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AdSociety Korea
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- : PC
- :
- : , , ,
- : CF Flash
- :
- : Smart
Banner(Sound,Multimedia,Interactive)

가

CPA: Cost Per Acquisition.

acquisitions

CPC: Cost Per Click.

CPL: Cost Per Lead.

Leads

CPM: 1000 가 (가)

1000

CPT: Cost Per Transaction.

- - Banners 40%
 - Sponsorship 31%
 - Classifieds 10%
 - Referrals 5%
 - Interstitial 5%
 - e-mail 4%
 - Richmedia 2%
 - Keyword search 2%

- - Consumer 32%
 - Computer 21%
 - Financial svcs 13%
 - Media 9%
 - Business svcs 6%

가 site

	Rate Card CPM	% of site Accepting
Micro Button	\$6	76%
Short Button	\$18	68%
Medium Button	\$20	52%
Tall Button	\$21	36%
Vertical Banner	\$43	16%
Half Banner	\$33	42%
Short Banner	\$32	29%
Full Banner	\$30	97%

Comparing Media Effectiveness in Branding

Branding	TV	Magazines	Newspapers	Banners	eMail
CPM	\$16.00	\$6.00	\$19.00	\$3.50	\$20.00
Indexed to internet	457%	171%	543%	100%	571%
Awareness	36%	29%	NA	14%	NA
Indexed to internet	257%	207%	NA	100%	NA
Cost Effectiveness	56%	121%	NA	100%	NA
Recall ability	17%	26%	23%	27%	NA
Indexed to internet	63%	96%	85%	100%	NA
Cost Effectiveness	14%	56%	16%	100%	NA
Interest	46%	44%	NA	44%	NA
Indexed to internet	105%	100%	NA	100%	NA
Cost Effectiveness	23%	58%	NA	100%	NA

- Cocacola

IAB가

가 56%가
7%,5%

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macro media

Flash

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— : CPM 1,500
 가 – CPM 520

— : CPM 3,200
 가 – CPM 1,450

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— 2,600 – 7,000

가

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- Banner

- Branding
- Beyond Banner
- Sponsorship ()
- Internet Positioning

- Offline

IMC(Integrated Marketing Communication)