000
		7.5-Column x 24 cm	24,300,000
		9-Column x 18 cm	22,680,000
		Full-Page (15-Column)	66,600,000
	B/W	5-Column	20,350,000
		7.5-Column x 24 cm	22,275,000
		9-Column x 18 cm	20,790,000
		Full-Page (15-Column)	61,050,000
Regional Editions	B/W	5-Column	9,250,000
	Color	Full-Page (15-Column)	27,750,000
Double Trucks (2-Page Spread)	B/W	7.5-Column	83,250,000
	Color	10-Column	111,000,000
		15-Column	166,500,000
Back Page	B/W	Full-Page (15-Column)	199,800,000
	Color		

▪ Business & other Sections

Front Page	B/W Color	5-Column	37,000,000
		7.5-Column x 24 cm	40,500,000
		9-Column x 18 cm	37,800,000
2nd/3rd Page	B/W Color	5-Column	27,750,000
		7.5-Column x 24 cm	30,375,000
		9-Column x 18 cm	28,350,000
Other Pages (Unreserved Spots)	Color	5-Column	18,500,000
		9-Column x 18 cm	18,900,000
		Full-Page (15-Column)	55,500,000
	B/W	5-Column	16,650,000
		9-Column x 18 cm	17,010,000
		Full-Page (15-Column)	49,950,000
Back Page	B/W Color	Full-Page (15-Column)	72,150,000

- Ads by Content

Pages	Image Type	Sizes of Ads (Depth x Width)	Unit Price (cm)
Obituaries Statements	B/W Color	1-Column x 1 cm	150,000
Announcements Real Estate	B/W Color	1-Column x 1 cm	130,000
Political Announcements and/or PSAs	B/W Color	1-Column x 1 cm	60,000 (Additional Fee Charged for Ad Spots Reserved)
Academic	B/W	1-Column x 1 cm	85,000
Classifieds	B/W	2-Line	70,000
Others	B/W	1-Column x 1 cm	75,000

\* Designation of ad location and placement in a certain page is not available. The basic unit of a small ad is 3 cm wide.

- Ads Alongside News Articles

Sections	Image Type	Sizes of Ads (Depth x Width)	Rate	Publication Period
Front Page of Main news Sections	Color	6.3 cm x 5.6 cm	10,000,000	1-Day
	B/W	6.3 cm x 5.6 cm	9,000,000	
Front Page of Business Sections	Color	6.3 cm x 5.6 cm	6,000,000	1-Day
	B/W	6.3 cm x 5.6 cm	5,000,000	
Local News Section	Color	6.3 cm x 5.6 cm	6,000,000	1-Day
	B/W	6.3 cm x 5.6 cm	5,000,000	
Other Sections	Color	6.3 cm x 5.6 cm	5,000,000	1-Day
	B/W	6.3 cm x 5.6 cm	4,000,000	

- Ads by Section Titles

Sections	Image Type	Sizes of Ads (Depth x Width)	Rate	Publication Period
Main news Sections	Color	2.6 cm x 6.3 cm	3,500,000	1-Day
Business Sections & the others A	Color	2.6 cm x 6.3 cm	2,000,000	1-Day
Business Sections & the others B	Color	8.5 cm x 5.6 cm	20,000,000	1-Day

<Note>

- The basic ad size is 3.1 cm deep and 1 cm wide.
- All rates are in Korean won (KRW) and may be subjected to 10% VAT and applicable local tax.
- Customized orders and size variations may require an additional fee.
- All rates in the table above are subject to change depending on market trends and paper allocations.