

The Chosunilbo's Advertising Pricing Table

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Ads in The General News	Page	B&W or Color	Ad Type	Ad Size (Depth×Width, mm)		Ad Cost (KRW)
	Front Page	B&W/Color	4 Column	129	362	61,050,000
			7.5Column × 3	250	177	
	2 nd and 3 rd Pages	B&W/Color	5 Column	157	362	37,000,000
			7.5 Column × 4	250	238	40,500,000
			9 Column × 3	298	177	37,800,000
	4 th and 5 th Pages	B&W/Color	5 Column	157	362	31,450,000
			7.5 Column × 4	250	238	34,425,000
			9 Column × 3	293	177	32,130,000
	The Society	B&W/Color	5 Column	157	360	27,750,000
7.5 Column × 4			250	238	30,375,000	
9 Column × 3			298	177	28,350,000	
A Specific Page in Other Sections	Color	5 Column	157	362	24,050,000	
		7.5 Column × 4	250	238	26,325,000	
		9 Column × 3	298	177	24,570,000	
		15 Column	500	362	99,900,000	
	B&W	5 Column	157	362	22,200,000	
		7.5 Column × 4	250	238	24,300,000	
		9 Column × 3	298	177	22,680,000	
		15 Column	500	362	66,600,000	
A Random Page in Other Sections	Color	5 Column	157	362	22,200,000	
		7.5 Column × 4	250	238	24,300,000	
		9 Column × 3	298	177	22,680,000	
		15 Column	500	362	66,600,000	
	B&W	5 Column	157	362	20,350,000	
		7.5 Column × 4	250	238	22,275,000	
		9 Column × 3	298	177	20,790,000	
		15 Column	500	362	61,050,000	
Provincial Edition	B&W/Color	5 Column	157	362	9,250,000	
		15 Column	500	362	27,750,000	
Double-spread	B&W/Color	7.5 Column Double-spread	250	754	83,250,000	
		10 Column Double-spread	331	754	111,000,000	
		15 Column Double-spread	500	754	166,500,000	
Back Page	B&W/Color	15 Column	500	362	199,800,000	

Ads in The Chosun Economy & Other Special Sections	Page	B&W or Color	Ad Type	Ad Size (Depth×Width)		Ad Cost
	Front Page	B&W/Color	5 Column	157	362	37,000,000
			7.5 Column × 4	250	238	40,500,000
			9 Column × 3	293	177	37,800,000
	2 nd and 3 rd Pages	B&W/Color	5 Column	157	362	27,750,000
			7.5 Column × 4	250	238	30,375,000
			9 Column × 3	293	177	28,350,000
	A Random Page in Other Sections	Color	5 Column	157	362	18,500,000
			9 Column × 3	250	238	18,900,000
			15 Column	293	177	55,500,000
B&W		5 Column	157	362	16,650,000	
		9 Column × 3	250	238	17,010,000	
		15 Column	293	177	49,950,000	
Back Page	B&W/Color	15 Column	500	362	72,150,000	

Categories of Ad Content	Section	B&W or Color	Ad Size	Ad Cost	Remarks
	Obituary & Statement	B&W/Color	1 Column × 1 cm	150,000	The advertising cost can be calculated by multiplying the existing ad cost for a certain ad size by the ad cost given to each category in centimeter.
	Announcement & Real Estate	B&W/Color	1 Column × 1 cm	130,000	
	Political & Urgent Matters	B&W/Color	1 Column × 1 cm	Ad cost for the relevant section+60,000	
	University & Cram School	B&W	1 Column × 1 cm	85,000	
	Classified Ads	B&W	2 Lines	70,000	
	Others	B&W	1 Column × 1 cm	75,000	

Side Box Ads in the Articles	Page Type	B&W or Color	Ad Size	Ad Size (Depth×Width)		Ad Cost
	Front Page of The General News	Color	2 Column × 1	62	56	10,000,000
		B&W	2 Column × 1	62	56	9,000,000
	Front Page of The Chosun Economy	Color	2 Column × 1	62	56	6,000,000
		B&W	2 Column × 1	62	56	5,000,000
	The Society	Color	2 Column × 1	62	56	6,000,000
		B&W	2 Column × 1	62	56	5,000,000
	Others	Color	2 Column × 1	62	56	5,000,000
B&W		2 Column × 1	62	56	4,000,000	

Ads Next to the Headlines	Page Type	B&W or Color	Location	Ad Size (Depth×Width)		Ad Cost
	The General News	Color	Upper Part	27	64	3,500,000
	A Type in Sections Including The Chosun Economy	Color	Upper Part	27	64	2,000,000
	B Type in Sections Including The Chosun Economy	Color	Upper Part	84	56	20,000,000

1. The Depth×Width of the ad size are figured in millimeters.
2. The advertising costs mentioned above are in “KRW” with VAT (10% on the advertising cost) excluded.
3. There will be additional charges for transformational ads in special formats or sizes.
4. The advertising costs mentioned above may be subject to change depending on the economic conditions and at the discretion of the newspaper’s editors.
5. You may consult our sales representative about the advertising costs.