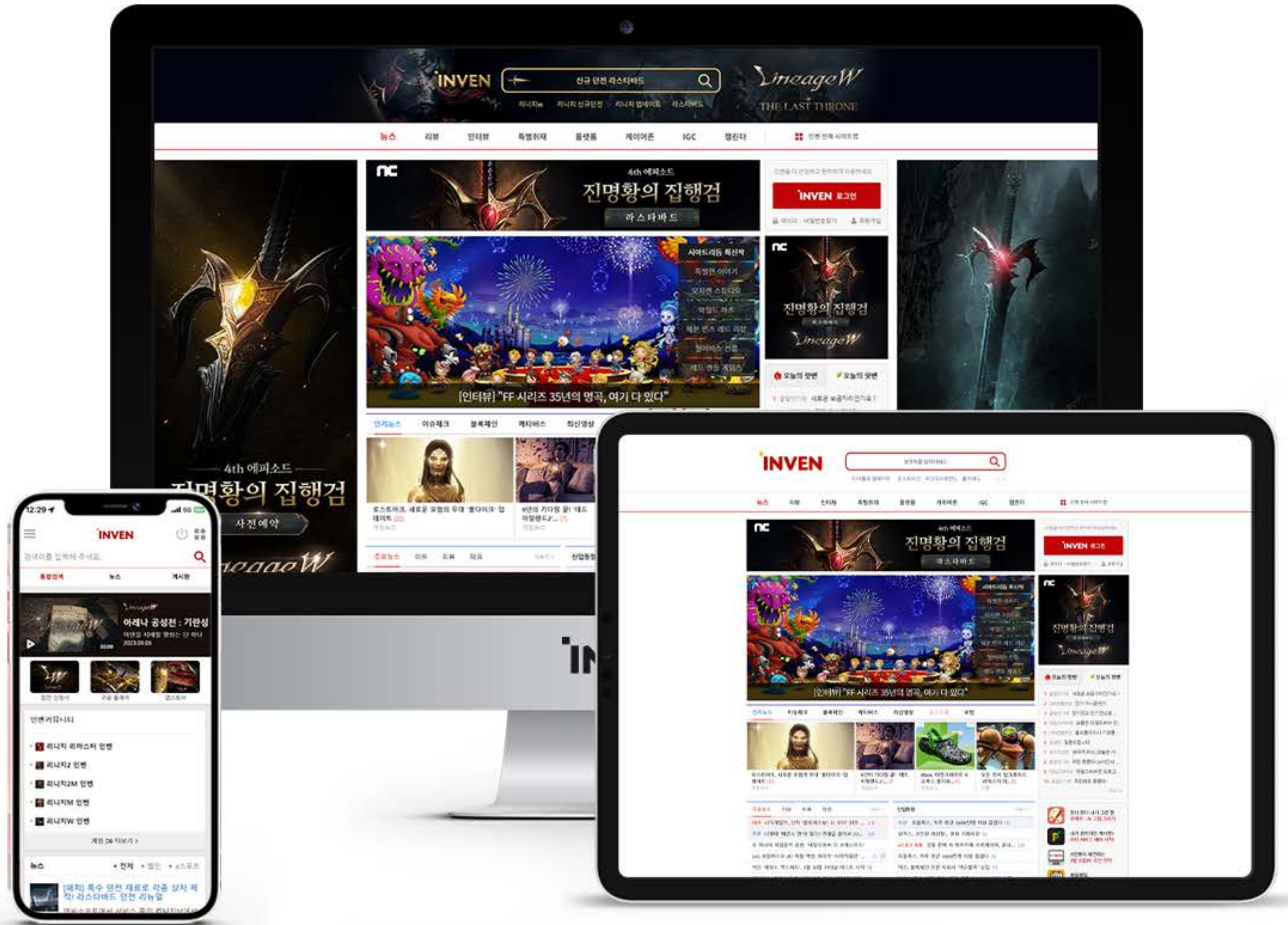


INVEN

INVEN FULL COVER BRANDING PRODUCT INTRODUCTION



Content

01 Introduction to PC Webzine Renewal

Overview

Renewal Guide

02 Introduction to the Full Cover Branding

Product Details

PC Webzine Main Page DA

INVEN Site Map Banner

Search Page DA

Mobile Branding

1-day premium exposure

Full Cover Branding Details

03 Q&A

Full Cover Branding QnA

PC WEBZINE RENEWAL INTRODUCTION



Modern Design

The latest web-design trend is reflected to apply a modernized and sophisticated design

Content Delivery

For higher attention to content & DA, the page layout is renewed

User Experience

Improved usability by taking user experience into account

PC WEBZINE RENEWAL

Effective Date : May 9th 2023

By applying an open-type search engine increased the **usability of searching**

Changed the layout of the sitemap

Larger banner size **by 75%**

Up



Down

Fixed banner even when **scrolling down**



INVEN | 검색어를 입력해 주세요.

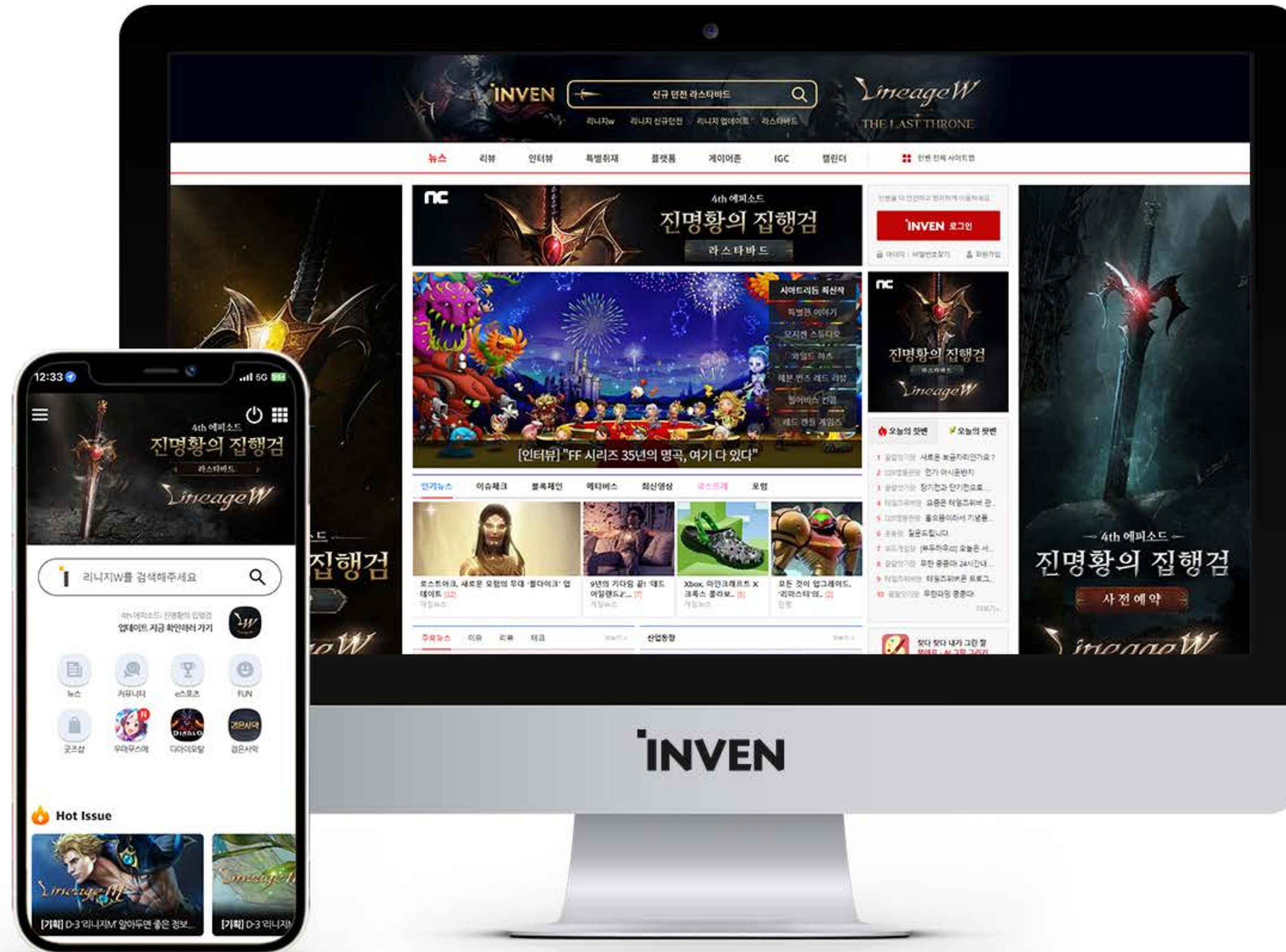


LoL 사일러스의 2D 픽셀 액션, 라이엇 '마력적결판' ...
넥슨 '베일드 엑스퍼트', 3월 30일 파이널 테스트 시작
폴러비스, 휘트키에 등 지원 구호 성공 5만달러 기부

로블록스, 하루 평균 5600만명 이상 즐겼다
넥슨, 블록세인 전문 지회사 '넥슨블록' 설립
원종 2종의 '천역 게임' 기대, 컴투스 2022 4분기 실적

IT인벤이 제안하는
2월 초입PC 주간 권적
매일매일
인벤 소식체크!

FULL COVER BRANDING PRODUCT INTRODUCTION



Exclusive

Exclusive branding DA
Displayed on INVEN

High Impact

Blending in with the theme of the
INVEN website, DA that gives a
greater impact

Viewability

DA with a good **viewability**,
displayed in the major areas
of the INVEN

FULL COVER BRANDING PRODUCT

In line with the tone & manner of a campaign, design the INVEN header with its theme, making it feel like a trend today.

Expose the main and sub keywords of the campaign on the Search Engine

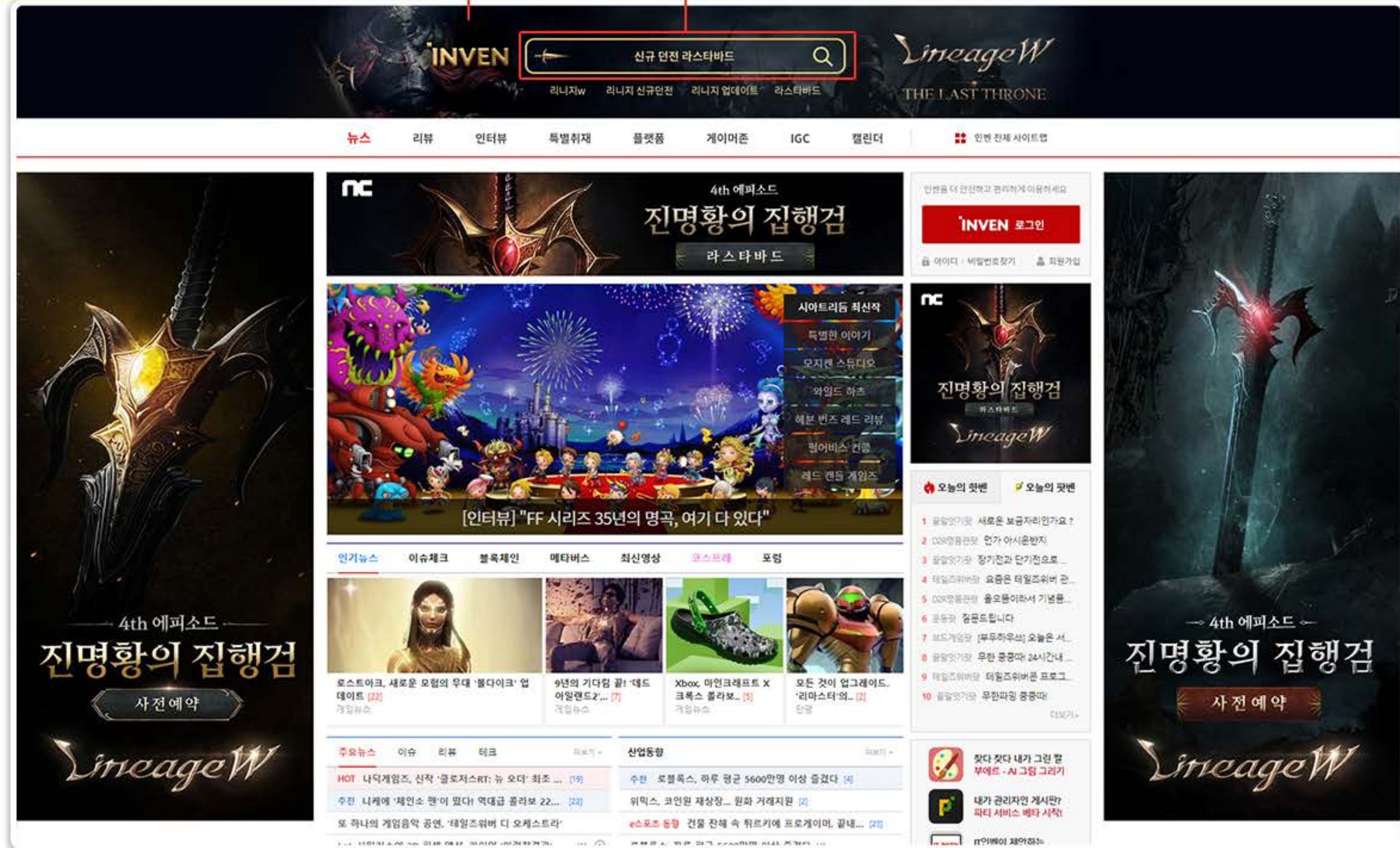
| PC Webzine Main Page DA

Site Map Banner

Search Page DA

Mobile Branding

1-day premium exposure



DAs and branding stay when scrolling up/down the page



FULL COVER BRANDING PRODUCT

PC Webzine Main Page DA

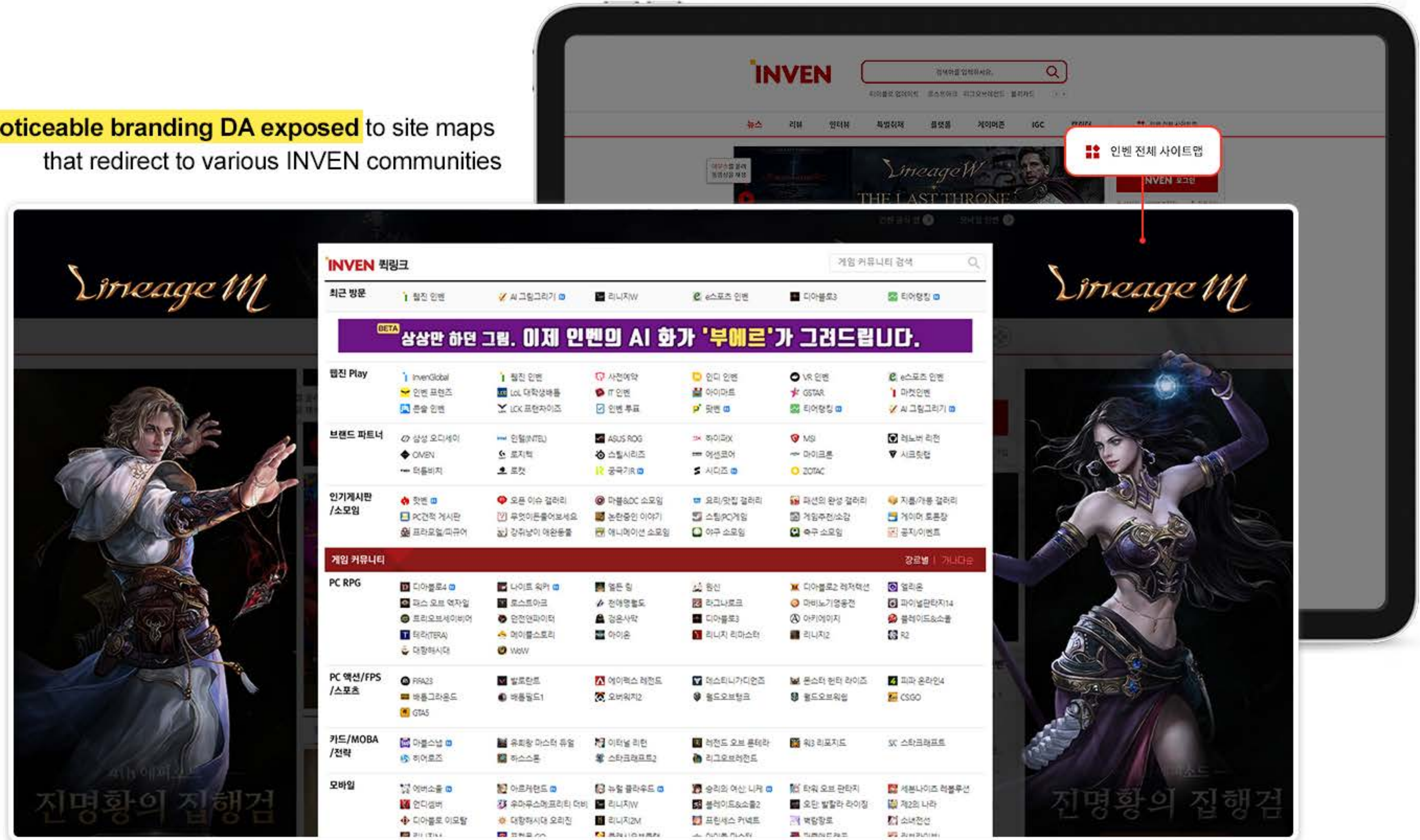
| Site Map Banner

Search Page DA

Mobile Branding

1-day premium exposure

A noticeable branding DA exposed to site maps that redirect to various INVEN communities



FULL COVER BRANDING PRODUCT

PC Webzine Main Page DA

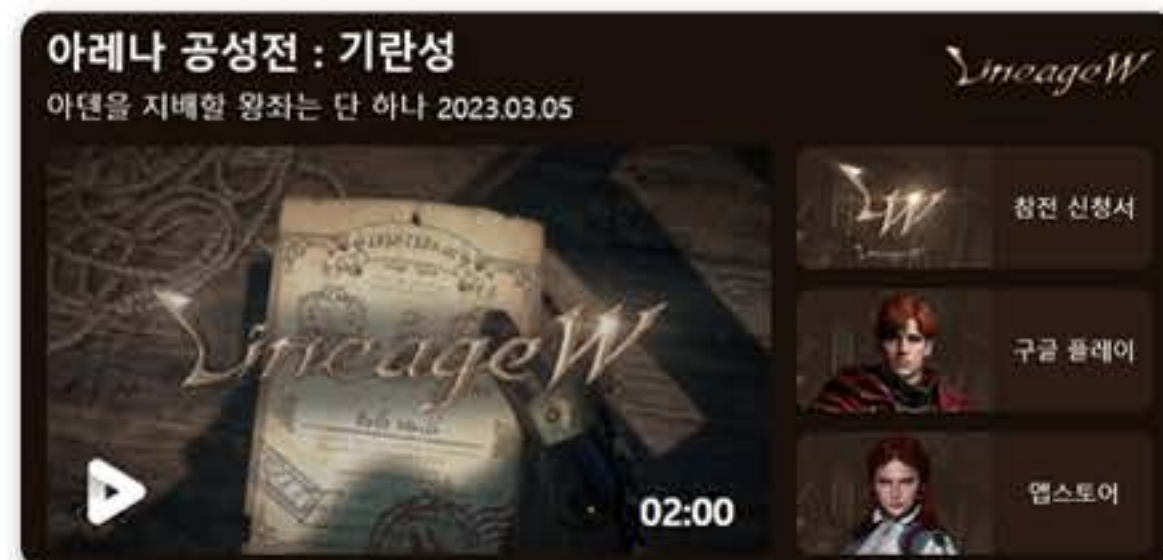
Site Map Banner

| Search Page DA

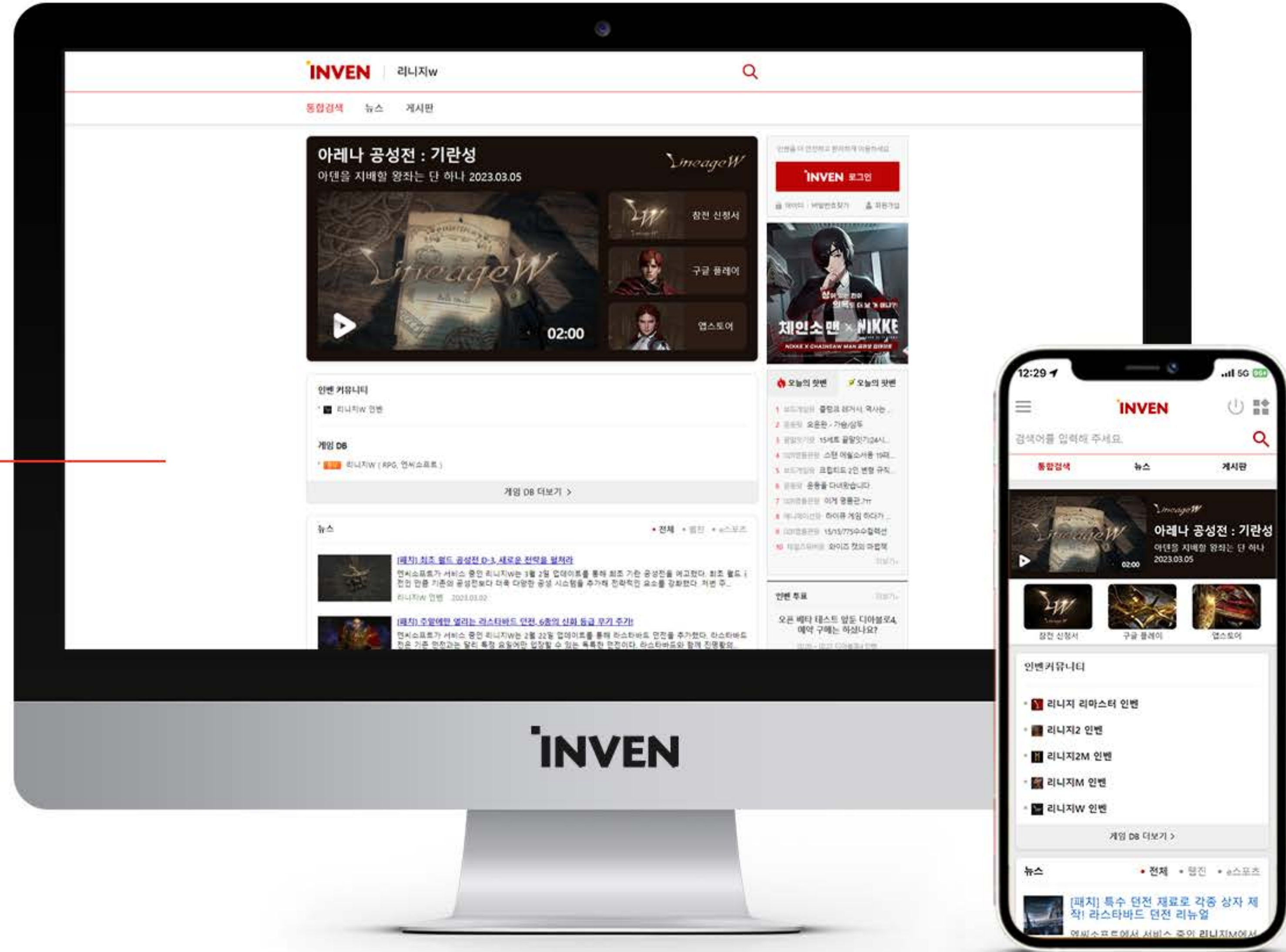
Mobile Branding

1-day premium exposure

Option: video or image



An expanding DA where content is exposed to the **Search Page at searching** with set keywords



FULL COVER BRANDING PRODUCT

PC Webzine Main Page DA

Site Map Banner

| Search Page DA

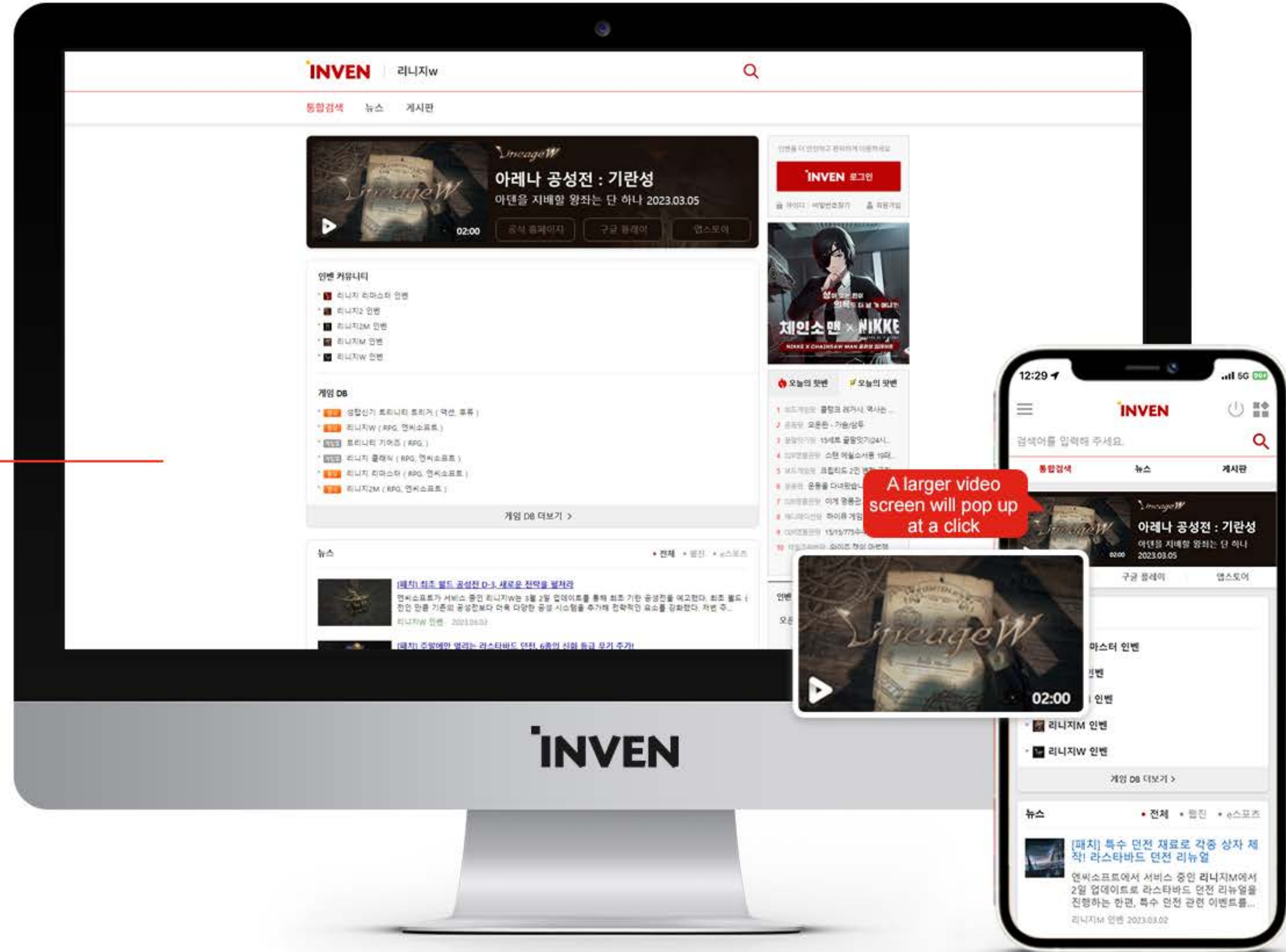
Mobile Branding

1-day premium exposure

Option: video or image



Exposed to all users who are using the search engine
on INVEN's website without using keywords: **Basic Search Page DA**



FULL COVER BRANDING PRODUCT

PC Webzine Main Page DA

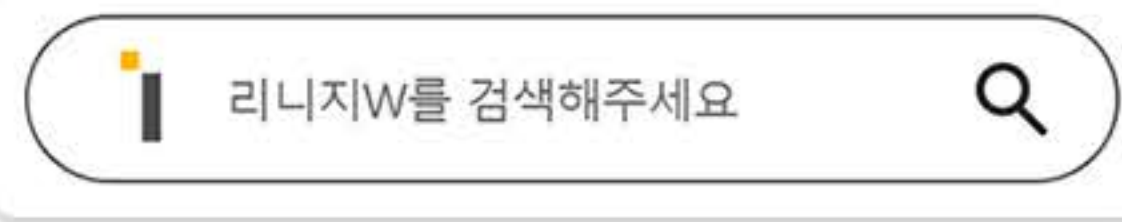
Site Map Banner

Search Page DA

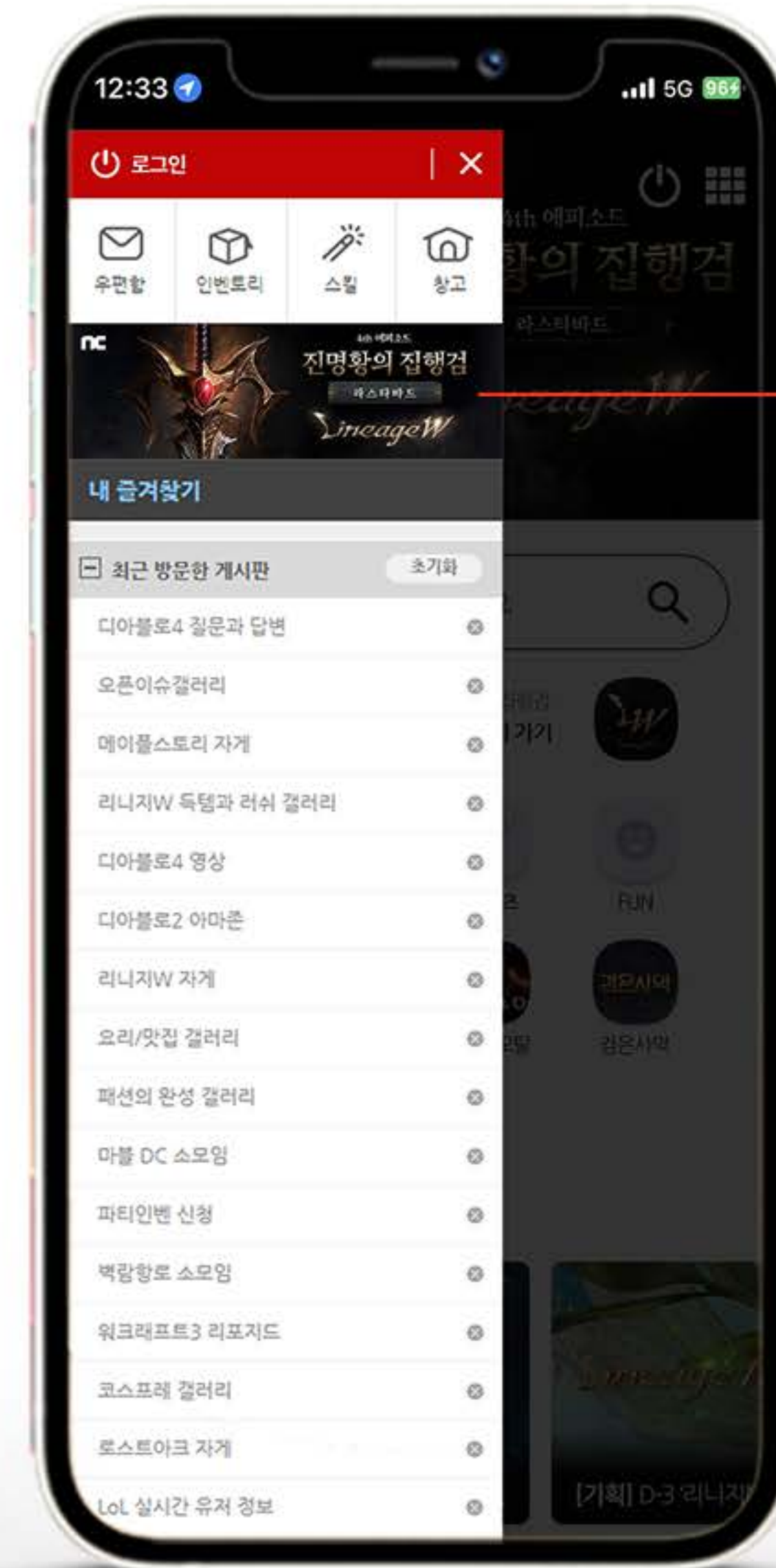
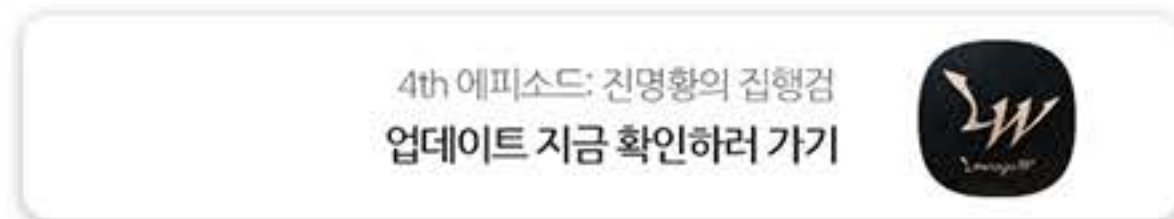
| Mobile Branding

1-day premium exposure

The search engine is re-designed according to the tone of the campaign.
Campaign main keyword exposure



Text-inclusive iconic banner



Mobile side-bar banner

FULL COVER BRANDING PRODUCT

PC Webzine Main Page DA

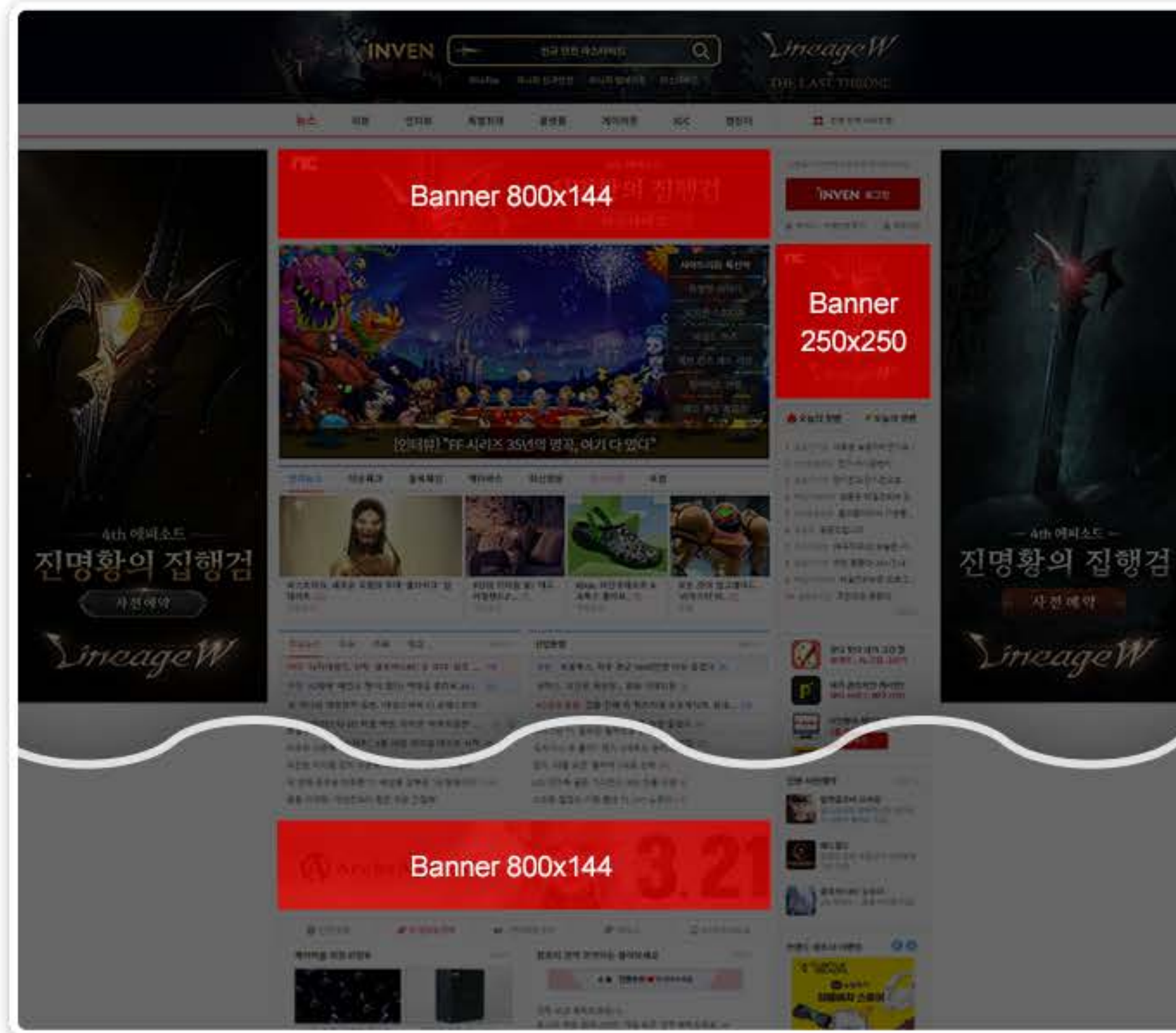
Site Map Banner

Search Page DA

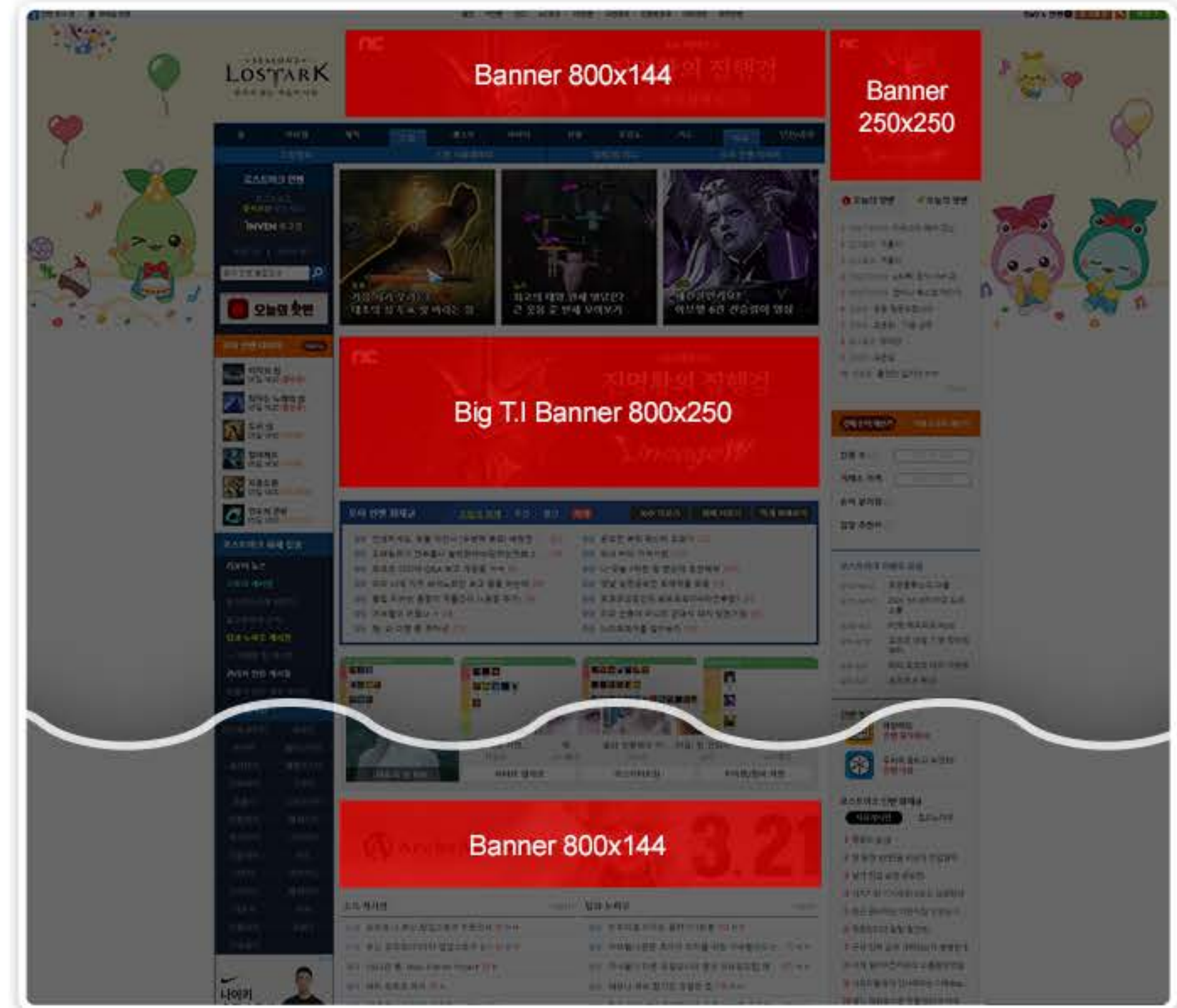
Mobile Branding

| 1-day premium exposure

PC Webzine main



Community



1-Day Premium Exposure displayed first daily to all Inven Webzine and community visitors.

FULL COVER BRANDING DETAILS

Product name: Full Cover Branding

Composition *PC Back Skin Banner is a separate product.

1. PC Webzine's Main Page Banner
2. INVEN Site Map Banner
3. Search Page DA
4. M.Home Screen Icon Banner
5. M.Sidebar Banner
6. 1-day premium exposure

Unit price

KRW 10 million / Day (with the DA budget over KRW 50 million)

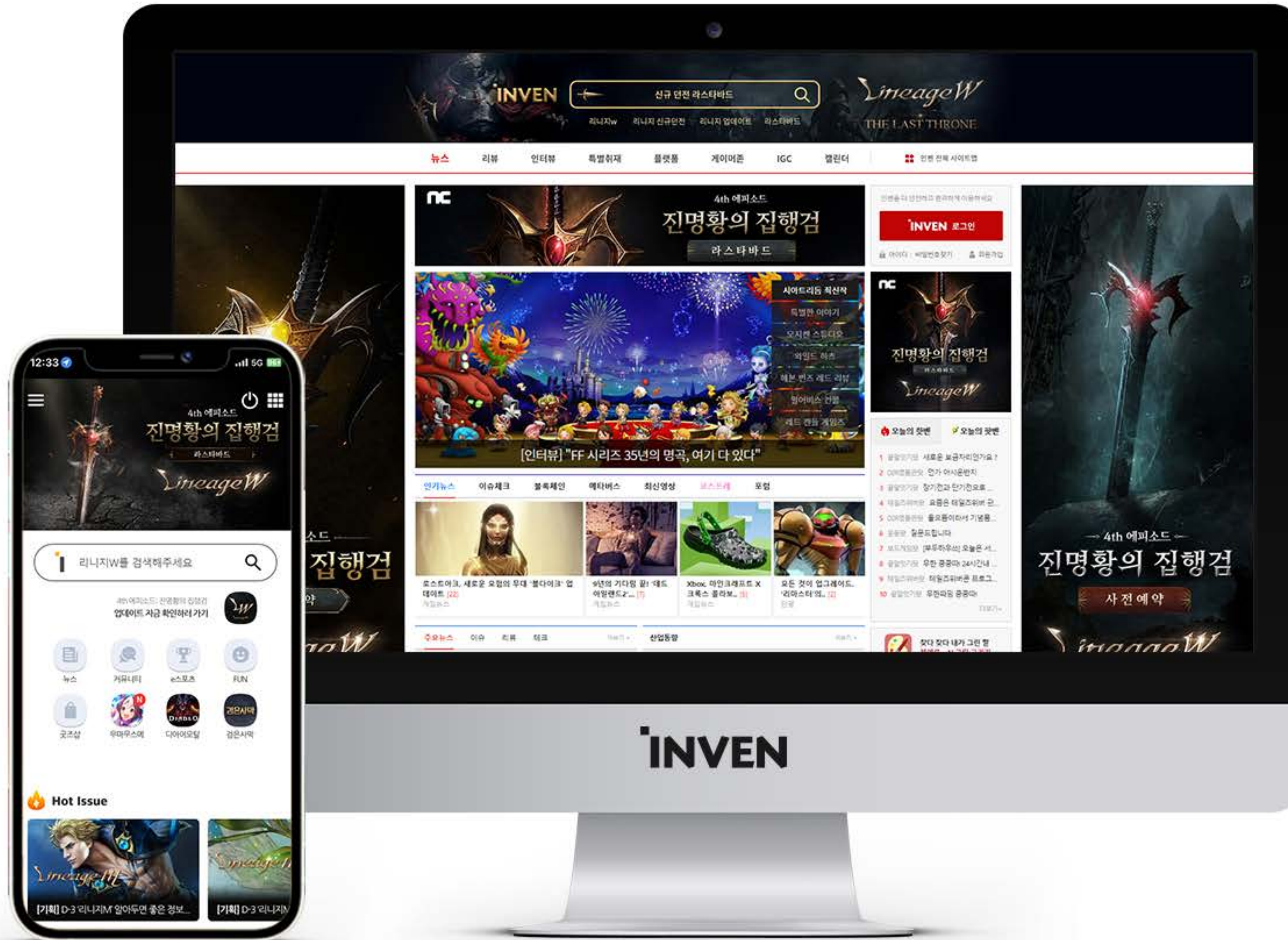
Full Cover Branding unit price is KRW 20 million / Day
(with the DA budget less than KRW 50 million)

Contract Type: CPP (Exclusive for the period)

Conditions of Execution

At least 2 days

The cost of DA starts at KRW 10 million



FULL COVER BRANDING Q&A

Q Is Full Cover Branding exclusive?

A This is an exclusive, running on a first book, first served basis.

Q Can I do Full Cover Branding only?

A Full Cover Branding must be executed together with DA for at least 2 days.

In the case of executing DA worth KRW 50 million or more, Full Cover Branding is KRW 10 million/day, and KRW 20 million/day if DA is less than KRW 50 million.

Case1 DA KRW 50 million (PC background or Mobile background) + Full Cover Branding KRW 20 million (2 days) = KRW 70 million

Case2 DA KRW 30 million + Full Cover Branding KRW 40 million (2 days) = KRW 70 million

Q Can I execute the advertisement and Full Cover Branding in a different timeline?

A Full Cover Branding can proceed only during the DA execution period.

If you want to brand with higher attention, we highly recommend you to proceed along with the Background Package.

Q When is the deadline for delivering materials?

A Please, submit the materials 10 business days in advance according to the production guide provided.

THANK YOU
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