

# SMLK

Smart Media Laboratory Korea

2025

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# SMLK

## Official Sales Media

<b>Digital Billboards</b> (Seoul Area)	Myeong-dong Jayu Shopping Center Building	4P	<b>Digital Billboards</b> (Gyeonggi, Daegu, Busan, Jeju Area)	Bundang Pepper Savings Bank	24P
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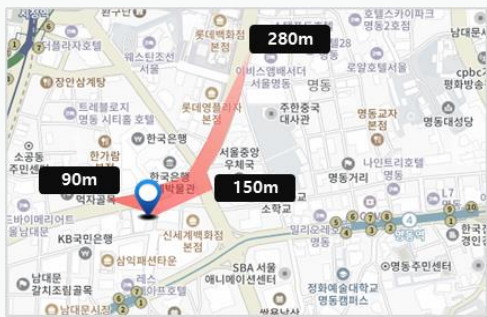
# Digital Billboards

(Seoul Area)

# Myeong-dong Jayu Building

This is a wide digital media located in Myeong-dong, where Shinsegae Department Store Main Branch and the Bank of Korea are situated.

The media is installed at an optimal viewing height, effectively delivering campaign messages to foreign tourists, office workers in Euljiro, department store customers, as well as pedestrians and vehicle users.



\* VAT 10% not included.

Media Location	36 Namdaemun-ro, Jung-gu, Seoul, South Korea
Size	26.52m x 8.38m (Resolution : 2,624 x 800 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Seoul Express Bus Terminal (Gyeongbu Line)

Located on the rooftop of the Express Bus Terminal, one of the busiest areas in Seoul with the highest pedestrian and traffic volume, this media is exposed towards the terminal direction from Banpo Station. The terminal serves as a central hub where people from all over the country gather for regional travel.

The area is well-connected with Subway Lines 3, 7, and 9, as well as the Gyeongbu and Yeongdong express bus routes. Additionally, major landmarks such as Shinsegae Department Store, Central City, and JW Marriott Hotel are situated nearby.



\* VAT 10% not included.

Media Location	194 Sinbanpo-ro, Seocho-gu, Seoul, South Korea
Size	20m x 11m (Resolution : 1,920 x 1,080 px)
Media Rate (KRW)	20 seconds : 7,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Samsung Station Lucent Tower

This billboard is located at Posco Intersection, where Teheran-ro and Samseong-ro intersect, and is exposed towards Hyundai Department Store, Samseong Station, and Seolleung Station.

Situated in a high-traffic congestion area, the billboard offers excellent visibility and is easily recognized by passersby. With an almost 90-degree angle, it allows for multi-directional exposure, maximizing advertising effectiveness from various viewpoints.



\* VAT 10% not included.

Media Location	510 Teheran-ro, Gangnam-gu, Seoul, South Korea
Size	11m x 20m (Resolution : 1,024 X 1,888 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Jamsil Station Utopia Building

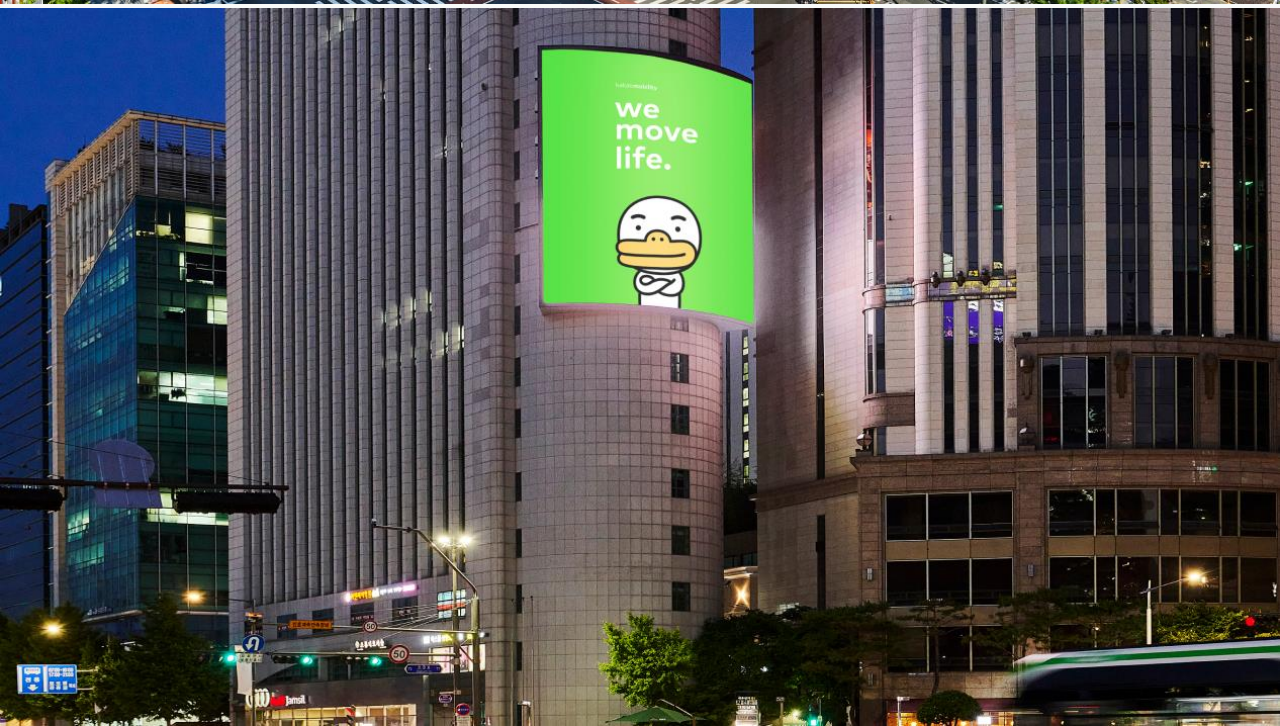
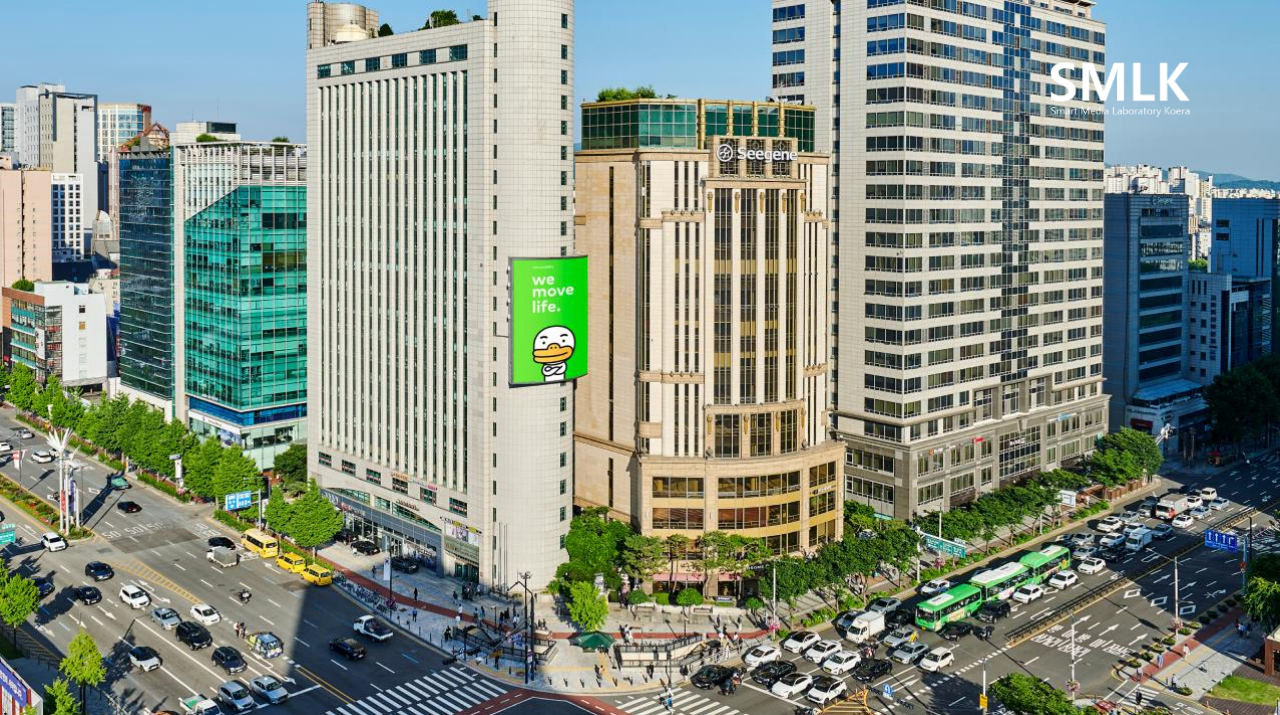
This billboard is installed in a prime location facing directly towards Jamsil Station Intersection, a high-traffic area with significant vehicle flow.

Located in the Jamsil district, a hub of commercial and residential spaces, the billboard is surrounded by major landmarks such as Lotte World Tower, Lotte World, Lotte Department Store, Charlotte Theater, Seokchon Lake, and the Jamsil Food Alley, ensuring maximum visibility and engagement.



\* VAT 10% not included.

Media Location	336 Olympic-ro, Songpa-gu, Seoul, South Korea
Size	12.5m x 15.5m (Resolution : 1,000 x 1,240 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





Digital Billboards

# Hongdae Station Scarlet Building Digital Billboard

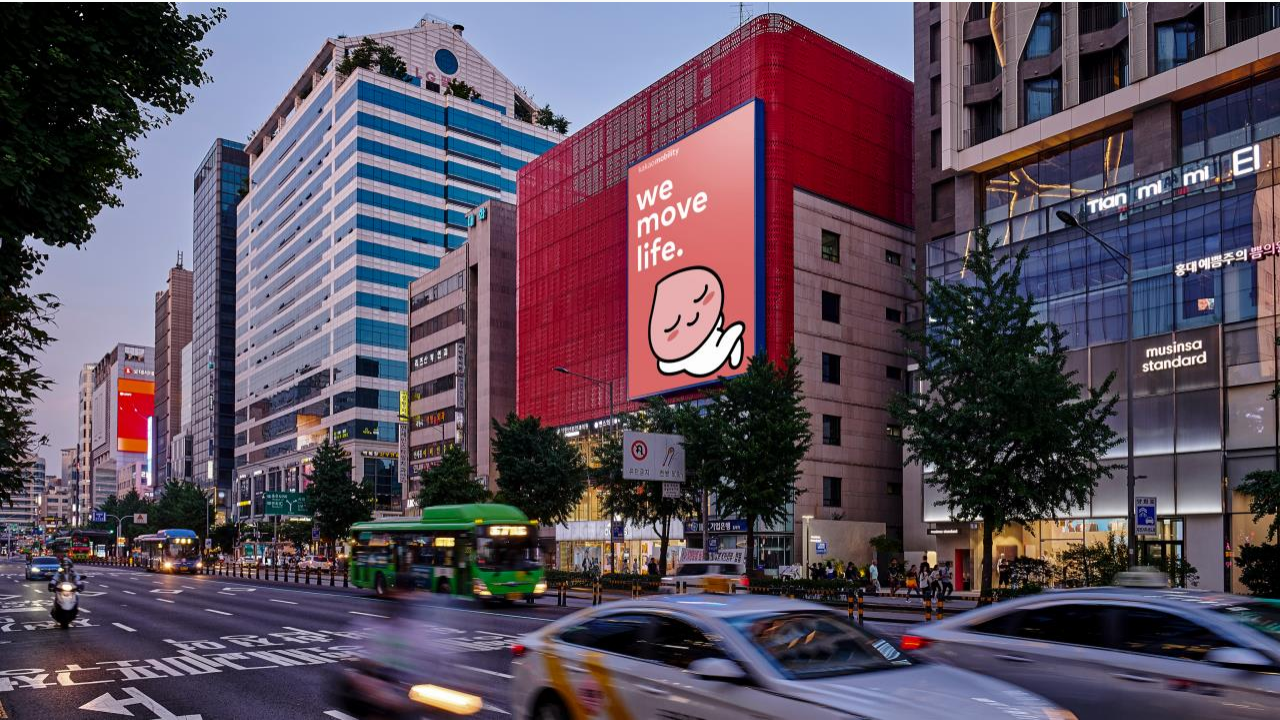
This digital billboard is installed near Exit 9 of Hongdae Entrance Station along a major road, ensuring high visibility to both drivers and pedestrians.

The area is a focal point for MZ generation shopping, culture tourism, and various cultural and consumer spaces, including shopping centers for foreign tourists and the cafe street in Seogyo-dong.



\* VAT 10% not included.

Media Location	148 Yanghwa-ro, Mapo-gu, Seoul, South Korea
Size	12.8m x 16.6m (Resolution: 1,560 x 2,040 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Ewha Intersection Joongang Building

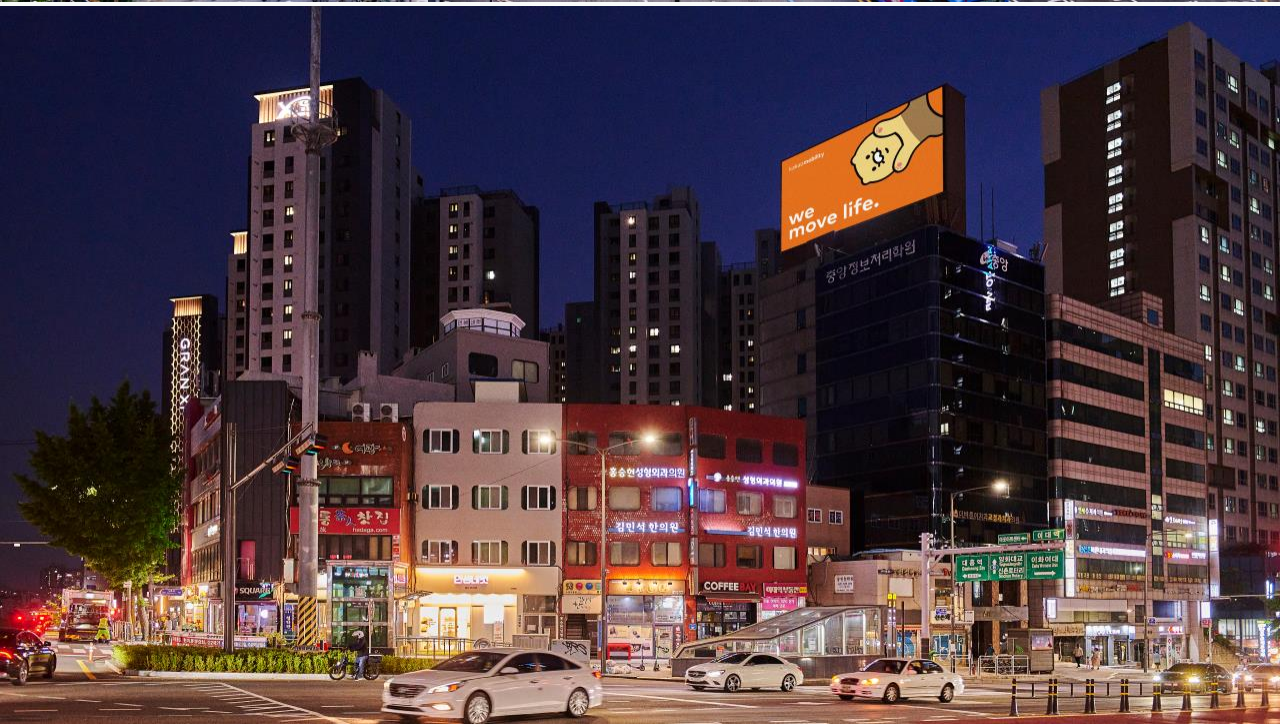
This billboard is installed at a busy intersection near a university district, attracting a high volume of pedestrian traffic.

Located in an area surrounded by Ewha Womans University, Sogang University, and Yonsei University, this commercial district is ideal for advertising campaigns targeting young female audiences (ages 10-20) and the younger demographic.



\* VAT 10% not included.

Media Location	176 Sinchon-ro, Mapo-gu, Seoul, South Korea
Size	14.6m x 8.2m (Resolution : 1,500 X 800px)
Media Rate (KRW)	20 seconds : 7,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





## Digital Billboards

# Gwanghwamun Cheonggye Plaza Cheonggye Parking Tower

This vertical-format billboard is installed in the heart of the Central Business District (CBD), where a high concentration of professionals in their 30s and 40s is located.

Not only is it situated in a prime CBD area with a strong consumer base, but it is also surrounded by major tourist attractions, ensuring high visibility and impact throughout both weekdays and weekends.



\* VAT 10% not included.





Digital Billboards

# Gwanghwamun Cheonggye Plaza Cheonggye Korea Building

This vertical-format billboard is installed in the heart of the Central Business District (CBD), where a high concentration of professionals in their 30s and 40s is located.

Not only is it situated in a prime CBD area with a strong consumer base, but it is also surrounded by major tourist attractions, ensuring high visibility and impact throughout both weekdays and weekends.



\* VAT 10% not included.

Media Location	149 Seorin-dong, Jongno-gu, Seoul
Size	13m x 17.3m (Resolution : 1,280 X 1,710 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Gwanghwamun Jeoksun Hyundai Building

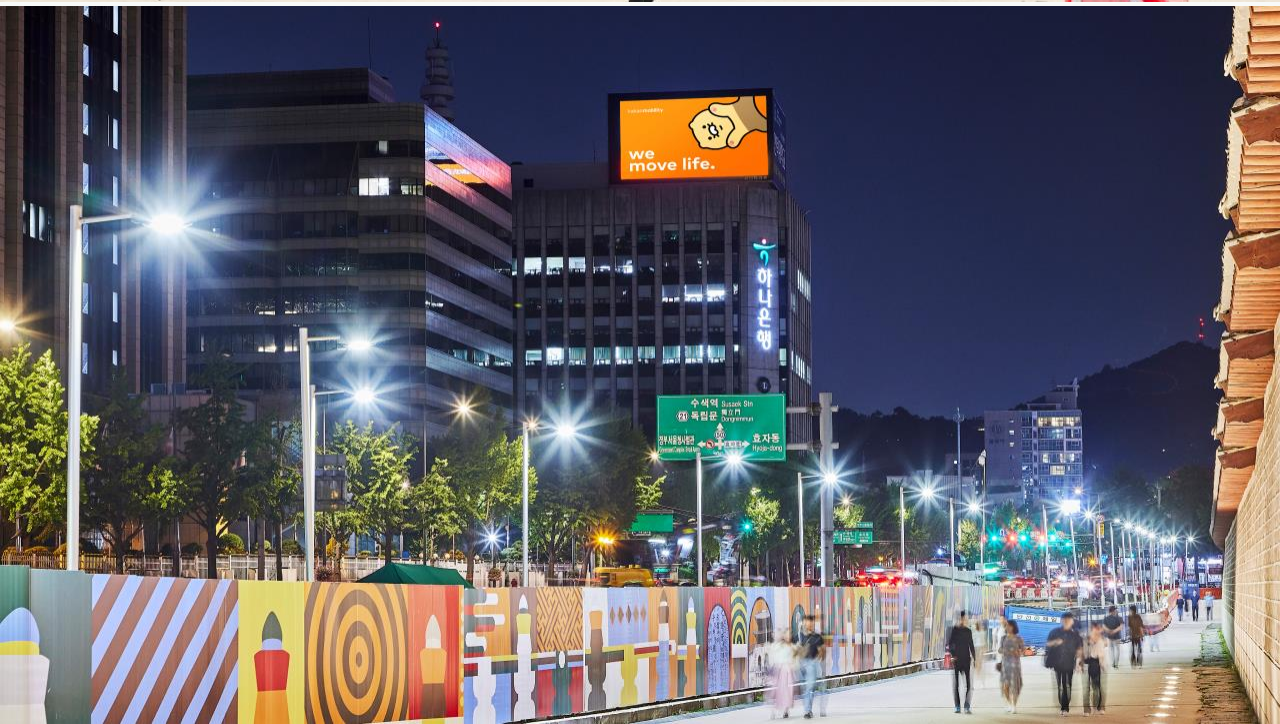
This billboard is located in a Central Business District (CBD) with a high concentration of professionals and is also visible from within Gyeongbokgung Palace.

Situated in Gwanghwamun, a prime tourist area surrounded by Gyeongbokgung Palace, Samcheong-dong, Hanok Village, various museums, and exhibition halls, this billboard is highly effective for advertising campaigns targeting both office workers and tourists.



\* VAT 10% not included.

Media Location	130 Sajik-ro, Jongno-gu, Seoul, South Korea
Size	19m X 10m (Resolution : 1,900 X 1,000 px)
Media Rate (KRW)	20 seconds : 7,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)



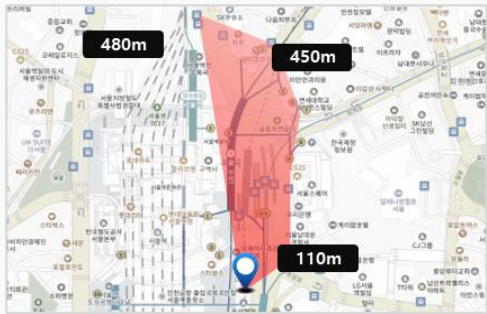


Digital Billboards

# Seoul Station Buyang Building

This billboard is installed at Seoul Station, the central transportation hub of northern Seoul, where four subway lines, KTX, and a major bus transfer center converge.

Located at the intersection of Hangang-daero, Tongil-ro, Sejong-daero, and Toegye-ro, this prime location allows advertisers to effectively reach commuters, office workers, and tourists visiting nearby attractions.



\* VAT 10% not included.

Media Location	397 Hangang-daero, Yongsan-gu, Seoul, South Korea
Size	10.8 x 19m (Resolution : 1,056 x 1,888 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





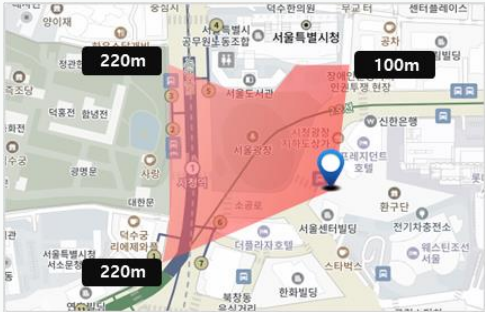
Digital Billboards

# In front of City Hall, Jaeneung Education Building

This billboard is installed in a Central Business District (CBD) with a high concentration of office workers.

Located near City Hall Station (Subway Lines 1 and 2) and Euljiro 1-ga Station (Line 2), the surrounding area includes Seoul City Hall, President Hotel, Lotte Hotel, and numerous office buildings, making it a high-traffic zone.

This billboard is ideal for advertising campaigns targeting high-purchasing-power consumers.



\* VAT 10% not included.

Media Location	6 Eulji-ro, Jung-gu, Seoul, South Korea
Size	13.4m x 8.4m (Resolution : 1,340 x 840 px)
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





Digital Billboards

# Gangseo-gu Office Intersection Kiturami Building

This billboard is installed on the corner building at the intersection of Hwagok-ro and Gonghang-daero.

Positioned to face the intersection directly, it is free from visual obstructions, ensuring clear visibility. Additionally, being installed at a high elevation on the building’s exterior, it offers an extended viewing distance and high visibility, making it a highly attention-grabbing billboard.



\* VAT 10% not included.

Media Location	396 Gonghang-daero, Gangseo-gu, Seoul, South Korea
Size	16m x 9m (Resolution : 1,600 x 900 px)
Media Rate (KRW)	20 seconds : 7,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Gimpo Airport Donga Building

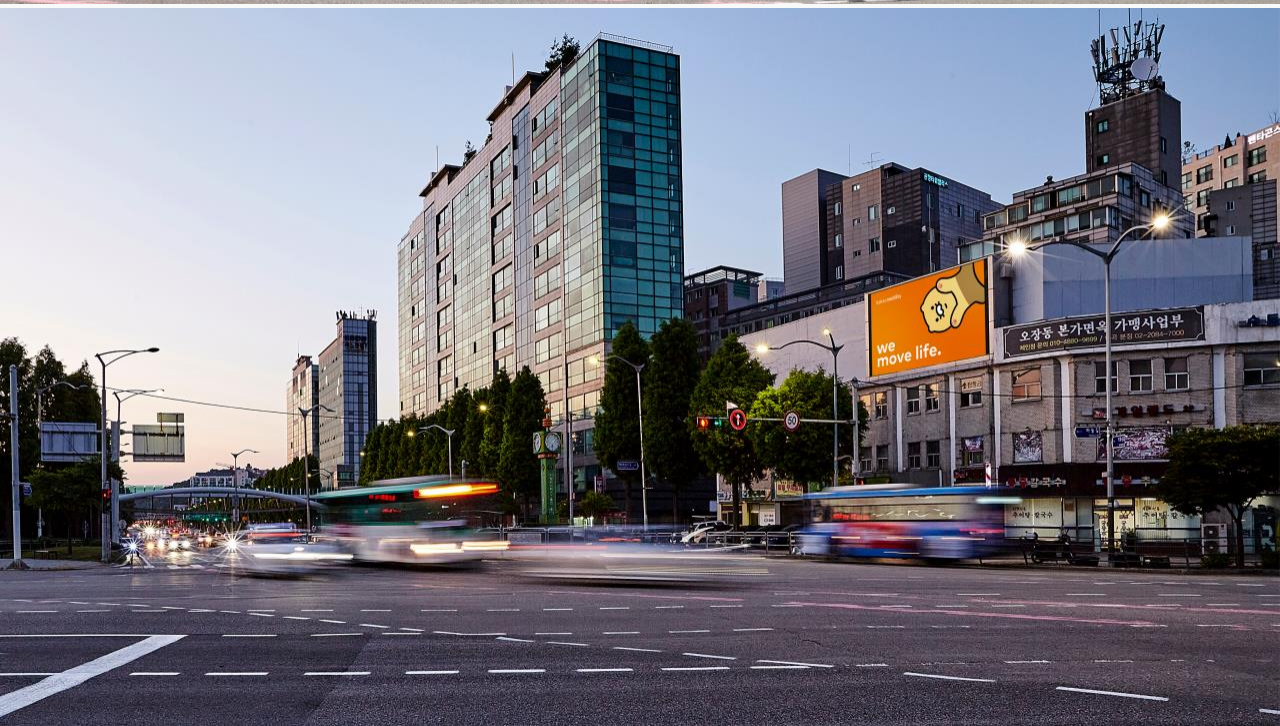
This billboard is ideal for advertisements targeting travel-related industries, including visitors to the airport and nearby facilities.

Located near Gimpo Airport (international and domestic terminals), it is surrounded by Gimpo Airport Station (Subway Lines 5, 9, Seohae Line, and Airport Railroad), Lotte Mall, Lotte City Hotel, and Lotte Cinema, attracting a diverse and high-volume flow of pedestrians and travelers.



\* VAT 10% not included.

Media Location	565 Gaehwadong-ro, Gangseo-gu, Seoul, South Korea
Size	8.4m x 4.8m (Resolution : 840 x 480 px)
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Hakil Building (Samsung Plaza)

The advertising media is located on the main road at Samsung Plaza Gangnam Main Branch, near Hakdong Intersection. It is highly visible from Cheongdam Intersection towards Hakdong Intersection and from Apgujeong Station and Rodeo Station towards Hakdong Intersection.

Situated on Dosan-daero, this digital media targets a top-class consumer audience and is frequently utilized by luxury brand advertisers for high-end campaigns year after year.



\* VAT 10% not included.

Media Location	336 Dosan-daero, Gangnam-gu, Seoul, South Korea
Size	17.2m x 8.6m
Media Rate (KRW)	20 seconds : 8,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Seongbo Building

The advertising media is located on the main road opposite the Seoul Customs Office, with exposure towards Seoul Customs from Dosan Park Intersection.

Positioned along Dosan-daero, near key areas such as Gangnam-gu Office Station and Hakdong Station, this billboard effectively targets high pedestrian and vehicle traffic in the Gangnam district. Additionally, it offers a competitive advertising rate compared to surrounding media, making it an attractive option for campaign execution.



\* VAT 10% not included.

Media Location	714 Eonju-ro, Gangnam-gu, Seoul, South Korea
Size	14m x 7m
Media Rate (KRW)	20 seconds : 6,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Dongdaemun Hello APM

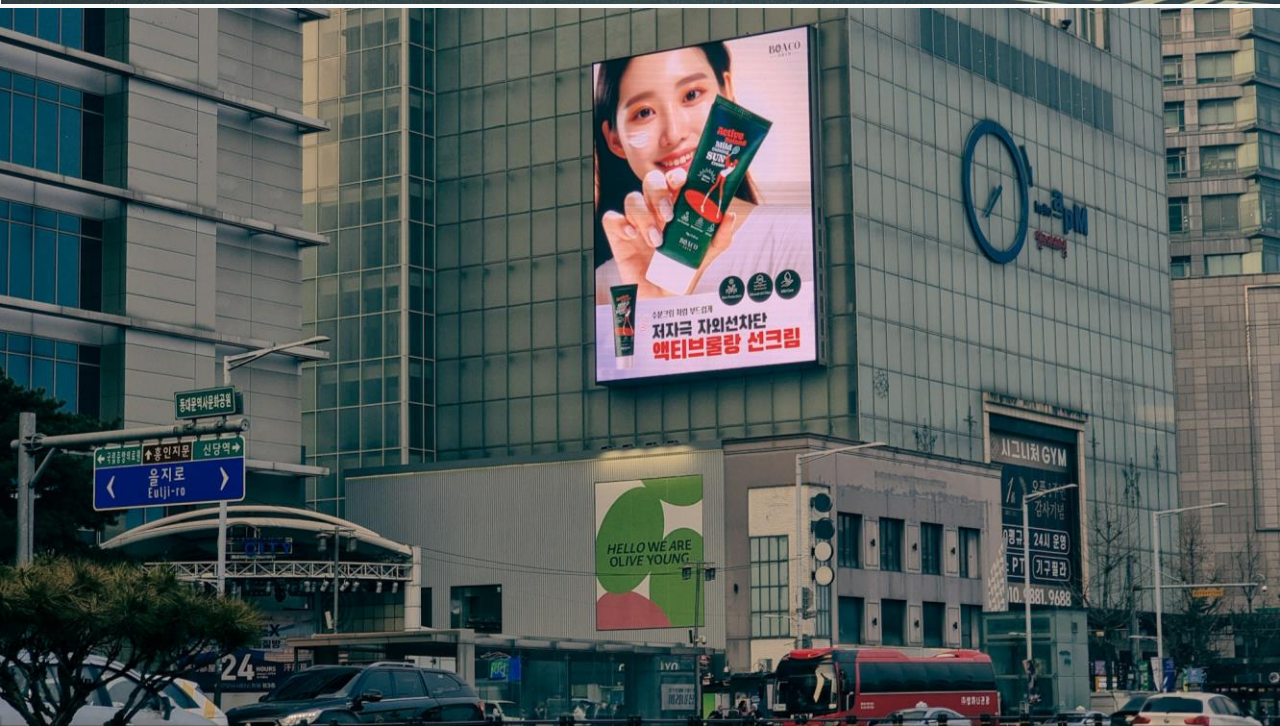
This media is located opposite Dongdaemun Design Plaza (DDP) and is exposed towards Dongdaemun History & Culture Park Station.

Dongdaemun History & Culture Park is a major hub for tourism and fashion, attracting trend-sensitive consumers day and night. As Seoul’s largest shopping district, it is a key destination for foreign tourists, featuring hotels, duty-free stores, and extensive shopping areas.



\* VAT 10% not included.

Media Location	253 Jangchungdan-ro, Jung-gu, Seoul, South Korea
Size	13m x 17.2m
Media Rate (KRW)	20 seconds : 10,000,000
Ad Plays Per Day	100 times per day
Operating Hours	18 hours (06:00–24:00)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# KTX Seoul Station LED Billboard

KTX Seoul Station is a key transportation hub in South Korea and a landmark location for outdoor advertising. It serves as a major transfer point for KTX, Subway Lines 1 and 4, the Airport Railroad, and the Gyeongui-Jungang Line.

The KTX Seoul Station billboard is strategically positioned along the main entrance pathway, ensuring exceptional advertising impact. Located near Seoul Station Plaza and the primary subway entrances, it guarantees high visibility and unavoidable exposure to a large volume of daily commuters and travelers.



\* VAT 10% not included.

Media Location	Inside KTX Seoul Station / 1st Floor Waiting Area
Size	8.1m x 3.94m (해상도 : 1,600 x 768 px)
Media Rate (KRW)	20 seconds : 12,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 30 ad slots / File Format: MP4 (Max. 100MB)





Digital Billboards

# Segye Building (Palace Building)

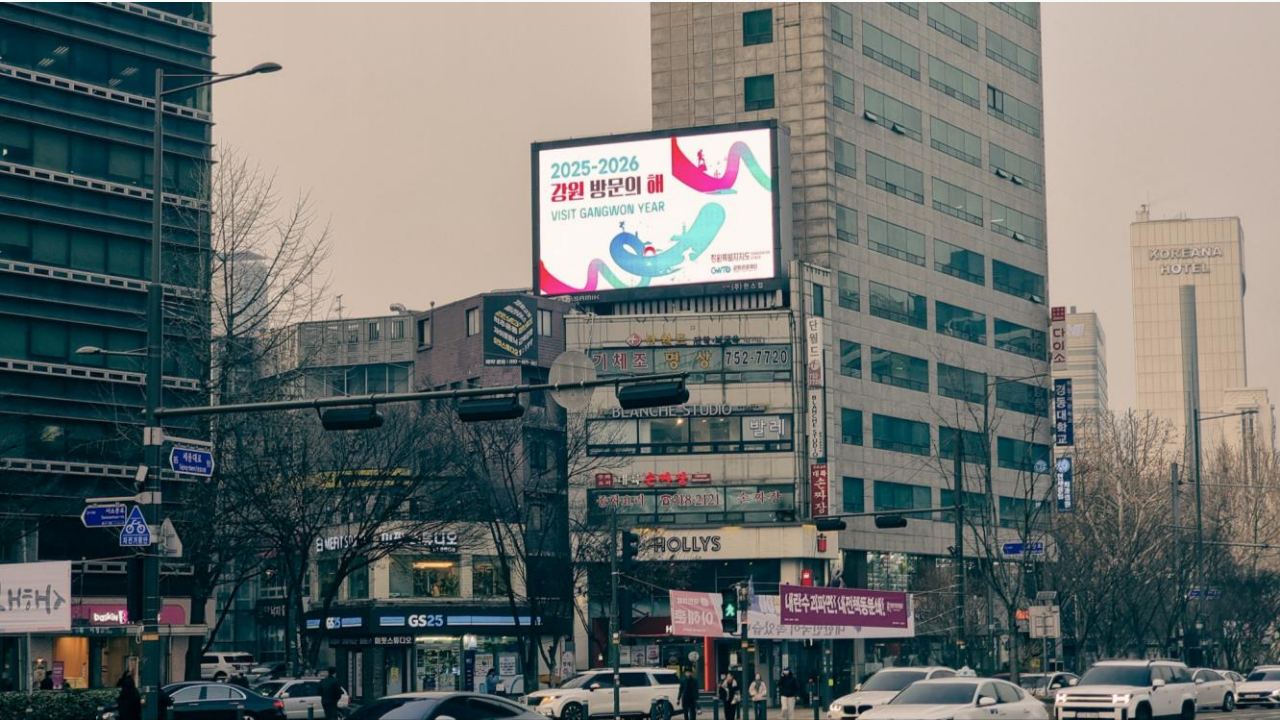
This media is located on the rooftop of Segye Building (Palace Building), positioned between Exits 1 and 12 of City Hall Station (Line 1), with exposure towards Sungnyemun Gate.

Surrounded by City Hall Station (Lines 1 and 2), the Seoul City Hall Annex, Hanwha Financial Plaza, and The Plaza Hotel, this area is a high-density office district with significant pedestrian and commuter traffic.



\* VAT 10% not included.

Media Location	89 Sejong-daero, Jung-gu, Seoul, South Korea
Size	12m x 7m
Media Rate (KRW)	20 seconds : 6,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Jongno 3-ga Hwayeong Building

This billboard is located on the rooftop of a building in front of Exit 14 of Jongno 3-ga Station, with exposure towards the Jongno 3-ga Intersection from Jonggak.

The surrounding area includes Jongno 3-ga Station (Subway Lines 1, 3, and 5), Jongmyo Citizen’s Square, a wholesale jewelry district, Piccadilly International Art Museum, CGV Theater, and a historic food alley, making it a high-traffic commercial and cultural hub.



\* VAT 10% not included.

Media Location	128 Jong-ro, Jongno-gu, Seoul, South Korea
Size	11m x 8.6m
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Digital Billboards

(Gyeonggi, Daegu, Busan, Jeju Area)

# Bundang Pepper Savings Bank

This curved billboard, spanning two building facades, offers a wide viewing angle, ensuring high visibility and strong audience engagement.

Its display characteristics enhance depth and visual impact, allowing for dynamic and immersive campaign designs. This billboard is ideal for advertising campaigns targeting a diverse age group, maximizing exposure and audience reach.



\* VAT 10% not included.

Media Location	340 Hwangsaek-ro, Bundang-gu, Seongnam-si, Gyeonggi-do
Size	23.7m x 8.3m (Resolution : 2,304 x 800 px)
Media Rate (KRW)	20 seconds : 12,000,000 / 30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Daegu Jukjeon Intersection Yunam Building

This billboard is located at Jukjeon Station in Dalseo-gu, a central area with a high residential population.

Surrounded by Duryu Park, large-scale residential complexes, and industrial zones, it is positioned in a densely populated commercial area, ensuring high visibility and strong ad impact. With Daegu Metro Line 2 (Jukjeon Station) and major roads such as Dalgubeol-daero and Waryong-ro (each with 11 lanes in both directions) nearby, this billboard effectively reaches both commuters and local residents.



\* VAT 10% not included.

Media Location	1564 Dalgubeol-daero, Dalseo-gu, Daegu, South Korea
Size	14m x 8m (Resolution : 1,400 x 800 px)
Media Rate (KRW)	20초 : 5,000,000원
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





Digital Billboards

# Busan Jungang Station Geumjin Building

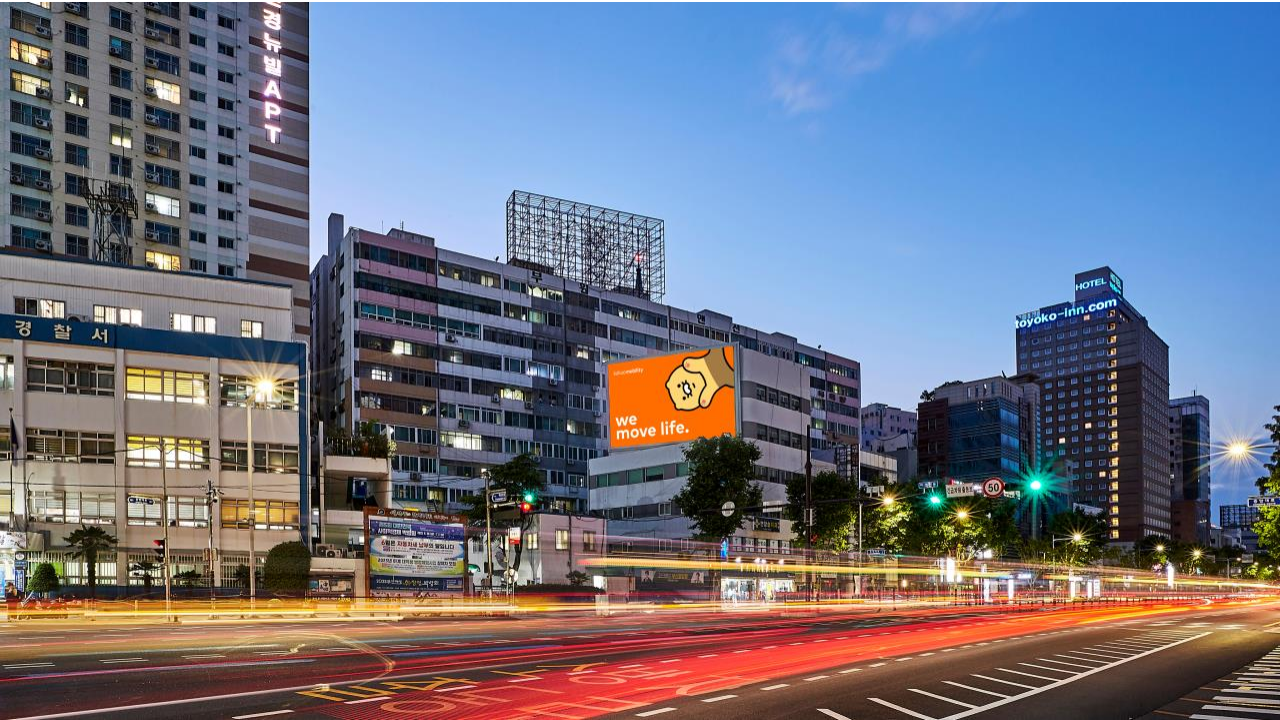
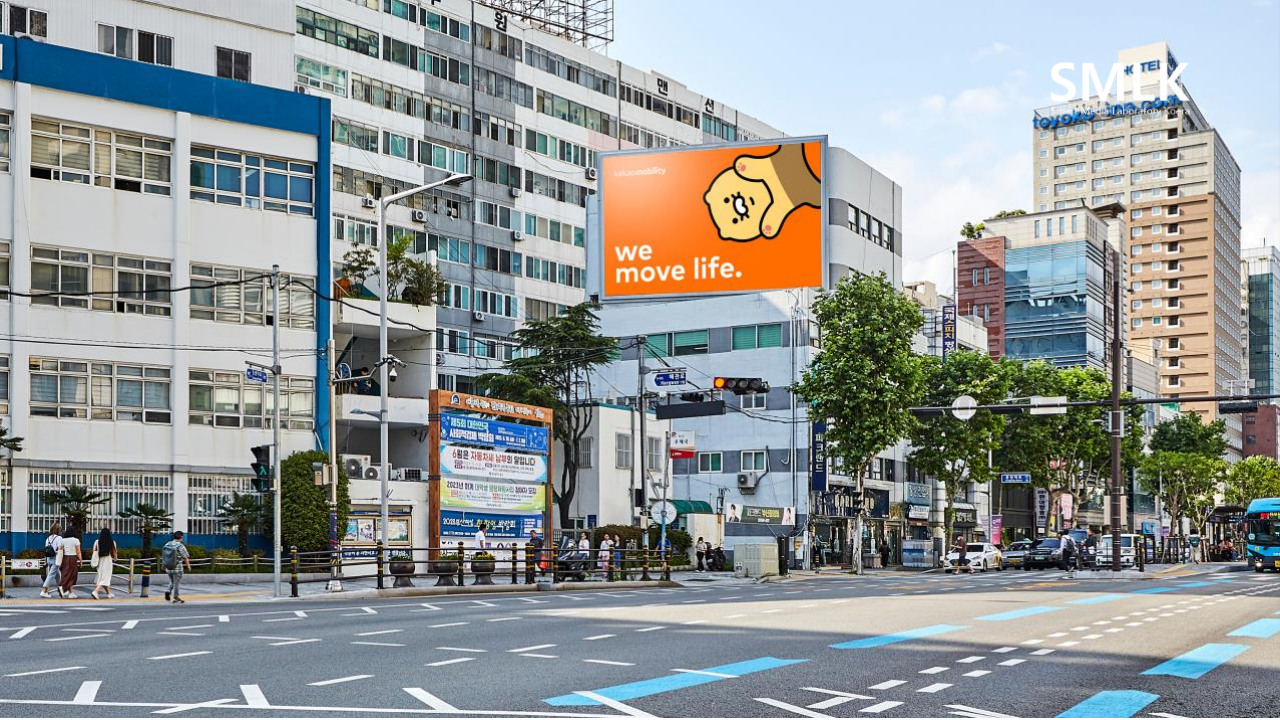
This billboard is located in the commercial district of Jungang-dong, Busan.

Positioned along Busan’s central boulevard, it is surrounded by major financial institutions, including Hanwha Life, Hana Bank, IBK Industrial Bank, BNK Busan Bank, and Kyobo Life, making it a high-density office area. With heavy bus and vehicle traffic and a large number of commuters during rush hours, this billboard ensures maximum exposure and strong advertising impact.



\* VAT 10% not included.

Media Location	111 Jungang-daero, Jung-gu, Busan, South Korea
Size	12m x 8m (Resolution : 1,200 x 800 px)
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)

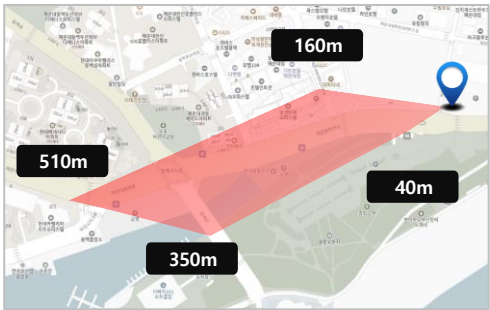




# Busan Yukaro Automobile Haeundae Building

This billboard is located near Haeundae Haebyeon-ro and within proximity to Busan’s Outdoor Advertising Free Zone.

Situated near the Busan International Film Festival (BIFF) outdoor stage, it offers opportunities for promotional tie-ins with major events. The surrounding area experiences high vehicle traffic and significant pedestrian flow, ensuring strong visibility and advertising impact.



\* VAT 10% not included.

Media Location	4 Haeundaehaebyeon-ro 221beon-gil, Haeundae-gu, Busan
Size	13m x 17.2m (Resolution : 1,264 x 1,728 px)
Media Rate (KRW)	30 seconds : 15,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





Digital Billboards

# Busan BEXCO Digital Billboard

This advertising media is installed inside BEXCO Exhibition Center 1, where a variety of exhibitions and conventions take place. The media is located in Halls 1, 2, and 3 (a total of three locations).

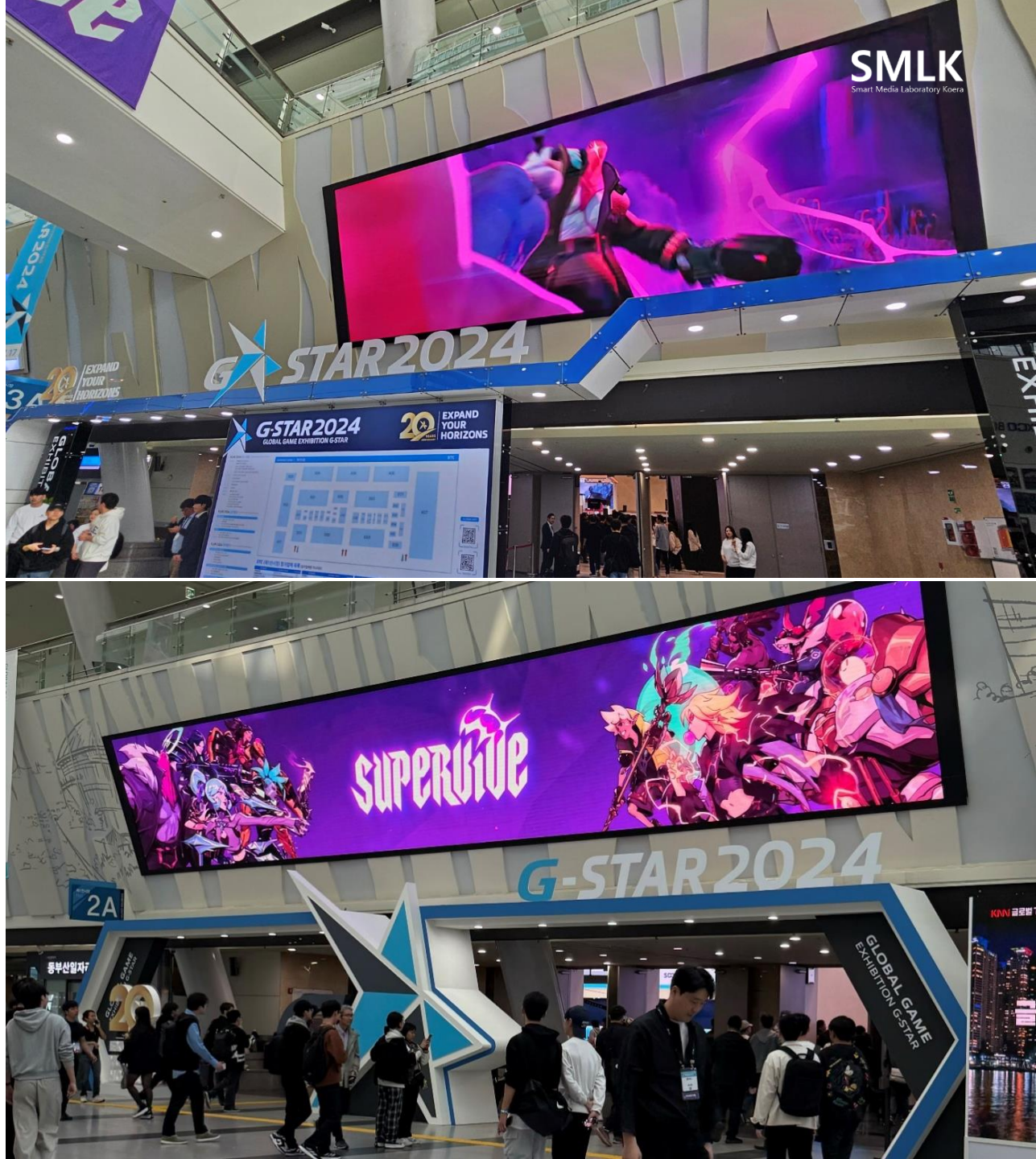
The media ensures high visibility among visitors, event organizers, and international buyers, enhancing brand and product awareness while increasing perceived value.

- \* **Ad Resolution** : Halls 1 & 3 : 2,520 x 810 px / Hall 2 : 3,840 x 610 px
- \* **Note:** During official events hosted or organized by Busan City and major international exhibitions, advertising may be temporarily unavailable, and existing advertisements will be removed. Once the event concludes, the original ads will be restored.Example Events: G-STAR, KORMARINE, ART BUSAN, MOTOR SHOW, etc.



\* VAT 10% not included.

Media Location	55 APEC-ro, Haeundae-gu, Busan, South Korea
Size	(Halls 1 & 3) 8.5m x 2.5m / (Hall 2) 17m x 2.5m
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	70 times per day
Operating Hours	08:30–18:30 (10 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Busan Nampo Fashion Street Mihwa Building

This billboard is located in Gwangbok-ro Fashion Street, Busan’s first designated tourist zone, making it highly visible to all age groups and foreign tourists.

As one of Busan’s top hotspots, the area is home to fashion retailers, theaters, hotels, tourist attractions, event venues, and food districts. With a dense concentration of various shops and restaurants, it ensures high foot traffic and strong advertising impact.



\* VAT 10% not included.

Media Location	5 Gwangbok-ro 55beon-gil, Jung-gu, Busan, South Korea
Size	12m x 7.2m (Resolution : 1280 x 720 px)
Media Rate (KRW)	20 seconds : 5,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Total 25 ad slots / File Format: MP4 (Max. 100MB)





# Jeju Nohyeong Intersection

This billboard is installed at Nohyeong Five-Way Intersection in Jeju City, located near Jeju Airport. As one of Jeju’s key commercial districts, this high-traffic intersection ensures maximum exposure from Nohyeong-ro, Wollang-ro, Doryeong-ro, Noyeon-ro, and 1100-ro.

The surrounding area includes Grand Hyatt Jeju and Jeju Dream Tower, along with department stores, duty-free shops, large supermarkets, financial institutions, and office buildings. This prime location allows advertisers to effectively target both tourists and local residents, benefiting from the consistently high pedestrian and vehicle flow.



\* VAT 10% not included.

Media Location	1 Doryeong-ro, Jeju-si, Jeju Special Self-Governing Province
Size	12m x 7.5m (Resolution : 1920 x 1080 px)
Media Rate (KRW)	20 seconds : 7,000,000
Ad Plays Per Day	100 times per day
Operating Hours	06:00–22:00 (16 hours per day)
Notes	Total 24 ad slots / File Format: MP4 (Max. 100MB)





# Indoor DOOH Advertising

- Elevator Video Advertising in Apartments Across Seoul and Nationwide / TownBoard S Advertising
- Video Advertising in Offices Across Seoul and the Metropolitan Area / Office Biz TV Advertising
- Video Advertising in Shared Offices Across Seoul and the Metropolitan Area / Fast Five Advertising
- Convenience Store Advertising Nationwide / CU, Emart24, GS25, 7-Eleven
- Kiosk Advertising in Indoor Golf Centers / Screen Golf Board Advertising



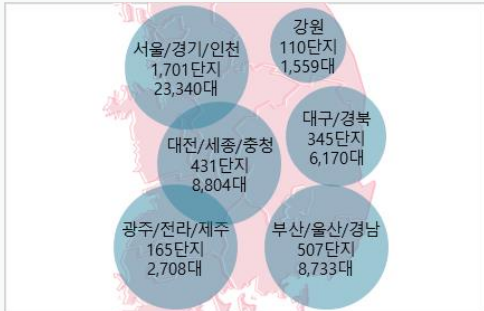
# Town Board S Advertising

A lifestyle-integrated digital signage system installed inside apartment elevators, ensuring high-frequency exposure to residents.

[Advertising Rates & Exposure]

- Nationwide (50,000 screens): ₩150,000,000 (150M monthly plays)
- Nationwide (25,000 screens): ₩80,000,000 (75M monthly plays)
- Seoul & Metropolitan Area (25,000 screens): ₩85,000,000 (75M monthly plays)
- Seoul & Metropolitan Area (12,000 screens): ₩45,000,000 (36M monthly plays)
- Regional Cities (25,000 screens): ₩70,000,000 (75M monthly plays)
- Regional Cities (12,000 screens): ₩40,000,000 (36M monthly plays)
- Daegu (3,500 screens): ₩16,000,000 (10.5M monthly plays)
- Busan (3,200 screens): ₩16,000,000 (10.5M monthly plays)

\* **Cancellation Policy** : A cancellation fee will apply if the booking is canceled after confirmation.



\* VAT 10% not included.

Media Location	3,259 Complexes, 53,314 Screens
Size	25"
Media Rate (KRW)	Refer to the information above (The number of screens is the minimum guaranteed quantity.)
Ad Plays Per Day	100 plays per screen per day (Based on a 15-second ad unit)
Operating Hours	06:00–24:00 (18 hours per day)
Notes	Local Package: Available upon negotiation





## Digital Signage

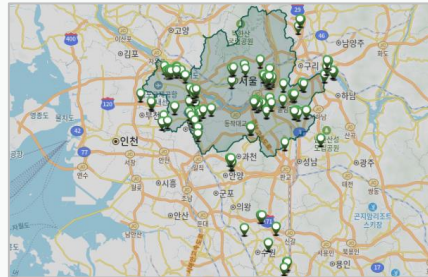
# Office Biz TV Advertising

## Digital Signage in Knowledge Industry Centers & Office Elevators (Seoul & Metropolitan Area)

[Advertising Rates]

- **Full-Screen Ads** (Full Display / Guaranteed Exposure on 1,800 Screens)
  - 15 seconds: ₩20,000,000 / 20 seconds: ₩27,000,000 / 30 seconds: ₩35,000,000
- **Standard Ads** (Split-Screen / Guaranteed Exposure on 1,800 Screens)
  - 15 seconds: ₩15,000,000 / 20 seconds: ₩20,000,000 / 30 seconds: ₩27,000,000
- **Targeted Standard Ads** (Selected Buildings / Per Screen)
  - ① Seoul Area
    - 15 seconds: ₩12,000 per screen
    - 20 seconds: ₩15,000 per screen
    - 30 seconds: ₩20,000 per screen
  - ② Gyeonggi Area
    - 15 seconds: ₩10,000 per screen
    - 20 seconds: ₩13,000 per screen
    - 30 seconds: ₩18,000 per screen

\* Locations



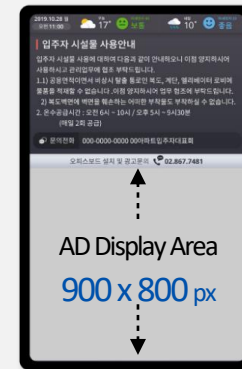
\* VAT 10% not included.

Media Location	Total: 1,898 Screens in 160 Buildings (Seoul: 1,231 screens / Gyeonggi: 667 screens)
Size	Refer to the image on the right
Media Rate (KRW)	Refer to the details above
Ad Plays Per Day	100 plays per screen per day
Operating Hours	06:00~24:00 (18 hours per day)
Notes	ad slots : 30 / Sound: Volume set to -6dB / File Format: MP4



### Standard Ads (Split-Screen)

B Type 21.5", 32"

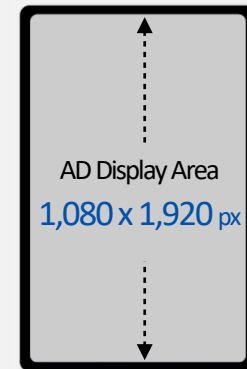


A Type 25", 34"

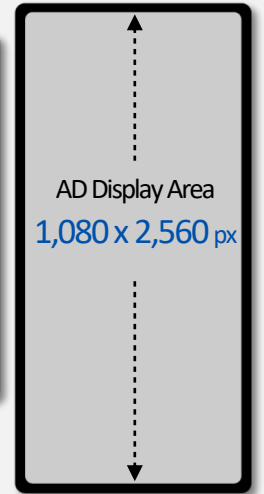


### Full-Screen Ads (Full Display)

B Type 21.5", 32"



A Type 25", 34"





Digital Signage

# Fast Five Advertising

A digital signage network in Fast Five, South Korea’s largest shared office provider.

This digital signage network is installed along essential pathways inside buildings, including elevators and lounges, ensuring maximum exposure.

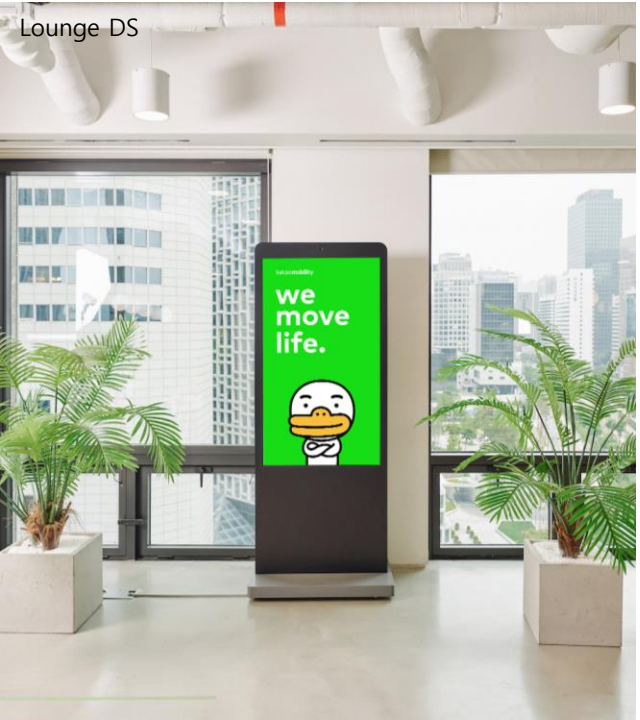
- Total Screens: 500 digital screens
- Target Audience: 450,000 office workers

\* VAT 10% not included.

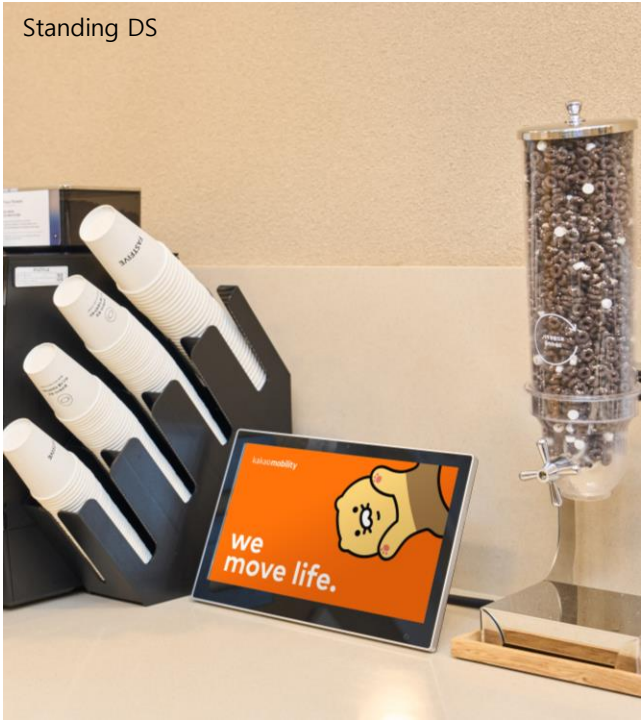
Media Location	Elevator DS: 189 units / Lounge DS: 193 units / Standing DS: 34 units
Size	Elevator DS: 40-55" / Lounge DS: 15" / Standing DS: 55"
Media Rate (KRW)	<div>■ Elevator DS (Per Slot, Per Month)</div> <div>① ₩4,000,000 (10 seconds)    ② ₩5,000,000 (15 seconds)</div> <div>■ Lounge DS (Per Slot, Per Month)</div> <div>① ₩3,500,000 (10 seconds)    ② ₩4,500,000 (15 seconds)</div> <div>■ Standing DS (Per Slot, Per Month)</div> <div>① ₩3,000,000 (15 seconds)</div>
Ad Plays Per Day	100 plays per day
Operating Hours	<div>■ Elevator DS &amp; Lounge DS: 05:00 - 24:00</div> <div>■ Standing DS: 06:00 - 25:00</div>
Notes	Elevator DS: 28 slots / Lounge DS: 28 slots / Standing DS: 8 slots



Elevator DS



Lounge DS



Standing DS



# Screen Golf Board Advertising

A kiosk-based advertising solution installed inside 470 screen golf venues nationwide, including Kakao Golf and Golfzon Park.

This advertising platform effectively targets men and women in their 30s to 50s, a financially stable consumer group, through consistent and repetitive exposure.  
(Average dwell time: 3 hours per group of 3 players)

■ Full-Screen / Nationwide Package

- Based on 4,069 screens, guaranteed 391,200 daily exposures
- ①15" : ₩15,000,000 / ②20" : ₩20,000,000 / ③30" : ₩25,000,000

■ Full-Screen / Seoul & Metropolitan Area Package

- Based on 2,011 screens, guaranteed 195,400 daily exposures
- ①15" : ₩10,000,000 / ②20" : ₩12,000,000 / ③30" : ₩15,000,000

\* Installation figures as of February 5, 2025 **18 hours (06:00–24:00)**

\* Advertisers must confirm final numbers before campaign execution.

[Installation Quantity]

구분	경기	서울	인천	강원	경남	경북	광주	대구	대전	부산	세종	울산	전남	전북	제주	충남	충북
매장	163	57	23	23	19	29	6	15	24	10	3	5	6	8	16	45	22
수량	1352	450	209	208	219	245	63	187	186	83	24	43	49	71	115	392	173

\* VAT 10% not included.

Media Location	Total Screens: 4,024 units (Seoul & Metropolitan Area: 2,011 / Other Regions: 2,058)
Size	32" (Ad Display Resolution (Bottom Ad Area): 1,080 x 1,790 px
Media Rate (KRW)	Refer to details above
Ad Plays Per Day	100 plays per screen per day
Operating Hours	08:00–26:00 (18 hours per day)
Notes	20 commercial slots available / File Format: MP4 (Max. 30MB)





# COEX Digital Signage Advertising

This advertising media is strategically located at the COEX parking entrance, which serves an average of 250,000 vehicles per month. It ensures high-impact exposure to visitors of COEX and Samseong-dong.

All media types play a 15-second video ad with sound, repeated continuously.

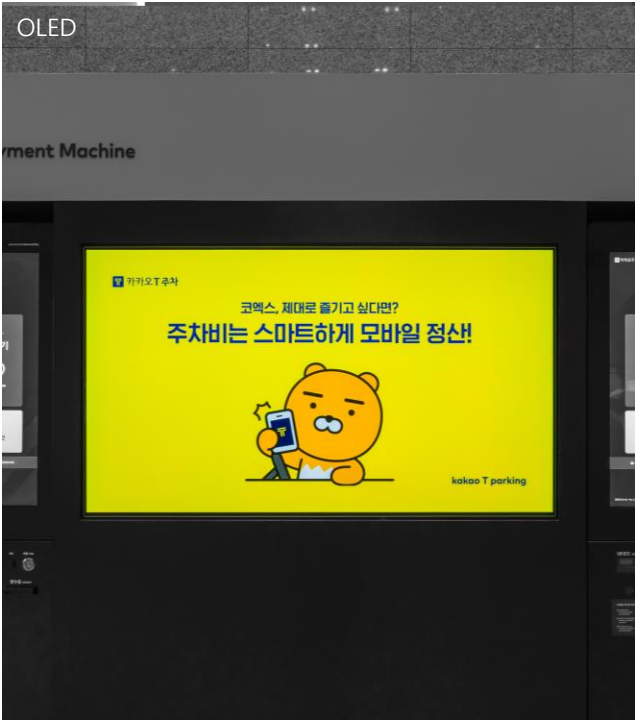
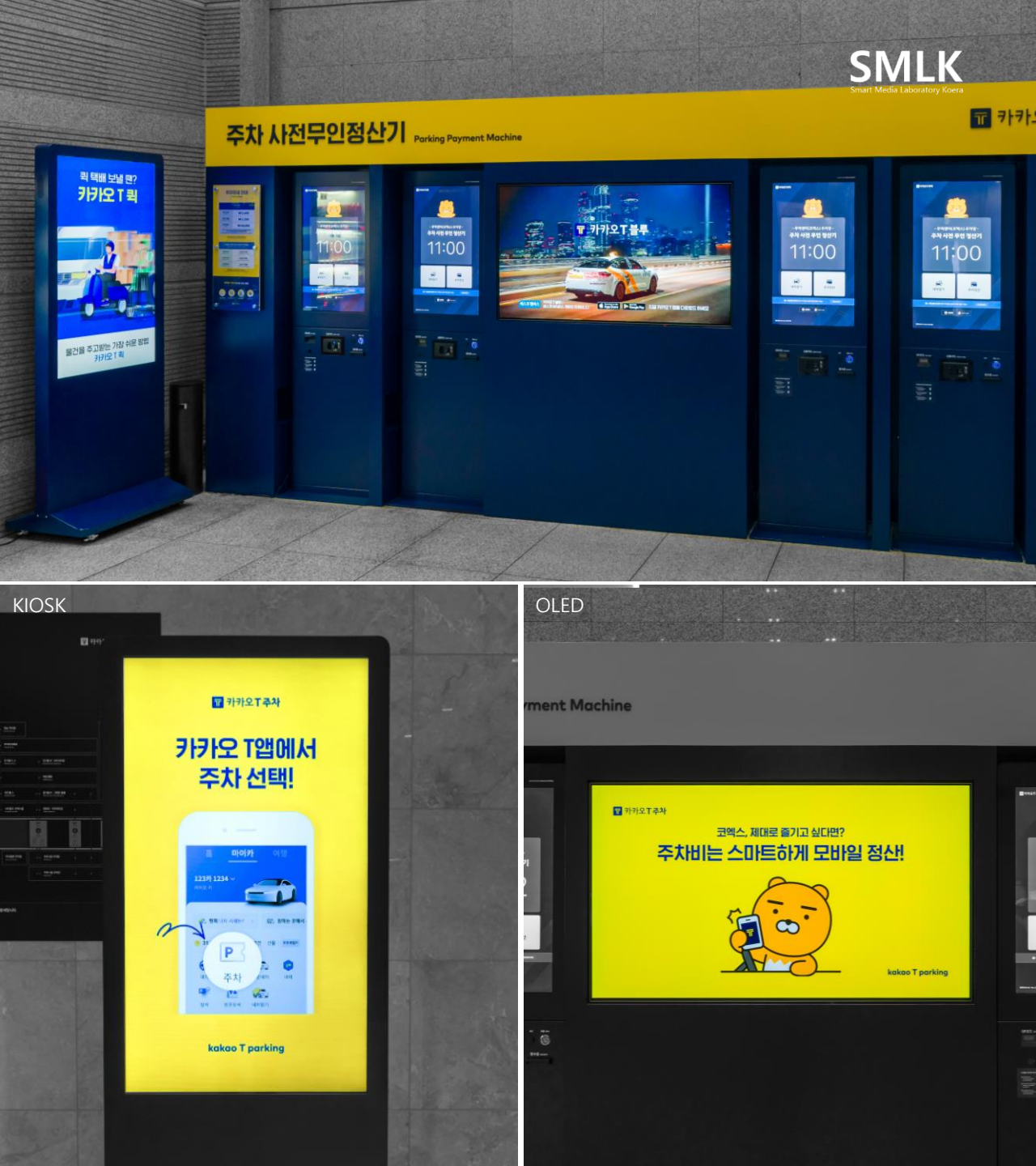
[Media Types & Quantity]

- Entrance KIOSK: 18 units (49" LCD / FHD 1,080 x 1,920)
- Payment Terminal OLED Screens: 5 units (55" OLED / FHD 1,920 x 1,080)



Media Location	COEX Parking Entrance
Size	Refer to details above
Media Rate (KRW)	15 seconds : 5,000,000
Ad Plays Per Day	100 plays per screen per day
Operating Hours	08:00~22:00 (14 hours per day)
Notes	20 commercial slots available / File Format: MP4 (Max. 100MB)

\* VAT 10% not included.





# Convenience Store Advertising



# 4 Major Convenience Store Chains

This is an integrated advertising product that is simultaneously displayed across all four major convenience store chains nationwide.

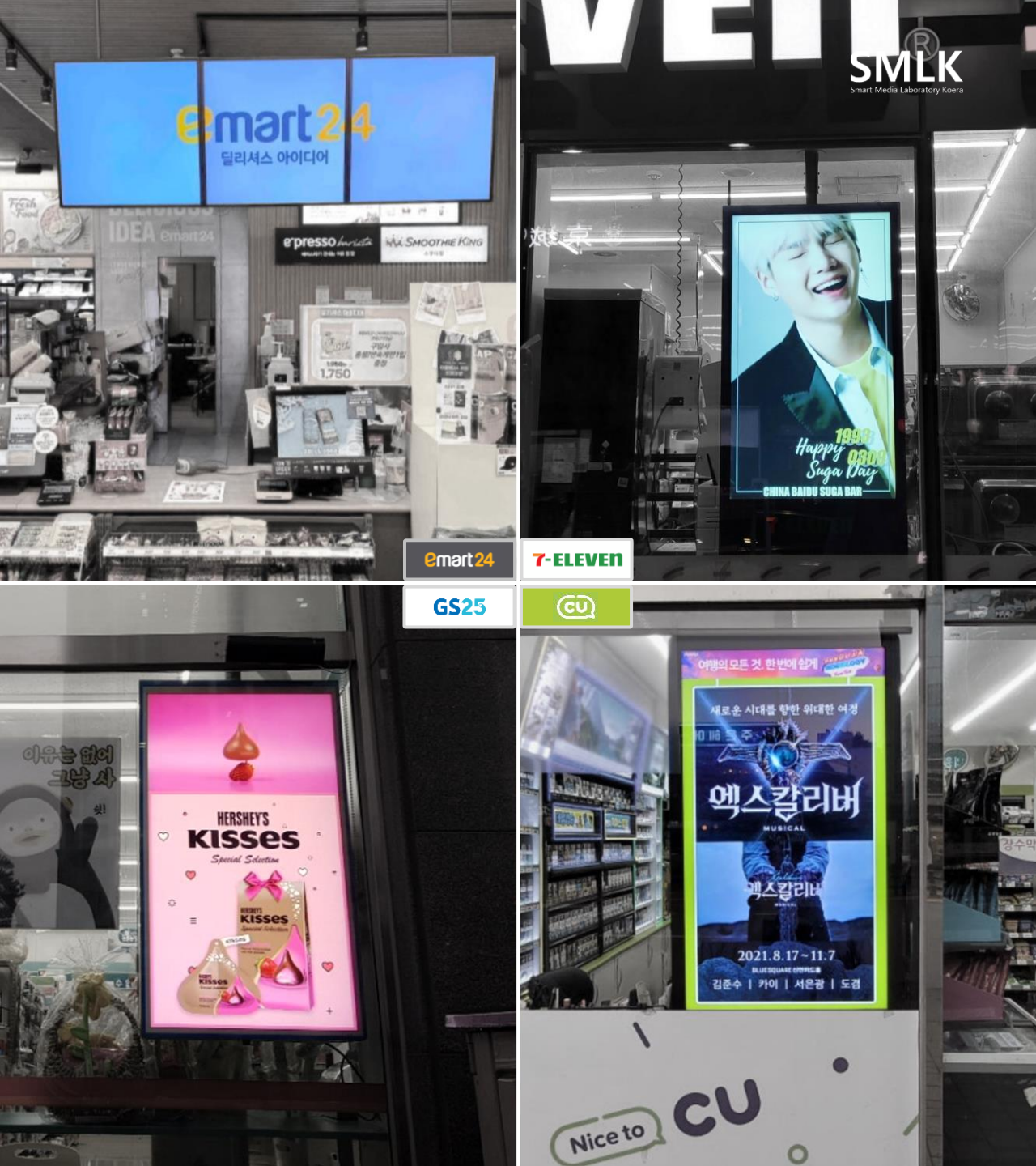
With an overwhelming number of media screens and broad regional coverage compared to existing individual convenience store products, it delivers advertising messages to more consumers at more touchpoints.

A total of 8,609 convenience stores nationwide can run advertisements simultaneously.

Chains	Metropolitan Area (79%)		Non-Metropolitan Area (21%)	
	Locations	Signage Units	Locations	Signage Units
CU	2,970	2,970	259	259
Emart24	359	359	306	306
GS25	1,474	1,474	1,429	1,429
7-Eleven	1,292	1,489	520	563
Total	6,095	6,292	2,514	2,666

\* VAT 10% not included.

Media Location	A total of 8,609 convenience stores nationwide
Size	■ CU : Landscape Display: 43.8" / Portrait Display: 46" ■ Emart24: : Landscape Display: 26.5" × 3 (Triple Screen) ■ GS25 : Portrait Display: 46" ■ 7-Eleven : Landscape Display: 42" / Portrait Display: 46"
Media Rate (KRW)	15 seconds : 45,000,000
Ad Plays Per Day	100 plays per screen per day
Operating Hours	CU : 00:00 - 24:00 / Emart24: 06:00 - 24:00 GS25 & 7-Eleven: 05:00 - 26:00 (Next Day 2 AM)
Notes	10 commercial slots available / File Format: MP4 (Max. 60MB)





# Bus Shelter Advertising

- Dongsan Station Bus Transfer Center
- Bus Shelter near Jamsil Sports Complex
- Bus Shelter near Banpo One Bailey



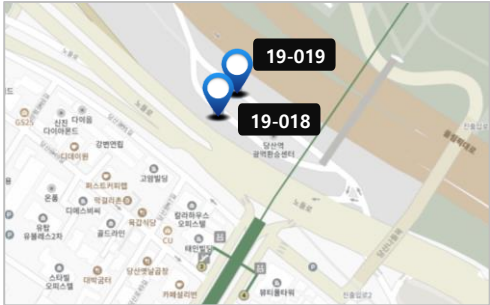
# Dangsan Station Bus Transfer Center

The Dangsan Station Bus Transfer Center, newly established in September 2024, provides impactful advertising exposure targeting Yeouido office workers as well as residents of Incheon and northwest Gyeonggi Province.

The advertising space at the Dangsan Station Bus Transfer Center consists of four display lines across two bus stops.

Unlike traditional roadside bus shelters, this setup features four continuously visible ad surfaces, allowing for diverse messaging and maximum exposure.

- Turnkey sales per line
- Production cost per line: ₩480,000 (VAT 10% not included.)



\* VAT 10% not included.

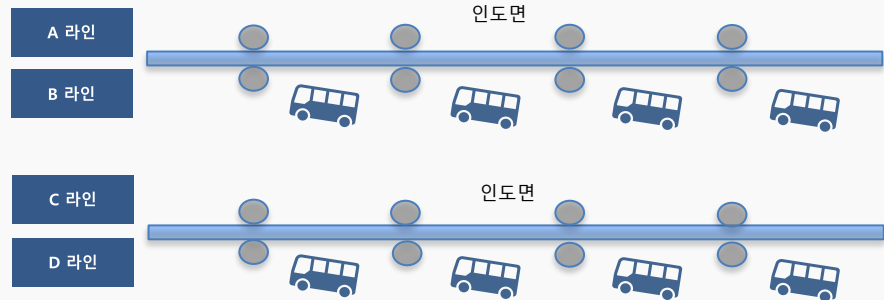
Media Location	94-6, Dangsan-dong, Yeongdeungpo-gu, Seoul Bus Transfer Center Stops : Stop 1 (ID: 19-018) / Stop 2 (ID: 19-019)
Size	(Large)1m x 1.89m / (Medium) 1m x 1.6m
Media Rate (KRW)	■ A, C Lines (Pedestrian Side): ₩8,000,000 per line ■ B, D Lines (Roadside): ₩7,200,000 per line
Ad Plays Per Day	상시노출
Operating Hours	버스운영시간
Notes	■ A, C Lines : 8 large panels / ■ B, D Lines : 4 large + 4 medium panels



**[A, B Lines]**  
Metropolitan Transfer Center Stop 2  
Stop ID: 19-019

**[C, D Lines]**  
Metropolitan Transfer Center Stop 1  
Stop ID: 19-018

**[Bus Entry Direction]**  
Buses enter from Seongsan Bridge towards Dangsan Station.



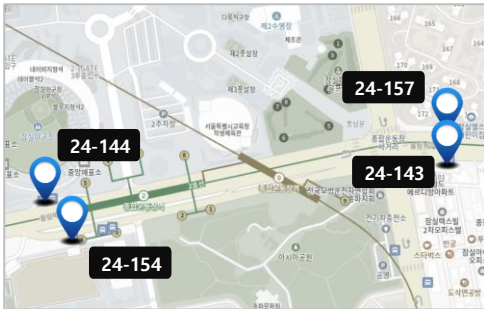


## Bus Shelter Advertising

# Bus Shelter near Jamsil Sports Complex

This bus shelter is strategically located near Jamsil Sports Complex, the cultural and sports hub of Seoul, and the bustling commercial district of Jamsil Saenae, ensuring maximum campaign exposure to a diverse audience.

As a key location for sports and entertainment events, including baseball, basketball games, and concerts, this site attracts high foot traffic year-round. Additionally, it serves as a major transit route to Lotte World and COEX, providing continuous exposure to a large number of commuters and visitors.



\* VAT 10% not included.

Media Location	24-144, 24-154, 24-157, 24-143
Size	1.1m x 1.88m (Front & back panels, same dimensions)
Media Rate (KRW)	■ Stops: 24-144, 24-154, 24-157 → ₩3,000,000 per location ■ Stop: 24-143 → ₩1,600,000
Ad Plays Per Day	Continuous exposure throughout the campaign period.
Operating Hours	Ongoing operation during the campaign period.
Notes	₩120,000 per unit (double-sided ad panel)





Bus Shelter Advertising

# Bus Shelter near Banpo One Bailey

Located in Banpo District, home to approximately 3,000 high-income households, this bus shelter is positioned near the entrance to Banpo Hangang Park and Sebitseom, ensuring exposure to MZ generation consumers and family units.

Its proximity to Banpo One Bailey makes it an ideal advertising space for high-end brands, luxury goods, and automotive campaigns targeting affluent consumers.



\* VAT 10% not included.

Media Location	22-381 (Banpo One Bailey Apartment)
Size	1.1m x 1.88m (double-sided ad panels, same dimensions)
Media Rate (KRW)	₩1,600,000 (double-sided ad panel)
Ad Plays Per Day	Continuous exposure throughout the campaign period.
Operating Hours	Ongoing operation during the campaign period.
Notes	₩120,000 per unit (double-sided ad panel)





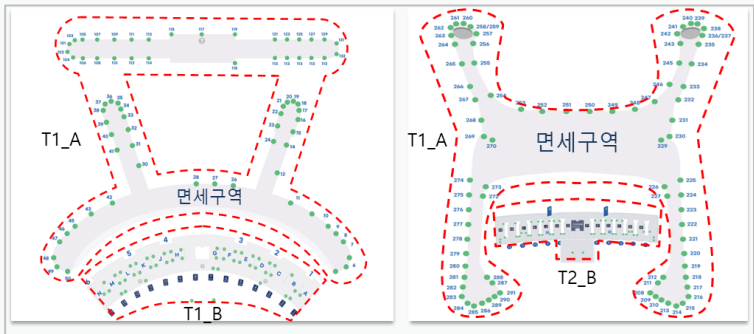
# Incheon Airport Advertising



# KeyroView Advertising

KeyroView is a unique digital advertising medium installed on baggage weight check kiosks at Incheon International Airport's check-in counters and boarding gates. It is the only media platform simultaneously available in both Terminal 1 and Terminal 2.

- Default Display: Vertical video ads
- During Baggage Weighing: Transitions to horizontal video ads (Refer to the image on the right for details)
- Terminal 1 (Total: 121 units)
  - ① Duty-Free Zone (A Section): 71 units / ② General Zone (B Section): 50 units
- Terminal 2 (Total: 125 units)
  - ① Duty-Free Zone (A Section): 79 units / ② General Zone (B Section): 46 units

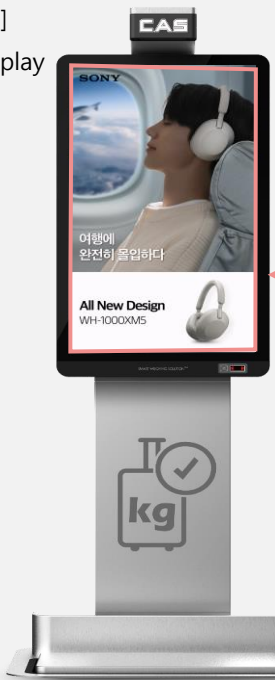


\* VAT 10% not included.

Media Location	Incheon International Airport Terminals 1 & 2, 3rd Floor (Departure Level) – Total 246 Units
Size	43" Vertical (Requires two video creatives – refer to the right for details)
Media Rate (KRW)	15 seconds : 20,000,000 / 30 seconds : 40,000,000
Ad Plays Per Day	150 plays per day per screen / <a href="#">Partial sound availability</a>
Operating Hours	02:00–25:00 (23 hours per day)
Notes	15 commercial slots available / File Format: MP4 (Max. 30MB)



[Default Mode]  
Vertical Ad display



[During Weight Measurement]  
Horizontal Ad display

Full-Screen Ad Display  
\* Resolution : 1,920 x 1,080



Top Section :  
Horizontal Ad Display  
\* Resolution : 1,080 x 1,920

Bottom Section:  
Weight Measurement Screen



# Other Outdoor Advertising



# Kia AutoQ Advertising

Kia AutoQ is a service network consisting of over 720 directly operated centers and service partners nationwide. This media platform effectively targets car owners with strong purchasing power, offering a compelling advertising opportunity.

- Average service wait time: 30-60 minutes, ensuring extended ad exposure.
- Nationwide coverage, making it an effective channel for automotive-related advertising.
- The lower part of the screen is reserved for real-time service status updates and is not an ad display area.
- 1 Main Screen : Supports video or image advertisements.
- 2 Right Screen: Only supports vertical images (videos not allowed).
- \* If no image ad is provided, the space will display alternative ad content or internal service messages.



\* VAT 10% not included.

Media Location	720 Kia AutoQ locations nationwide (Direct centers & service partners)
Size	Refer to the image above (Total Resolution : 1,920 x 1,080 px)
Media Rate (KRW)	20 seconds (4 weeks) : 5,000,000
Ad Plays Per Day	40 plays per day per screen
Operating Hours	Mon ~ Fri : 09:00 – 18:00 / Sat : 09:00 – 14:00 / Closed on Sun
Notes	20 commercial slots available / File Format: MP4 (Max. 100MB)





[www.smlk.co.kr](http://www.smlk.co.kr)

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