

# G-STAR 2022 Biz Matching\_Banner Ad

## I. Schedule for Online Biz Matching Advertisement

### A. Exposure Period:

After Biz Matching system open (Sep.) ~ November 19<sup>th</sup> (Sat)

## II. Details about Online Biz Matching Advertisement

### A. Featured Attendee

The screenshot shows the G-STAR 2021 dashboard. At the top, there's a navigation bar with 'Dashboard', 'Attendees', 'Showcase', and 'My Schedule'. Below that, the 'G-STAR 2021' banner is visible. The main content area is divided into several sections. On the left, there's a 'Dashboard' section with 'INVITATIONS' (0), 'PENDING' (1), and 'CONFIRMED' (0) counts, a 'Your profile strength' indicator at 50%, and a 'SUPPORT' section for Romy Halfweg. On the right, there's a 'Featured attendee' section for Pangle, which is highlighted with a red border. This section includes the Pangle logo, a brief introduction in Korean, and a '+ Request a meeting' button.

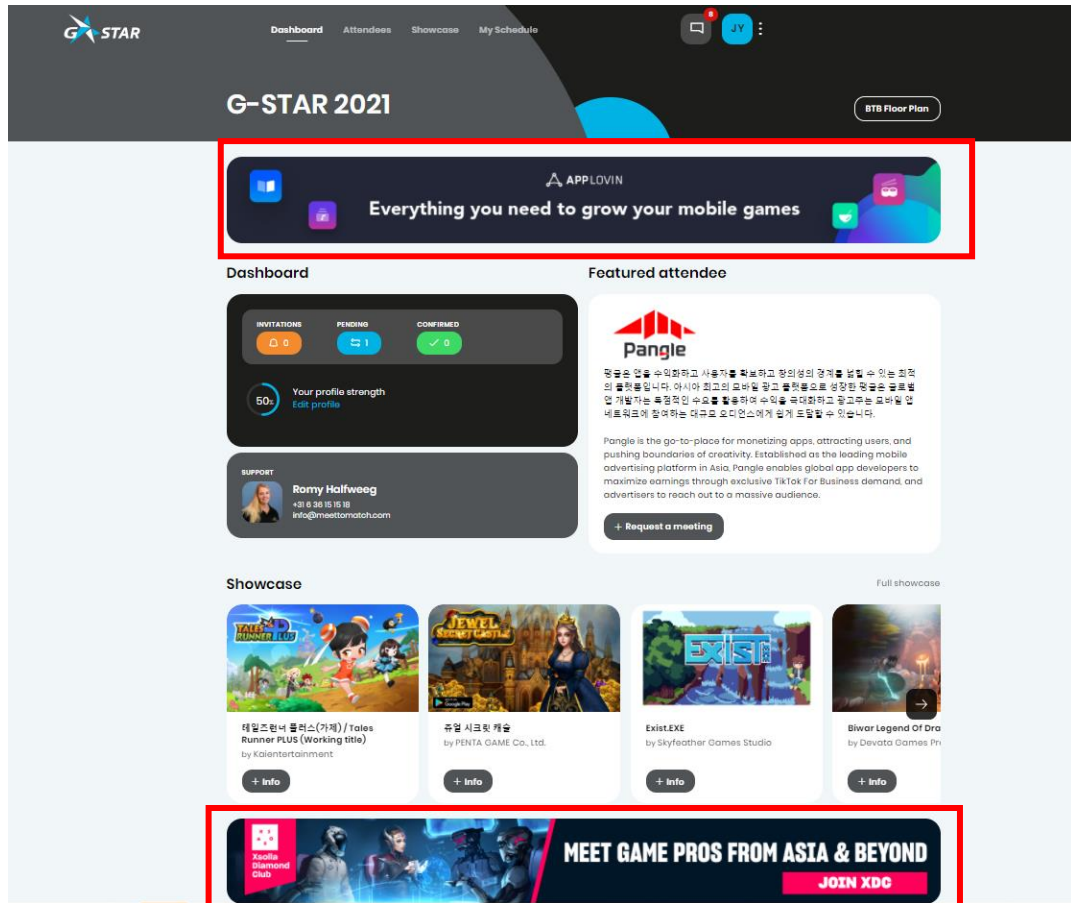
- ❖ Insert Featured Attendee on the top of the main page
- ❖ With Company Logo, Brief Introduction, and Meeting Request Link will be added on the “Featured Attendee”
- ❖ Featured Attendee will have about 5 times more meeting request than other companies
- ❖ Application will be received First-Come-First-Served Basis

Total Quantity	1 Featured Attendee Spot
Exposure	Exposed on Top of the main page with Company Logo, Brief Introduction and meeting request link
Price	USD 20,000

# G-STAR 2022 Biz Matching\_Banner Ad

## II. Details about Online Biz Matching Advertisement

### B. Top / Bottom Banner



- ❖ Located on the main page
- ❖ Total 10 Banners (Top: 5 / Bottom: 5)
- ❖ Banners will be rotated once page is refreshed
- ❖ Application will be received First-Come-First-Served Basis

Banner Size	1116px X 134px (Width * height)
Total Quantity	Total 10 Banners (Top: 5/ Bottom: 5)
Exposure	1 Slot
	5 Randomly rotating banners will be located on each Top and Bottom Banners
Price	USD 7,000

# G-STAR 2022 Biz Matching\_Banner Ad

## II. Details about Online Biz Matching Advertisement

### C. Promotional Video Banner

The screenshot shows the MeetToMatch dashboard interface. On the left, there's a 'Dashboard' section with 'INVITATIONS' (0), 'PENDING' (1), and 'CONFIRMED' (5) buttons, a 'Your profile strength' indicator at 50%, and a 'SUPPORT' section for Fedor van Herpen. On the right, the 'Coming up next' section lists two upcoming meetings: 'Romy App test' at 09:00-09:30 and 'Seth Dobrin' at 12:30-13:00, both on Friday, Oct 1st, 2021. Below this, two promotional video banners are shown side-by-side. Each banner features the MeetToMatch logo and the tagline 'meetings by choice rather than chance' over a video of two men sitting at a table. The banners are labeled 'Program' and 'full program'.

- ❖ Middle of the Main page, 2 Blocks will be created side by side
- ❖ One on Block, Promotional Video will be inserted, on the other Block, Image Advertisement Banner will be inserted
- ❖ For Exact Location of the Promotional Video Banner will be announced later.
- ❖ Application will be received First-Come-First-Served Basis

Banner Size	1200px X 800px (Width * Height)
Total Quantity	1 Promotional Video Slot
Exposure	1 Promotional Video + 1 Advertisement Banner
	Located in the middle of the main page and for the Video, it requires to provide Youtube Link or Vimeo link.
Price	USD 15,000

# G-STAR 2022 Biz Matching\_Banner Ad

## II. Details about Online Biz Matching Advertisement

### D. Showcase Branding

The screenshot displays the G-STAR 2022 Biz Matching Platform interface. At the top, the G-STAR logo is on the left, and navigation tabs for Dashboard, Attendees, Showcase, and My Schedule are in the center. A dropdown menu is open under the Showcase tab, showing options for 'Full showcase' and 'Pangle Showcase'. On the right, there is a chat icon with a notification badge, a user profile for 'JY', and a 'BTB Floor Plan' button. Below the navigation bar is a banner for 'APPROVIN' with the text 'Everything you need to grow your mobile games'. The main content area is divided into two sections: 'Dashboard' and 'Featured attendee'. The 'Dashboard' section shows three status indicators: 'INVITATIONS' (0), 'PENDING' (1), and 'CONFIRMED' (0), along with a 'Your profile strength' indicator at 50%. The 'Featured attendee' section features the Pangle logo and a description of their mobile game advertising services.

- ❖ Branded Showcase to the Biz Matching Platform
- ❖ The showcase will automatically show a project overview
- ❖ Showcase Order will be organized by the order of the Application Submitted date.
- ❖ Application will be received First-Come-First-Served Basis

Total Quantity	5 Slots
Exposure	The showcase will automatically show a project overview
Price	USD 7,000

## G-STAR 2022 Biz Matching\_Banner Ad

- Regulation for Online Biz Matching Banner Application
  - ❖ All Online Advertisement application will be accepted on a First-come-First-Served Basis (Based on the Completion of the Participation Fee Payment)
  - ❖ Showcase will be organized in order of application submitted date
  - ❖ If payment is not made after 7 days from the Invoice Issued Date, opportunity will be provided to applicants on standby
  - ❖ Only G-STAR BTB or Live Biz Matching participating companies can purchase the advertisement
  - ❖ For Top and Bottom Banners, can only purchase up to 2 banners per company.
  
- Online Advertising Application and Contact Information
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