

INVEN BRAND PARTNER PROPOSAL



2021. 11

Korea No.1 Game Media Platform, INVEN

CONTENTS

Multi Marketing Platform Brand Partner

01.

Overview of INVEN

- Scope of business
- Traffic information
- Information of Subsidiary
- INVEN Broadcast

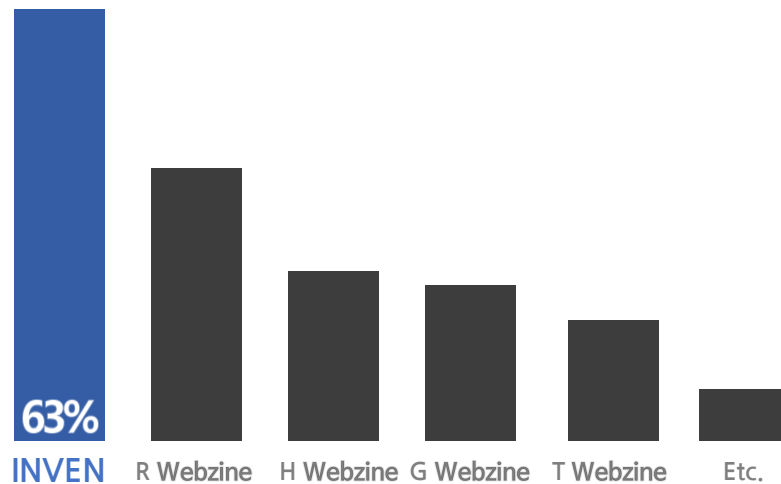
INVEN , website that is mostly visited by age group ranging from teens to 30s

Korean Click Game Information No.1 Ranky.com Game Media No.1

Total subscriber : 3.5 millions | Daily visit : 1.4 millions | Daily page view : 0.12 billions | Daily created post : 55 thousands | Daily created comment : 200 thousand

Mezzomedia 2020 Mobile Game Industry Analysis Report

Q. Mobile game webzine · community experience
multiple responses



Q. Mainly used game webzine · community
multiple responses

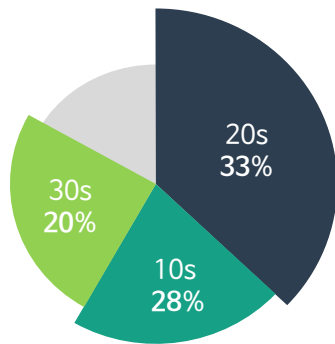
Usage ranking	All	20s	30s	40s
1	INVEN	INVEN	INVEN	R Webzine
2	R Webzine	R Webzine	R Webzine	INVEN

Most used webzine, number 1 in the overall age of the community

A game media platform where genuine gamers visit

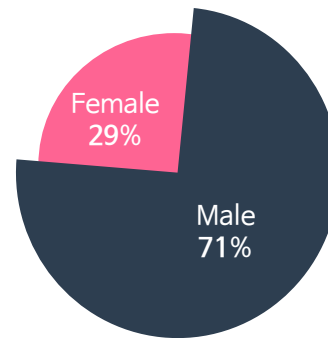
A game-related website, where teenagers and those in 20s who play game the most, visit and look for information

A genuine game media platform with some of the audience in 30s who possess high purchasing power



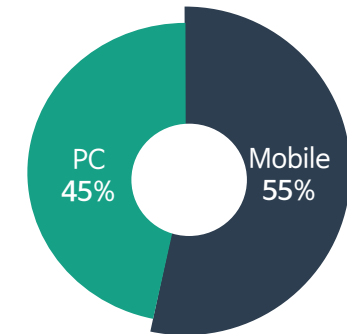
Age ratio

More than 80% of the total visitors are in 10s to 30s who frequently re-visit the site



Gender ratio

Based on visitors in 20s, gender ratio of male to female is 7:3.
INVEN is a website where experienced male gamers constantly visit



Platform

We currently operate the biggest online PC and mobile game communities in South Korea, and thus provide an environment that users can visit the site anytime, anywhere, without any difficulties, regardless of platform

Trend leading game media platform

Ranked 1st in game webzine among internet trend leading companies

Frequent exposure in search engine

Game webzine ranked 1st

(as of 2018 July / rankey.com)



NAVER most frequent search words

대학생 인기검색어

1	롤 인벤	25.2%
2	메이플스토리	11.0%
3	던파 2016 여름패키지	10.2%
4	피파온라인3 인벤	8.2%
5	오버워치 미국 회원가입	8.0%
6	서든어택2	7.7%
7	메이플 레벨업 루트	7.6%
8	오버워치 인벤	7.6%
9	페이스북	7.5%
10	미국배틀넷	7.0%

청소년 인기검색어

1	롤 인벤	60.1%
2	피파온라인3 인벤	5.4%
3	공플레이어	5.4%
4	외모지상주의	5.0%
5	마청법 합헌	4.8%
6	메이플스토리2	4.1%
7	sm엔터테인먼트	4.0%
8	던전 앤 파이터	4.0%
9	분자요리 최현석	3.7%
10	라디오스타 김연정	3.5%

직장인 인기검색어

1	내일 오전 날씨	24.0%
2	수요일 날씨	14.6%
3	오늘의 운세	11.0%
4	하나는행	10.8%
5	리니지m 인벤	9.6%
6	리니지m	8.0%
7	내이버 지도	7.0%
8	박원홍	5.3%
9	경유값 인상	4.9%
10	드림하이테크	4.8%

성남인 인기검색어

1	최순실	20.3%
2	데스티니 차일드 인벤	13.3%
3	박근혜 지지율	12.4%
4	박근혜	11.3%
5	고영태	8.7%
6	최순득	7.7%
7	최재경	7.3%
8	주책관리사	6.8%
9	박근혜 탄핵	6.2%
10	장유진	6.0%

- Ranked 1st on game information of [KoreanClick](#)
- Ranked 1st on game information of [ranking.com](#)
- Ranked 14th out of all websites in Korea on [Simiarweb](#)

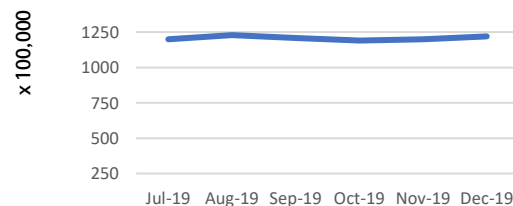
ranked 15th among all Korean website

(As of January 2019 / www.similarweb.com)

Rank	Website	Category
1	naver.com	News and Media
2	google.com	Internet and Telecom > Search Engine
3	youtube.com	Arts and Entertainment > TV and Video
4	google.co.kr	Internet and Telecom > Search Engine
14	tistory.com	Internet and Telecom
15	inven.co.kr	Games > Video Games
16	shopping.naver.com	Shopping

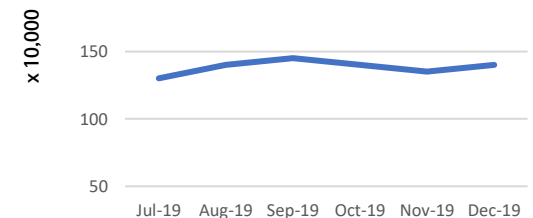
Trend of average daily view

daily average 0.12 billion PV (in terms of IP address/ as of 2019 May)



Trend of number of visitor on INVEN

daily average 1.4~1.5 million UV (in terms of IP address/ as of 2019 May)





No.1 Game media platform

Listed company INVEN

3.5 million subscribers, No.1 game media platform with 100 million daily page views
Operation of game webzine and community.

Creation of contents, broadcasting program, offline promotion and official e-sports league through INVEN broadcasting such as PC, mobile, e-sports, IT, VR/AR/ indie game

www.inven.co.kr



North American esports media

INVEN GLOBAL ENGLISH, LLC.

Launching service in English speaking region including North America
Global game webzine & community, e-sports magazine

Managing of global e-sports conference and various e-sports event

Aiming to be global company to invest in game platform value

www.invenglobal.com



Shopping mall especially for
Game / IT

Listed company Market INVEN

Manufacture/ sales/ distribution of game product by securing license of domestic game companies

Sales of gaming gear, IT product, partnership with U.S Jinx for blizzard license, export and sales of Jinx products/ license contract for Blizzard overwatch products (usb, battery and mobile phone case)

www.marketinven.com

INVEN Studio is in operation.

INVEN Broadcast with years of experience delivers lively atmosphere of the arena to gamers via broadcasting.



INVEN Broadcasting

Homepage <http://ibs.inven.co.kr>

E-mail ibs@INVEN.co.kr

Location Underground level 1, 9-9, Seongnam-daero
331beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do (5minutes walk from Gate No.3Jeong-ja of Bundang subway station)

Space size 471.85m2

Capacity Seat for150/ Standing for 200

Facility 6vs6 gamer booth , Main stage, Audience stadium,
2nd studio

Opening 2018 July10th



INVEN streaming channel



INVEN VOD channel



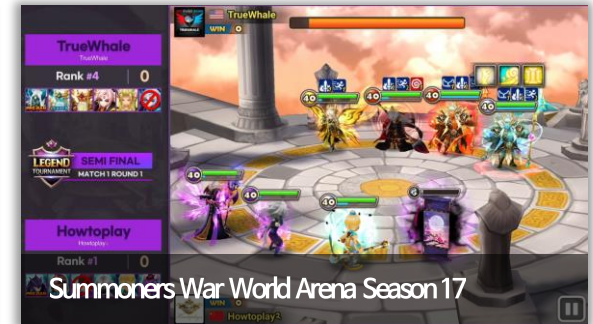
※ Click the logos to visit the channels.

※ Further VOD can be available from INVEN community or request platforms depending on games.

E-sports/ Game broadcasting

E-sports

Holding game event from one-off event to season league according to game platform and budget.
Event management, promotion via media coverage, online/offline broadcasting are all available at once.



Game Broadcasting

Coverage of the Game Broadcasting is from simple Chroma key broadcasting to offline special broadcast that is shot in the studio.
Project, Production, Promotion through INVEN, further contents creation is possible all at once.



Click the images to link to the videos.

Video Production

Through broadcasting studio solely owned by INVEN, various type of video including viral video and game strategy video is created for respective purpose. Video created this way is exposed through various channels so that it can have viral marketing effect.

Viral Video

Eye catching video with various contents and video in which celebrities appears can appeal to gamer as effective advertisement.



Game strategy video

Providing gamers with game strategy video



Online launching show/Seminar

Due to Corona pandemic holding offline event is challenged. Instead we combined product promotion with broadcasting contents to create infotainment show. Events are held that viewers can participate so that it will interest gamers. In addition, those videos will be exposed to various channels for secondary viral marketing.

Unveil of HP OMEN's new product for the first time. Don't breathe.



ASUS New product release announcement online seminar



CONTENTS

Multi Marketing Platform Brand Partner

02.

Introduction of Brand Partner

- Introduction of Brand partner
- Major Partner

Inven brand partner is to promote the brand to gamers through various channels of Inven.
The fastest and most **effective multi-marketing platform**



Media coverage about the brand

creating various contents
appealing to gamer from
gamer's perspective.



Event

Effective promotion with
various events



Advertisement

Effective promotion with
INVEN advertisement



landing website

Opening of PC/MOBILE landing website
(available from gold grade)



Exposure on portal website

Exposure on
Primary portaweb site



Inven Webzine and Community

Effective promotion to
various PC/MOBILE/CONSOLE GAMERS

IT INVEN

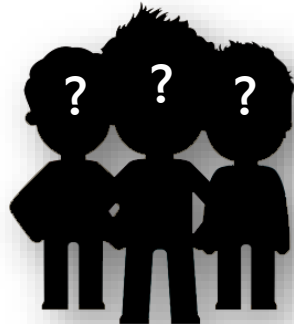
Exposure of IT INVEN
It's the media for gamers

MARKET INVEN

Associated Sale of
MARKET INVEN
It's the E-commerce for gamers

The most effective Multi Marketing Platform to connect to gamer

SNS/Internet Blog and Café



Unilateral delivery of information
Brand exposure to
irrelevant consumer group
Ineffective influx through product contents
Costly one-off advertisement

Brand Partner



Mutual communication
Effective in targeting consumer group gamer
Effective way of influx
through product contents
Effective and regular basis advertisement

INVEN is proceeding with **extensive cooperation** with major Brands for various industries.

SAMSUNG
Odyssey



LEGION
by Lenovo



ZOTAC



steelseries

logitech

KLEVV

crucial
by Micron

LEANBACK
LEANBACK

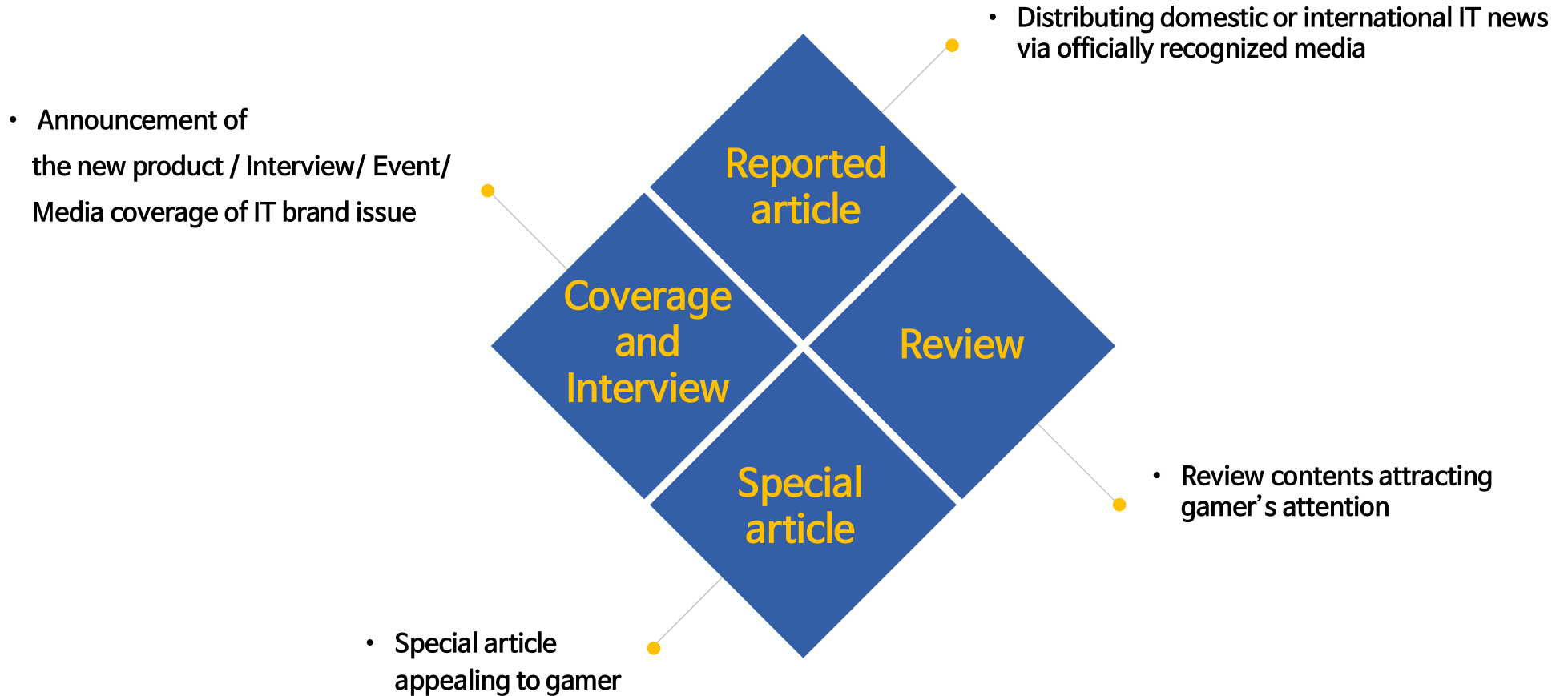


CONTENTS

Multi Marketing Platform Brand Partner

03. Brand Partner contents

- Contents
- Media Coverage/ interview
- INVEN's own landing site
- Review/Article
- Exposure of INVEN
- External exposure including portal



Professional staffs who possess solid knowledge of game are **creating various contents appealing to gamer from gamer's perspective.**

Reported article

Domestic and international IT media coverage of INVEN contents

All content will be distributed and exposed in different pages.

[기획] 레노버의 게임 DNA '리전', 리전 오브 챔피언스로 게이머를 사로잡다

장인성 기자 (Roman@inven.co.kr)



▲ 2019년, 레노버의 리전 오브 챔피언스 IV가 열렸던 방콕 팬미팅 현장

우리가 지금 쓰고 있는 PC-개인용 컴퓨터의 표준을 제시한 회사는 역사와 전통의 IBM이다. 그래서 2005년 5월에 레노버(Lenovo)가 IBM의 PC 사업 분야 전부를 인수한다는 발표는 세계적으로 엄청난 화제가 되었다. 당시에는 우려도 있었다. 과연 레노버가 IBM이라는 거인의 왕관을 물려받을 준비가 되어 있을까? 당시에 한참 팔풍 노트북(ThinkPad)에 꽃혀있을 때라서 관심있게 추이를 지켜봤다.

물론 이제는 모두 옛날 이야기다. 지금 레노버를 걱정하는 사람은 없다. 2005년 IBM의 PC 사업 분야를 인수할 당시에 레노버의 세계 점유율은 2.3%였지만, 지금은 세계 점유율 20% 이상으로 명실상부한 전 세계 1위인 PC 업체로 성장했다.

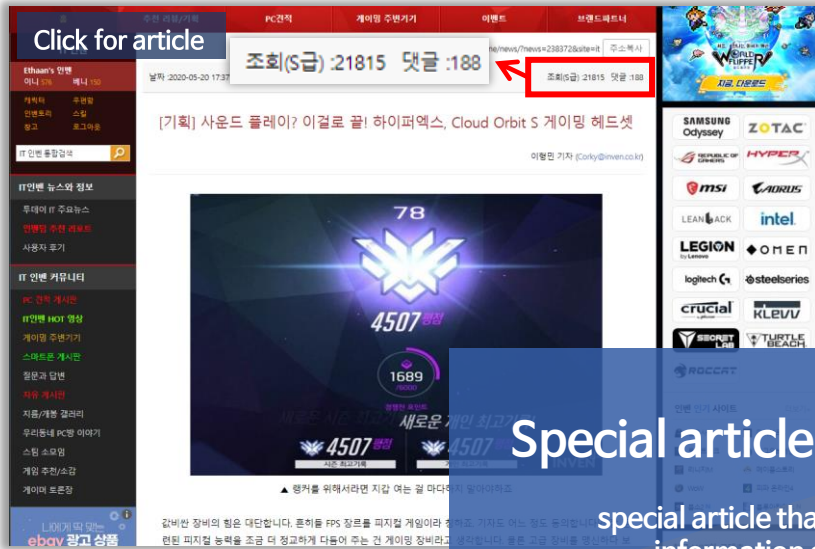
그리고 한 가지 흥미로운 점은 게이머들 사이에서 2019년 레노버는 이미 브랜드 '리전(Legion)'을 발표했다는 것이다. 2019년 7월 11일 미국에서 열린 '레노버 월드 2019'에서, 레노버의 켄 월 아시아 태평양 지역 대표는 레노버의 게이밍 분야가 전년 동기 대비 2배나 성장했다고 언급했다.



INVEN | IT INVEN | NAVER | DAUM | Google | facebook

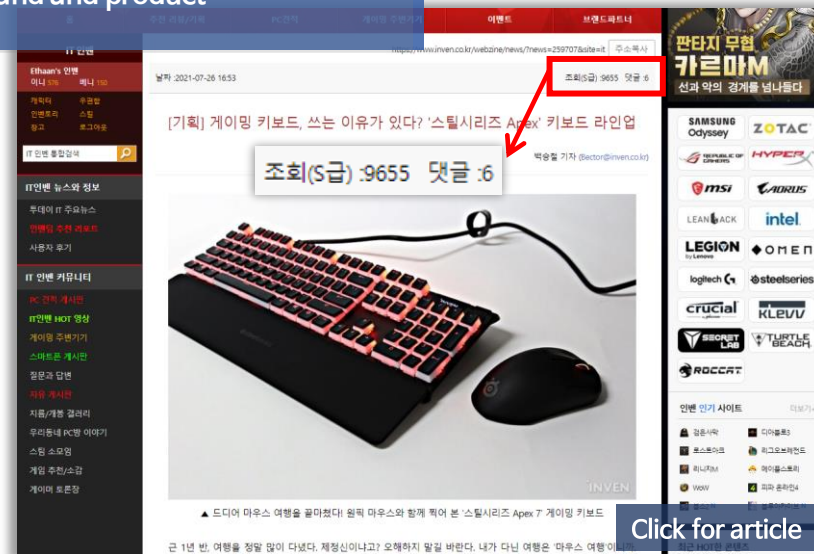
All of IT INVEN contents are distributed and exposed through various channels.

Special article



Special article appealing to gamer

special article that can deliver a number of
information of brand and product



Product review

Intriguing gamer product review written by game developing professionals



Article providing source (It is requirement)

Creation of intuitive and simple contents through sources produced by partner company such as video contents.

(Short article, reporting material, review and special coverage are available according to source concept.)

[뉴스] 눈쟁이도 추천한다! MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로저7

이형민 기자 (Corky@inven.co.kr)



2020년 설 연휴 이후 두꺼워진 지갑에 하이엔드 PC를 고민할 때 추천받는 그래픽카드는 무엇이 있을까.

전자제품(IT) 리뷰 및 게임 유튜브로 유명한 눈쟁이가 MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로저7(이하 MSI RTX 2070 SUPER) 그래픽카드를 추천 및 소개하는 영상을 공개했다. 해당 영상은 글로벌 PC 부를 제조사인 MSI의 지원을 받아 제작됐다.

공개된 영상에 따르면, 눈쟁이는 최근 출시된 콘서트 현터 월드 : 아이스 본을 플레이하며 높은 프레임 확보와 우수한 클링 성능을 언급했다. MSI RTX 2070 SUPER의 기술에 대해 설명한 부분은 레이 트레이싱이다. 눈쟁이는 2020년에 새롭게 출시하는 돌 이터널, 클라이모 시클러 2020, 싸이버링크 2077, 와치독스 리전을 언급하며 레이 트레이싱 기능이 포함된 그래픽카드의 중요성을 강조했다.

유튜버 눈쟁이가 추천하는 MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로저7를 보다 자세히 알고 싶다면, 아래의 영상을 통해 확인할 수 있다.



▲ 유튜버 눈쟁이 영상 (출처 : 눈쟁이 유튜브 채널 - (배로가기))

기사 보기

[뉴스] 800만원 수냉 PC의 성능은? 기가바이트, 스트리머 프프프와 체험 콜라보

박승철 기자 (Bector@inven.co.kr)



800만원에 달하는 컴퓨터로 즐기는 배틀그라운드에는 어떤 느낌일까?

구독자가 130만 명을 넘는 유명 게임 스트리머 프프프(이하 프프)가 800만 원에 달하는 슈퍼 수냉 컴퓨터로 게임을 즐기는 영상을 공개했다. 해당 영상은 글로벌 PC 부품 제조사인 기가바이트 테크놀로지(GIGABYTE Technology Co., Ltd. 이하 기가바이트)와의 협업으로 제작됐다.

공개된 영상에 의하면 기가바이트에서 제공된 이 PC는 인텔 코어 i9-9900K CPU, 기가바이트 Z390 WATERFORCE 메인보드, 기가바이트 RTX 2080TI 어로스 XTREME WATERBLOCK 그래픽카드 등 현존 최고 수준의 부품들로 구성되어 있다.

슈퍼 수냉 PC로 즐기는 배틀그라운드가 어떨지 궁금하다면 아래의 영상을 통해 확인할 수 있다.

한편 기가바이트는 1986년에 설립되어 세계 메인보드 및 그래픽카드 시장에서 선두를 차지하고 있는 세계적인 IT 글로벌 브랜드 부품 제조사로 유명하다.



▲ 유튜버 스트리머 프프프 영상 (출처 : 프프프 유튜브 채널 - (배로가기))

기사 보기

[뉴스] 린백, 프로팀 APK 프린스와 걸그룹 파나틱스의 미팅 영상 공개

박승철 기자 (Bector@inven.co.kr)



소비자와 소통하여 트렌드에 맞는 외자를 판매하고 있는 브랜드, 린백에서 APK Prince(이하 APK 프린스) 프로 게임단과 걸그룹 파나틱스(FANATICS)의 미팅 현장을 공개했다.

APK 프린스는 2016년 창단된 e스포츠 프로게임단으로 작년 9월 개최된 송강전에서 롤 챔피언스 그룹 진출에 성공하였고, 지난주부터 개최된 '2020 우리은행 LoL Champions Korea Spring'에 참가하고 있다. APK 프린스는 리그오브레전드 외에도 배틀그라운드와 프로게임단도 운영하고 있다.

공개된 영상에는 APK 프린스 프로게임단과 걸그룹 파나틱스의 멤버인 도아, 도이가 함께 인터뷰를 진행하는 모습이 담겨있다. 도아와 도이는 평소 다른 매체를 통해 게임을 좋아한다고 알려져 있으며, 시간 관계 상 본 영상에는 담기지 않았으나 APK 프린스의 프로게이머들과 게임을 즐기기도 했다. 미팅 내내 웃음꽃이 피어있던 APK 프로게임단 선수들의 모습을 영상으로 만나보자.

한편, 다양한 라이선스 제품 및 게이밍 외자로 유명한 린백은 2019년에 달달 게이밍 프로게임단을 후원한 바 있으며, 올해 1월 부터는 APK 프린스를 후원하는 계약을 체결하고 게임 산업과 게이머를 위한 다양한 홍보 활동을 이어나갈 전망이다.



▲ APK 프린스와 파나틱스 도아, 도이의 인터뷰 현장(출처 : 린백 유튜브 채널 - (배로가기))



기사 보기

※ These videos provide exemplary cases.

※ Filming does not take place in INVEN. Further contract and discussion are required if filming of original source is needed

Click the images to link to relevant article.

News coverage of IT issues such as announcement of new product release, interview, event and so on

Promotion of product and brand through delivery of the lively news of the scene



News coverage of Play Expo ASUS booth



Leanback commercial shoot
field coverage



Secret Lab Roll Park Stadium
Scenery article



Interview with gamer over
controversial feet keyboard control

[포토] AMD가 지스타서 쫓다! 푸짐한 상품에 참가자들 함박웃음

심영보·남기백 기자 (desk@inven.co.kr)



17일 2019 지스타의 마지막 날이 밝았습니다. 14일부터 송 가쁘게 달려온 인벤 부스 메인스테이지에는 AMD의 이벤트 퀴즈쇼가 열렸죠. 누구라도 정답을 찾을 수 있는 간단한 퀴즈의 승자는 AMD에서 제공하는 푸짐한 상품들을 받아 가실 수 있었습니다.

퀴즈쇼뿐만이 아니었습니다. SNS에 AMD 로고가 나온 인벤 부스 사진을 필수 해시태그와 함께 공유하면 리셉션에서 럭키 드로우 행사에 참여하실 수 있었죠. 예상치 못한 상품을 획득한 참가자들의 얼굴에는 함박웃음이 피어나더군요.

경품을 획득한 참가자 한 분은 "집에 헤드셋이 고장 나서 꼭 필요했는데, 경말 운이 좋게 헤드셋을 얻었다. 너무 기쁘다"며 가벼운 발걸음으로 돌아가시더군요. 많은 분들이 즐겁게 참여한 AMD 이벤트를 사진으로 만나보실까요.



The coverage of the biggest national game show **G-star**

Looking for IT relevant issue and covering it / conducting an interview

“Effect of **Product exposure** and **brand promotion**”

Exposure on INVEN webzine main page

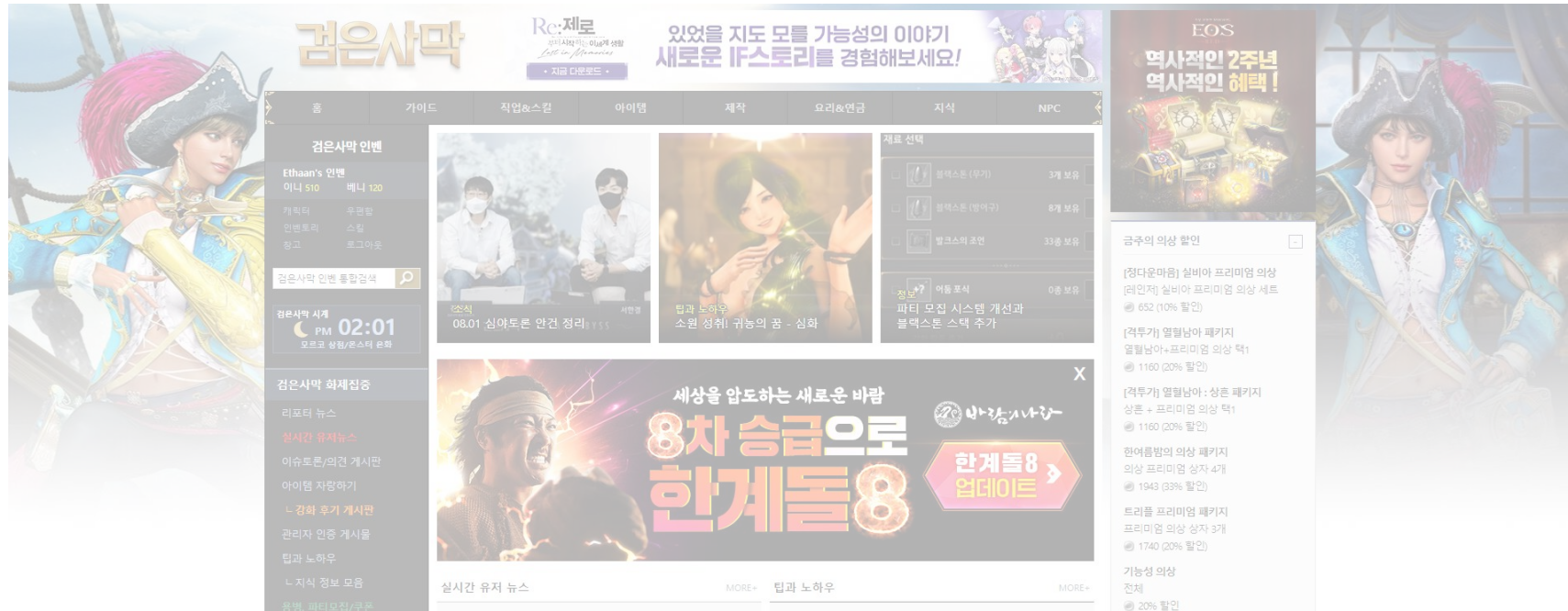
All contents of brand partner will be exposed on several areas on INVEN's webzine main page.

The screenshot shows the INVEN webzine main page. At the top, there's a navigation bar with links like '뉴스' (News), '플랫폼' (Platform), '게임DB' (Game DB), '특별취재' (Special Report), '게이머존' (Gamer Zone), and 'IGC'. Below this, there's a large banner for 'AION CLASSIC 1.9 UPDATE' with a date of '8월 25일 업데이트' (Update on August 25th). To the right, there's a section for '민초 VS 반민초' (Mincho vs. Banmincho) with a '체험단 모집 이벤트' (Experience Group Recruitment Event). Below the banner, there's a section for '인기뉴스' (Popular News) with articles like '나라카: 플레이어드포인트, "한국 자별, 부당 대우 없는 운영하겠다"' (Naraka: Playad Point, "We will operate fairly without discrimination against Korea"). To the right, there's a section for '인기 게임 사이트' (Popular Game Sites) with links to various game sites. At the bottom, there's a section for '리뷰 / 프리뷰' (Review / Preview) with articles like '드림스케이프' (Dreamscape) and '코노스바 모바일' (Konosba Mobile).

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Exposure on mid part of **INVEN** game community

All contents of brand partner will be exposed on common area of brand partner which is mid part of game community.



Exposure on main page of IT INVEN

Contents of brand partner are exposed on many areas of IT INVEN's main page

The screenshot shows the IT INVEN homepage with a top navigation bar and a main content area. The navigation bar includes links for '홈' (Home), '추천 제품/기획' (Recommended Products/Planning), 'PC 견적' (PC Specs), '게임용 주변기기' (Gaming Peripherals), '이벤트' (Events), and '브랜드 파트너' (Brand Partners). The main content area features several large advertisements for brands like MSI, ASUS, and Intel, as well as a 'GRAND OPEN NARAKA' banner. A sidebar on the left contains links to 'IT 인벤' (IT Inven), 'IT 인벤 뉴스와 정보' (IT Inven News and Information), 'IT 인벤 커뮤니티' (IT Inven Community), and 'FUN & PLAY'.

This screenshot shows the '이벤트' (Events) section of the IT INVEN website. It features four main event banners: '완판의 아이콘' (Icon of Completion), '레노버가 될 수 있어' (You Can Be a Lenovo), '인텔 이벤트' (Intel Event), and '마이크로 인벤트' (Micro Inven). Below the banners, there are sections for '게임용 주변기기' (Gaming Peripherals), '자유 게시판 / 질문과 답변' (Free Board / Questions and Answers), and 'HOT 30이하 무선헤드셋 추천을 하' (Recommend Wireless Headsets Under 30,000).

중략

This screenshot shows the '브랜드' (Brand) section of the IT INVEN website. It features a large banner for 'crucial' with the text '제품찾기 EVENT' (Product Search Event) and '크루셜을 믿으세요' (Trust Crucial). Below the banner, there are sections for 'Brand' (listing various brands like Samsung, ZOTAC, ASUS, MSI, Intel, etc.), '최근 HOT한 콘텐츠' (Recent Hot Content), and '게임보다 재미있는 쇼핑, 마켓인벤' (Shopping More Fun Than Gaming, Market Inven). The '마켓인벤' section includes a table of PC specifications and prices.

사용용 PC	캐주얼 게이밍 PC	중고급 사양 게이밍 PC	최고 사양 게이밍 PC	전문가용 PC
140~160만원대	18~40만원대	50~70만원대	80~100만원대	110~130만원대
170~190만원대	170~190만원대	200~240만원대	250~290만원대	300만원 이상

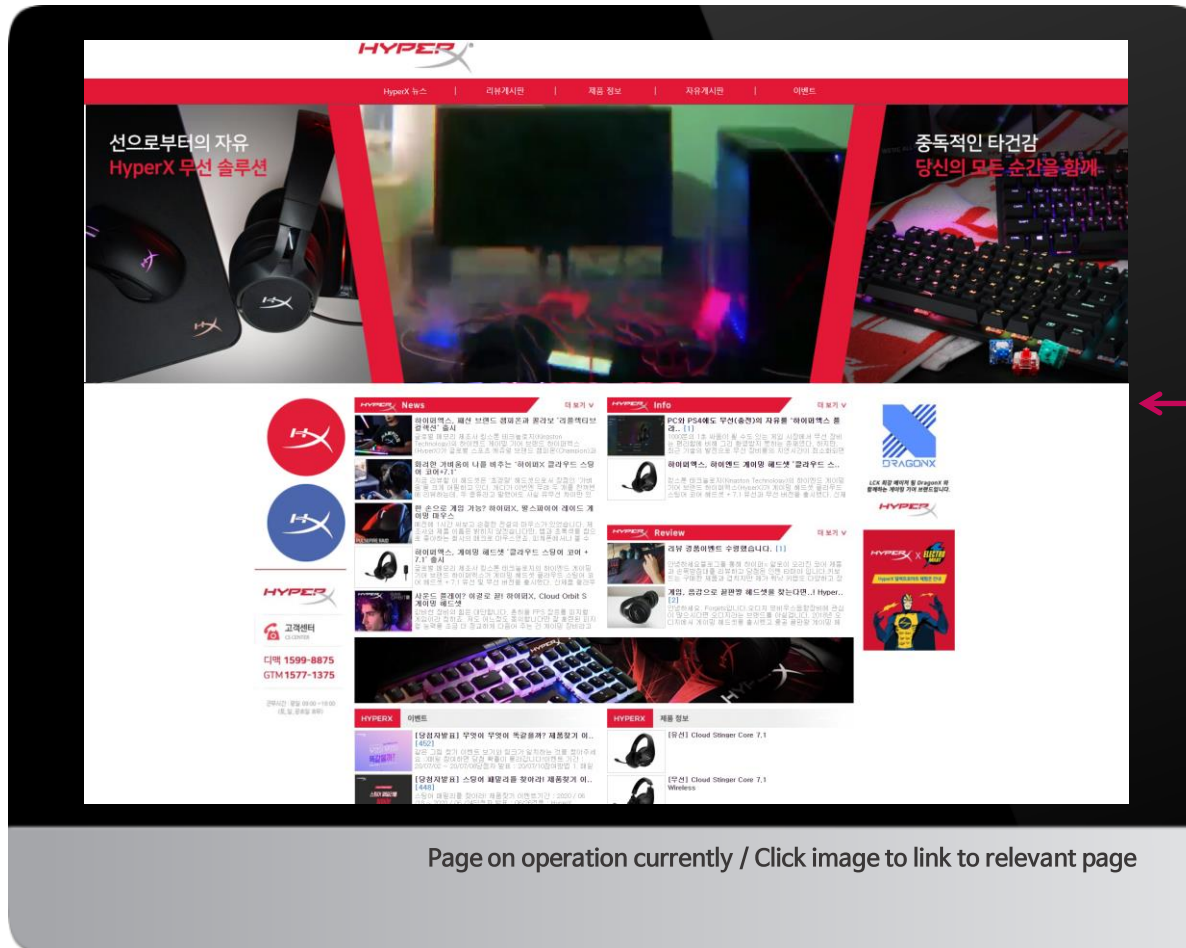
Opening of landing site (available from gold grade)

Independent domain is provide which is available both on PC and mobile. Exposure on portal site as search word through opening of landing site.



Administration page

- ✓ Easy site control is possible through administration page.



연번 **사이트** **권고** **통**

오트캐스 ▼ 배너 관리 ▼ 배너 관리 ▼ 2020-02-10 12:35:55 ▼
[취소]

최근 수정: 2020-02-10 12:26:55 (Roman) 최근 적용: 2020-02-10 12:26:59 (Roman)
관리하기

일록 날짜 배너
T

설정 값				
사용여부 T				
설정 종류	설정 값			옵션
사용여부	사용 ▼			
이미지(남에 167 여하) T				
목록	설정 종류	설정 값		옵션 목록 옵션
목록	주소			
	이미지 (167x0)	http://upload2.inven.co.kr/upload/2020/ [파일 선택] 선택된 파일 없음		[미리보기]
목록	주소			
	이미지 (167x0)	http://upload2.inven.co.kr/upload/2020/ [파일 선택] 선택된 파일 없음		[미리보기]

오른쪽 날짜 배너
T

설정 값				
사용여부 T				
설정 종류	설정 값			옵션
사용여부	사용 ▼			
이미지(남에 167 여하) T				
목록	설정 종류	설정 값		옵션 목록 옵션
목록	주소			
	이미지 (167x0)	http://upload2.inven.co.kr/upload/2020/ [파일 선택] 선택된 파일 없음		[미리보기]

중단 배너
T

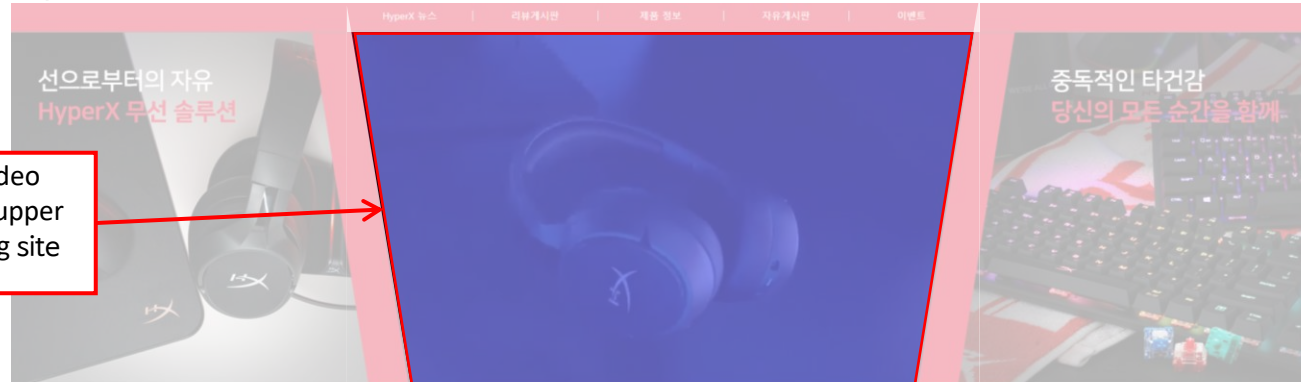
Work example such as layout, image upload, change of menu configuration

Page on operation currently / Click image to link to relevant page

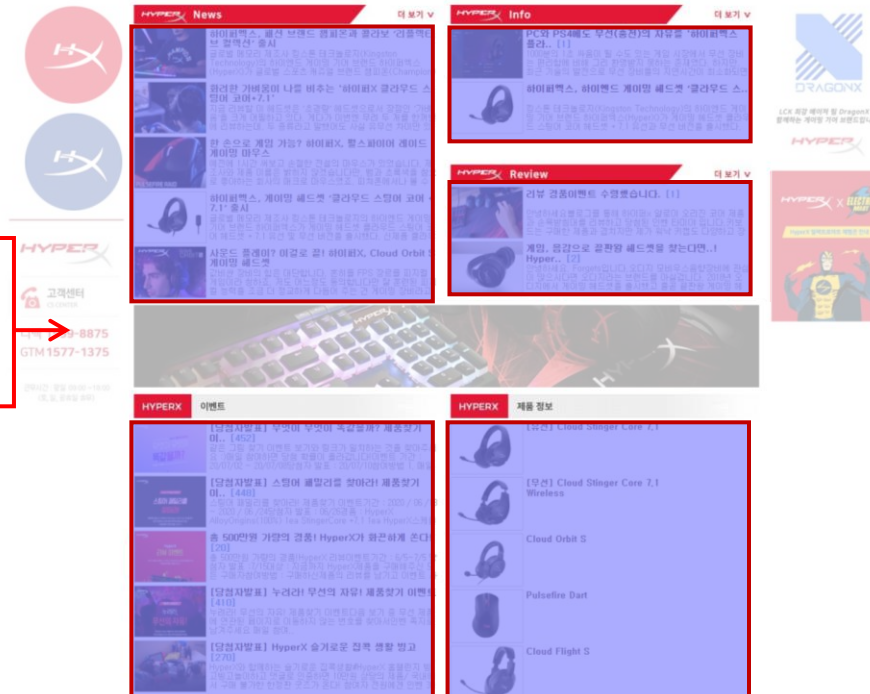
Automated management / Various functions

- ✓ Automated management of news, events, review articles and so on inserting of video link and mp4 files upper part of hot issue areas makes landing page look very active

Hot issue Video
is exposed on upper
part of landing site
(MP4 file)



Automated exposure of contents of INVEN
(Reviews, events, product information, etc.)

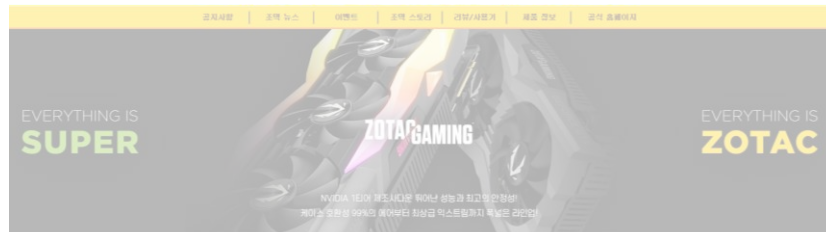


Streaming/ Youtube module

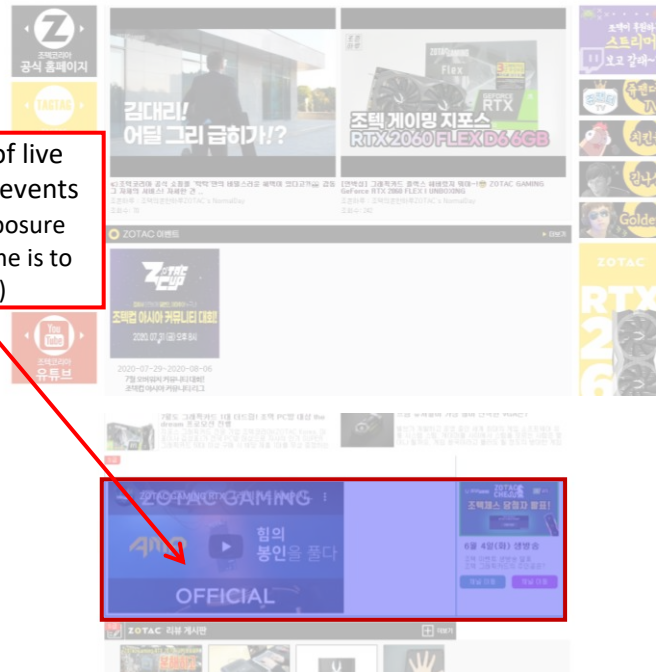
Streaming on main page on landing site of brand partner/ Exposure of Youtube contents and live streaming is possible by inserting Youtube module

Streaming module

Reserved exposure of live streaming is possible (Agreement is required for exposure of INVEN's external broadcasting.)

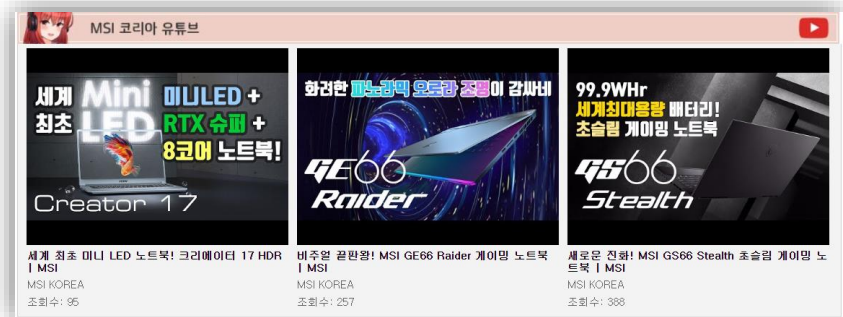


Exposure of live streaming, events videos (Exposure duration, time is to be set)



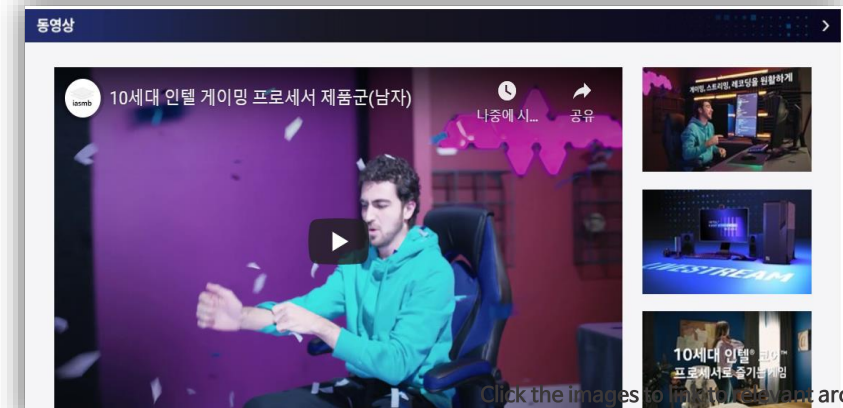
Youtube module - standard

In a case where partner's official channel's videos is needed to be exposed automatically, contents are derived from Youtube automatically.



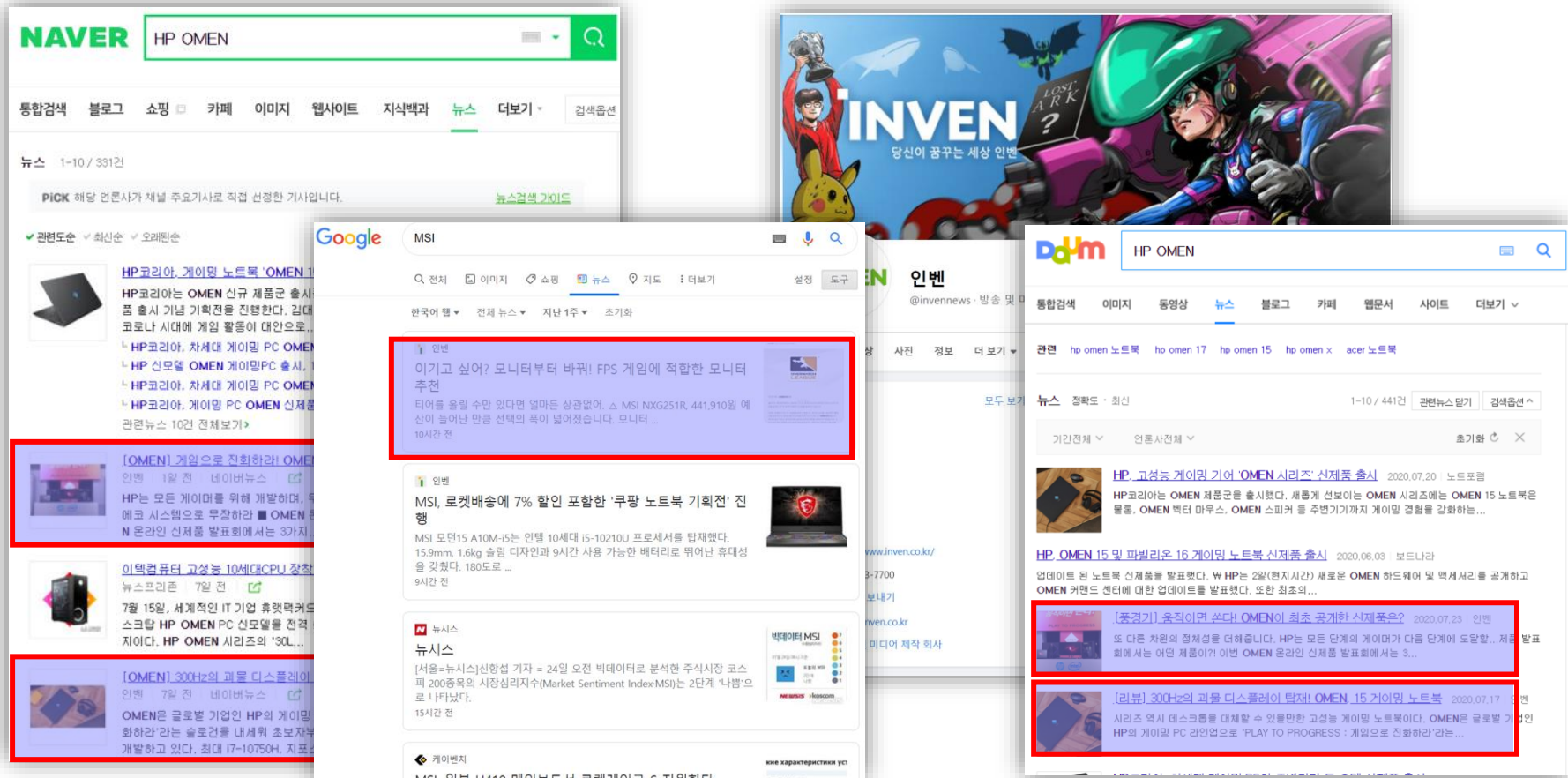
Youtube module - Hot issue model

In a case where only chosen contents are to be exposed, manually chosen contents are set to be played.



Click the images to insert relevant article.

External exposure of Brand partner's content on major portal site



NAVER

Daum

Google

facebook

NAVER | DAUM | Google | facebook

CONTENTS

Multi Marketing Platform Brand Partner

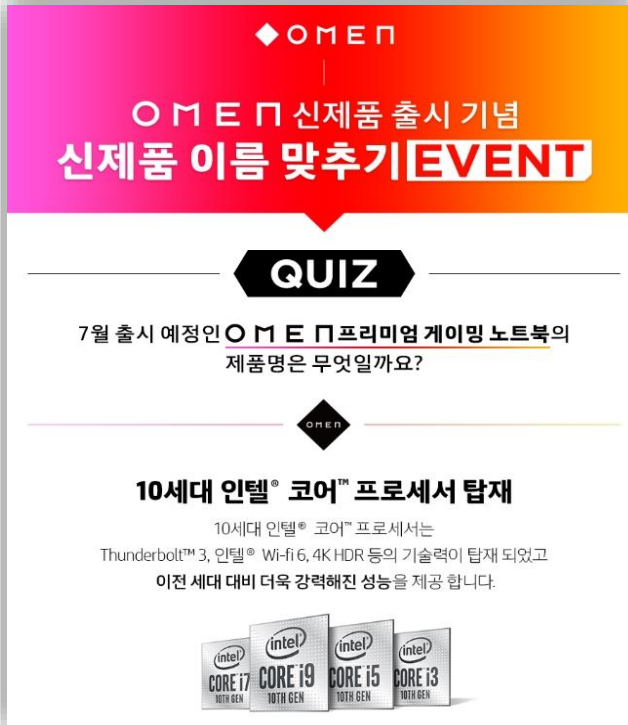
04.

Brand partner Events

- Types of events
- Pre-user event
- I-mart free gift event
- Plot notification event
- Game community event
- Exposed areas of events

Effective promotion with various events

QUIZ event



◆ O M E N

OMEN 신제품 출시 기념
신제품 이름 맞추기 **EVENT**

QUIZ

7월 출시 예정인 O M E N 프리미엄 게이밍 노트북의
제품명은 무엇일까요?

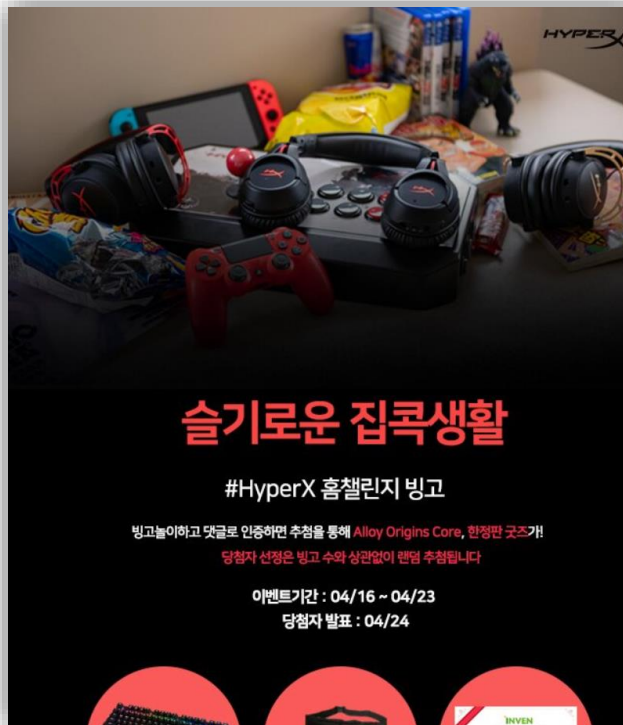
10세대 인텔® 코어™ 프로세서 탑재

10세대 인텔® 코어™ 프로세서는
Thunderbolt™ 3, 인텔® Wi-Fi 6, 4K HDR 등의 기술력이 탑재 되었고
이전 세대 대비 더욱 강력해진 성능을 제공합니다.

intel CORE i7 10TH GEN, intel CORE i9 10TH GEN, intel CORE i5 10TH GEN, intel CORE i3 10TH GEN

Simple quizzes, **Brand promotion and exposure**
through collaboration with game company

Comment event



슬기로운 집콕생활

#HyperX 홈챗린지 빙고

빙고놀이하고 댓글로 인증하면 추첨을 통해 Alloy Origins Core, 한정판 굿즈가!
당첨자 선정은 빙고 수와 상관없이 랜덤 추첨합니다

이벤트기간 : 04/16 ~ 04/23
당첨자 발표 : 04/24

Promotion through **comment verification/ SNS**
sharing event that anyone can participate.

Product promotion event



ASUS

하염 속에서도 시원하게!
ROG 게이밍 노트북 기대평 작성하고
시원한 **Americano!** 마시자!

고성능 팬, 안티 더스트, 3D 플로우 존 등으로 스마트한 냉각!
여름에도 ROG 노트북으로 보다 시원하고 쾌적한 게이밍을 즐기세요~

이벤트 기간 | 7월 10(수)일부터 23일(화)까지
참여 방법 | 현재 오픈마켓에서 진행중인 ASUS 여름 프로모션에서 구매하고 싶은
ROG 게이밍 노트북 선정하여 모델명과 기대평 댓글로 작성.
경품 | 스타벅스 쿠폰 (5명)
당첨자 발표일 | 7월 25일(목)

#오른매트 프로모션과 함께 하는 이벤트입니다. #댓글에 오른매트 프로모션 페이지
프로모션 링크는 아래 본문에서 확인하세요. #댓글 인증하면 당일 적립 쿠폰 UP!

#참여자 전원에게 이번 30여시 증정합니다.

ROG STRIX G531GT, ROG ZEPHYRUS S GX31DDR

3000mAh 배터리, 3D Flow Zone 스마트한 냉각, 동요 방지, 15.36mm 세로로 240Hz 디스플레이, 부드러운 터치, 240Hz 디스플레이, 240Hz 디스플레이

Promotion event and promotion effect through
post and related comment

Effective promotion with **various events**

Event of review comment of article

* MSI, AG32C 게이밍 모니터 댓글 이벤트!



MSI, AG32C 게이밍 모니터를 보시고 댓글을 남겨주신 분들 중 3분을 추첨하여 문화상품권 5천원을 보내드립니다. MSI, AG32C 게이밍 모니터 제품 혹은 본 제품 내용과 관계없는 댓글은 추첨에서 제외될 수 있습니다.

- 이벤트 상품: 문화상품권 5,000원 3장
- 이벤트 기간: 3월 23일 ~ 3월 28일(수)
- 당첨자 공자: 3월 29일 기사 본문에서 발표

Photo event

HyperX
리뉴얼 기념
베스트 포토그래퍼를
찾아라!

이벤트 기간
2020년 3월 2일 (월) ~ 3월 9일 (월)

프로모션 상세안내

하이퍼X 브랜드 페이지를 새단장한 기념으로 베스트 포토그래퍼를 찾습니다!
하이퍼X 하연 역시 캠-성 그 자체~ 갖고있는 하이퍼X 제품을 예쁘게 찍어주세요.
만약 아직 하이퍼X 제품이 없다면 링크를 클릭해 원하는 제품을 캡처해서 올려주세요!

1. 인증샷의 경우 도용 방지를 위하여 보아 님이 전히 취미를 함께 찍어주세요

Voting event

설문조사에 참여하면 경품이 팽팡!

클라우드게임에 대해 말해줘!

설문조사 이벤트

클라우드 게임에 대한
인벤 게이머 여러분의 의견을 듣습니다.

5개의 설문에 모두 참여하시면 참여자 전원에게 500이니+30베니와
추첨을 통해 문화상품권까지 드립니다 많은 참여 부탁드립니다.

Q1. "클라우드 게임"이라는 게임 플랫폼에 대해 알고 계신가요?

1. 정확히 잘 알고 있다.

Holding comment event in conjunction with
review article/ promotion effect through **high**
page views

Constant image branding care following
purchase of product with photo image.

Adding interesting point with **creative events**
such as voting event and etc.

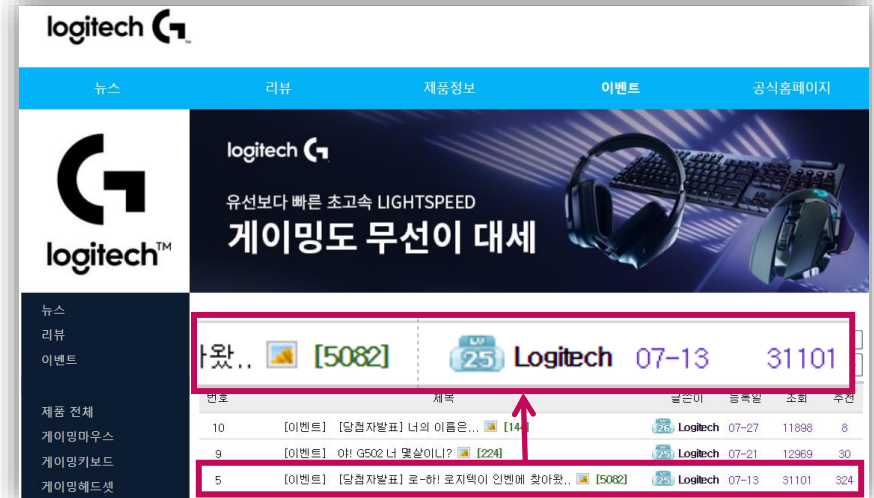
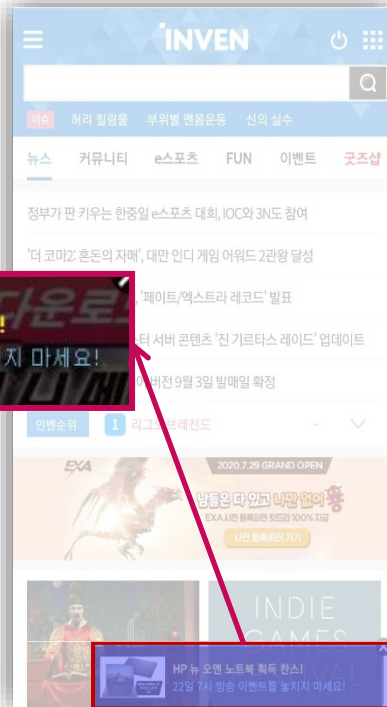
Plot notification event

Plot notification is provided throughout all INVEN's communities concerning big events.
(service is available for above gold grade/ prearrangement is required)

INVEN web page



INVEN mobile page



※ Exposure of simple contents such as short article, special coverage and review is not possible.

※ When free gift worth 1 million won is up for grab.

※ When all INVEN members can participate

※ Exposure hours is around 6 hours

※ Prearrangement is required. (at least 1 week before)

Pre-user event provides opportunities for participants to give their feedback.

Youtuber/blogger can participate in pre-user event so that **brand exposure on communities is expected.**

Pre-users event (Ex.1)



AORUS RYZEN AMD

익스트림 파워 디자인!
기가바이트 B550M AORUS PRO

**GIGABYTE AORUS와
함께 하는 체험단 이벤트**

(10+3 페이즈 디지털 VRM / PCIe 4.0 / 어드벤스드 쿨링 솔루션 & Hi-Fi 사운드 / 리얼텍 8119 랜)

Pre-users comment

안녕하세요 유튜버 제독이라고 합니다.
제가 평소 게임용 마이크에 무척 관심이 많습니다.
제가 현재 사용하는 마이크는 마이크의 모든 방향의 음을 담아냅니다.
그래서 저는 '풀라 패턴'이 참 매력적이라고 생각을 합니다
단순히 게이밍용 뿐 아니라 음악,방송용,인터뷰 등 마이크가 소리를 잡는
방향을 원하는 방식으로 잡는 것은 그만큼 범용성이 매우 넓으니까요!
리뷰는 디자인,핵심기능,사용기,추천 이유,zoomh1 마이크와 비교 등으로
할 생각입니다.

참고로 저는 유튜버 채널뿐 아니라 운영하는 오픈카톡방이 ps4 게임 단
특방인데 여기 사람들한테도 이렇게 좋은 게이밍 마이크를 소개하고 싶
어요
물론 제 유튜버 채널 구독자들에게도요
저는 영상으로 해당 마이크를 리뷰할 생각입니다
좋은 기회가 왔으면 좋겠습니다.
감사합니다!

유튜브 채널
[https://www.youtube.com/channel/UCOmPuMO4r-kFrRURg60MBg?](https://www.youtube.com/channel/UCOmPuMO4r-kFrRURg60MBg?view_as=subscriber)
view_as=subscriber

ps4 게임 오픈카톡
<https://open.kakao.com/o/gDsRXJdb>

현재 아리스노브 2채널 UMB-MIX2 오디오인터페이스 쓰고 있습니다~
누구보다 세세하고 정확하게 분석하는 리뷰할 생각입니다.

제가 있는 인터넷 방송장비 관련 오픈카톡방에 있는 분들께
이렇게 좋은 게이밍 마이크가 있다 전해드리고 싶습니다.

채널
[https://www.youtube.com/channel/UCS7A7bq6lGqC8w1u6lGbo_w?](https://www.youtube.com/channel/UCS7A7bq6lGqC8w1u6lGbo_w?view_as=subscriber)
view_as=subscriber

당첨된다면 이번 기회에 리뷰 영상을 찍어 리뷰도 해보겠습니다

2019-07-28
답글 : 신고

2019-07-28
답글 : 신고

Pre-users event (Ex.2)



GEFORCE NOW

세계 최초 5G 기반 클라우드 게임 앱

유저 체험단 최초 모집

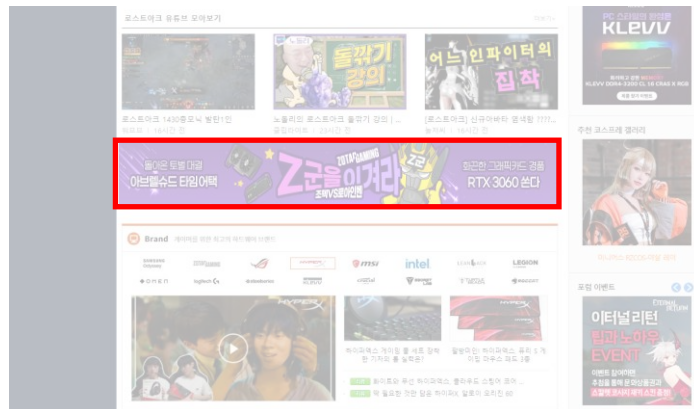
도무지 멈출 수 없는 생생한 게임 플레이
게임 좀 하는 당신이라면 지금 바로 지원하세요!

Targeting specific game users

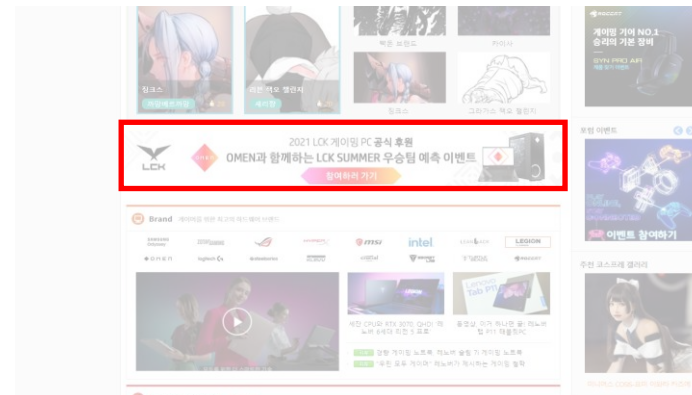
on 100 game communities to inform them of event will lead to effective promotion of the brand.



중략



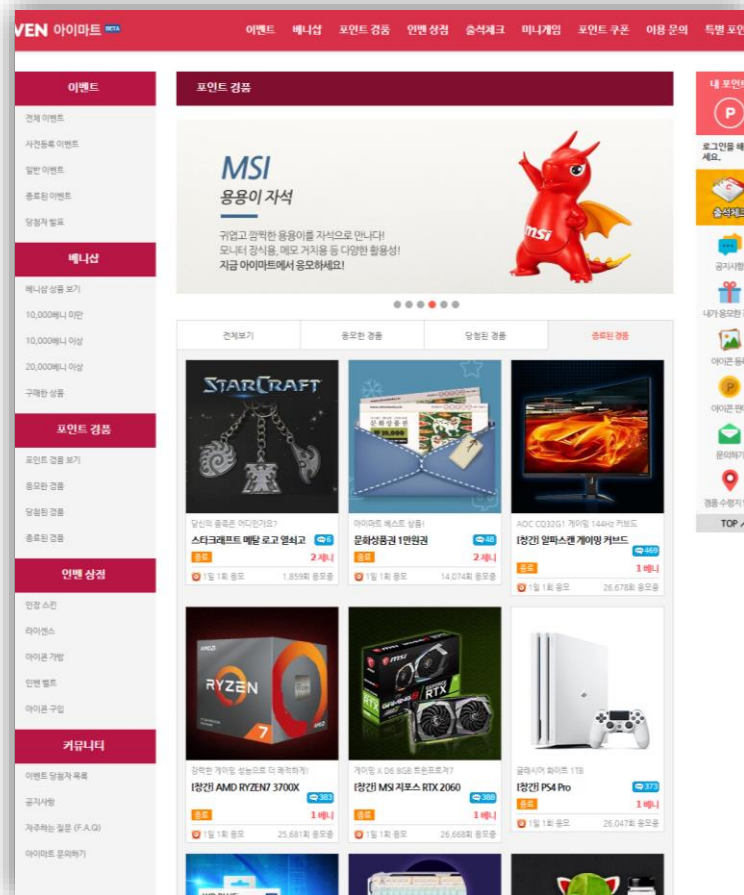
중략



I-mart free gift event

Product exposure on point mall attracting more than **30 thousand daily visitors with free gift event**

Spontaneous promotion is possible through applying for free gift.



I-mart event page



전체 26,668 회 응모중



전체 22,786 회 응모중



전체 26,678 회 응모중



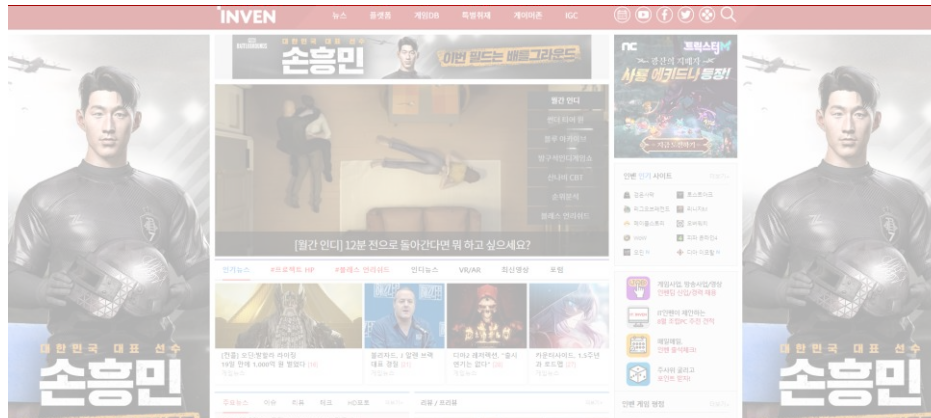
전체 25,681 회 응모중

I-mart event page example

Event exposure areas

Exposure on INVEN webzine main page and various areas of communities

INVEN webzine main page



중략

Exposure on INVEN webzine main page



Brandpartner event only exposure areas (INVEN's all areas) 200*200



Brand partner's common areas (INVEN's all areas)

Game communities main page

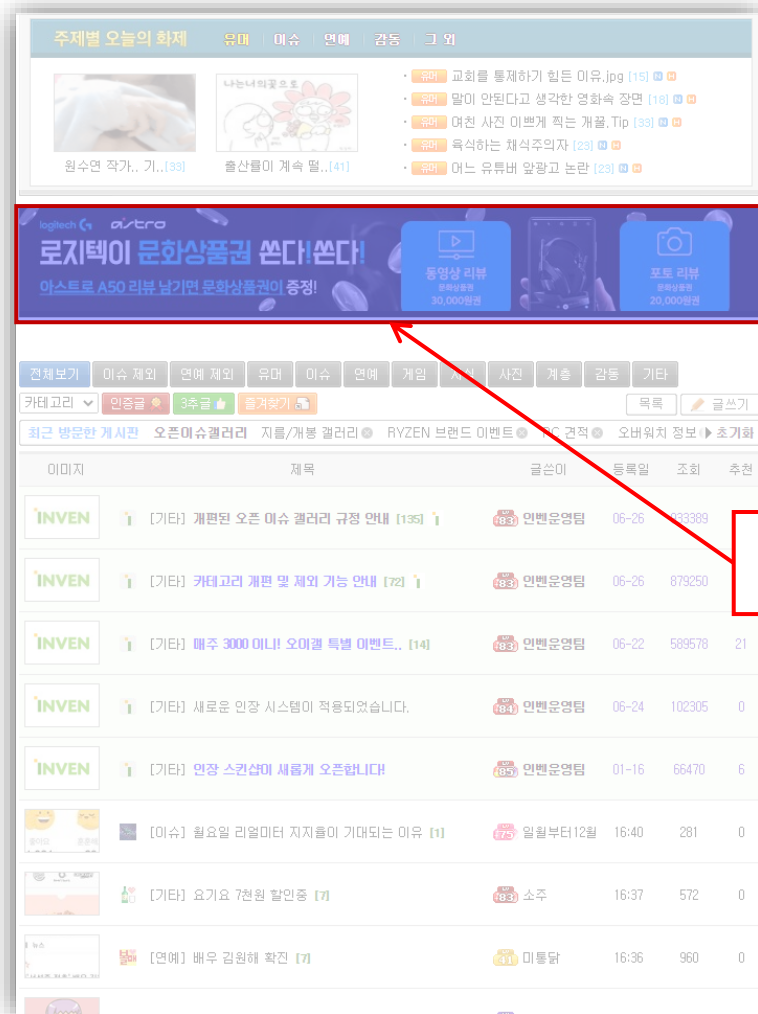


중략

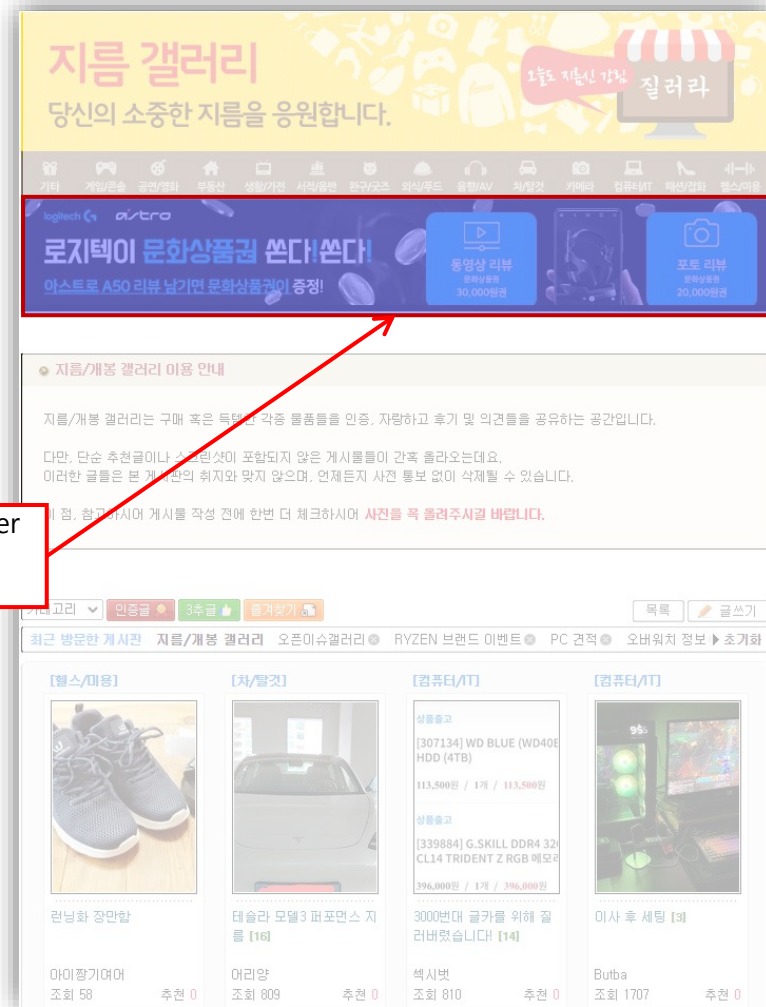


Gallery exposure areas

Event banner exposure on upper part of “open issue gallery” and “opinion gallery”



Exposure on upper
part of list on
various gallery



CONTENTS

Multi Marketing Platform Brand Partner

05.

IT INVEN

- IT INVEN introduction
- Partner banner exposure
- Back-skin banner exposure

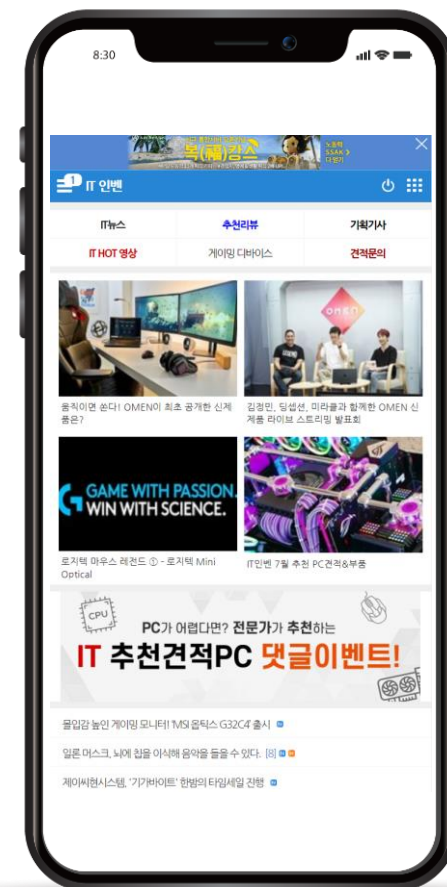
IT INVEN

IT media for gamers

Communication ground for IT & game users

[Link to IT INVEN]

The screenshot displays the IT INVEN website interface. At the top, there's a navigation bar with links like '홈', '주최 리뷰/기획', 'PC전적', '게이밍 주변기기', '이벤트', and '브랜드파트너'. The main content area features several banners and articles. On the left, a large banner for 'Crucial P5 Plus' is visible. The central part has a '지금 바로 다운로드' (Download Now) section for 'NARAKA' and 'AION X'. Below this, there are sections for 'IT 인벤 뉴스와 정보' (IT Inven News and Information) and 'IT 인벤 커뮤니티' (IT Inven Community). The right side shows a 'crucial' banner for 'Crucial X6 Portable SSD' and a 'Haustory' banner for 'DMC 하우스토리'. The bottom section includes a 'TOP 리뷰' (Top Reviews) list.



IT INVEN

IT INVEN's characteristic board appealing to various group of users

The IT INVEN evaluation board has users creating 500 posts, 1500 comments and more than 15,000 views in a week. They are potential customers of the product.

IT INVEN peripheral device board is information trading board for users who are keen on game peripheral devices.

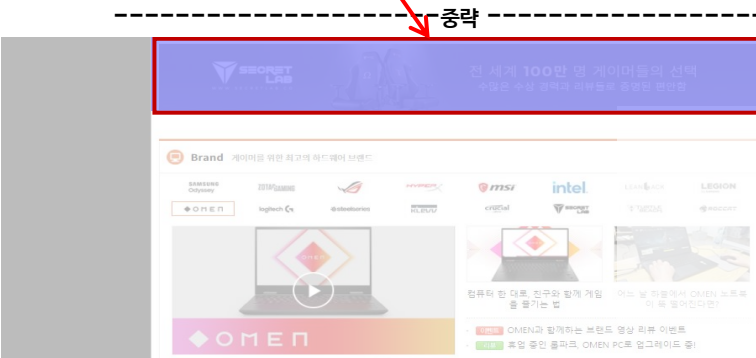
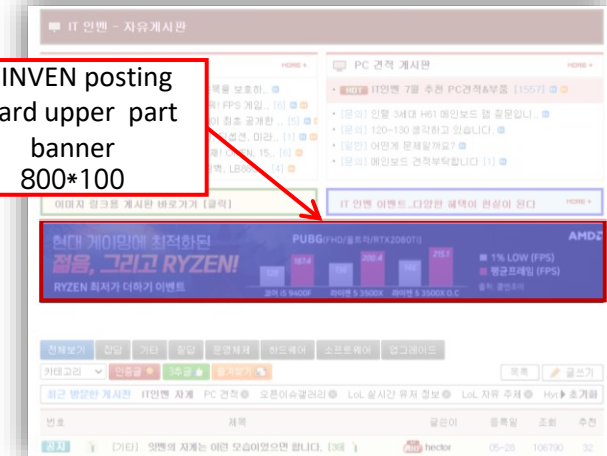
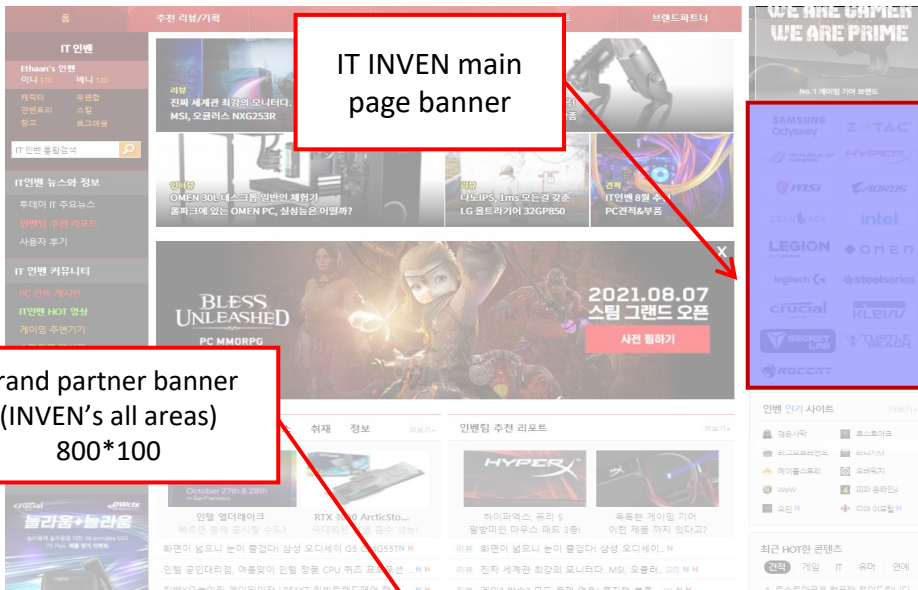
IT INVEN provides unlimited stories around us including IT

IT INVEN my hometown Internet café story board is a cyber space for internet café owner and B2B product can be advertised there.

IT INVEN

Frequent brand exposure and product promotion via advertisement banner

※ Those banners are not advertisement banners but banners exposed on IT INVEN



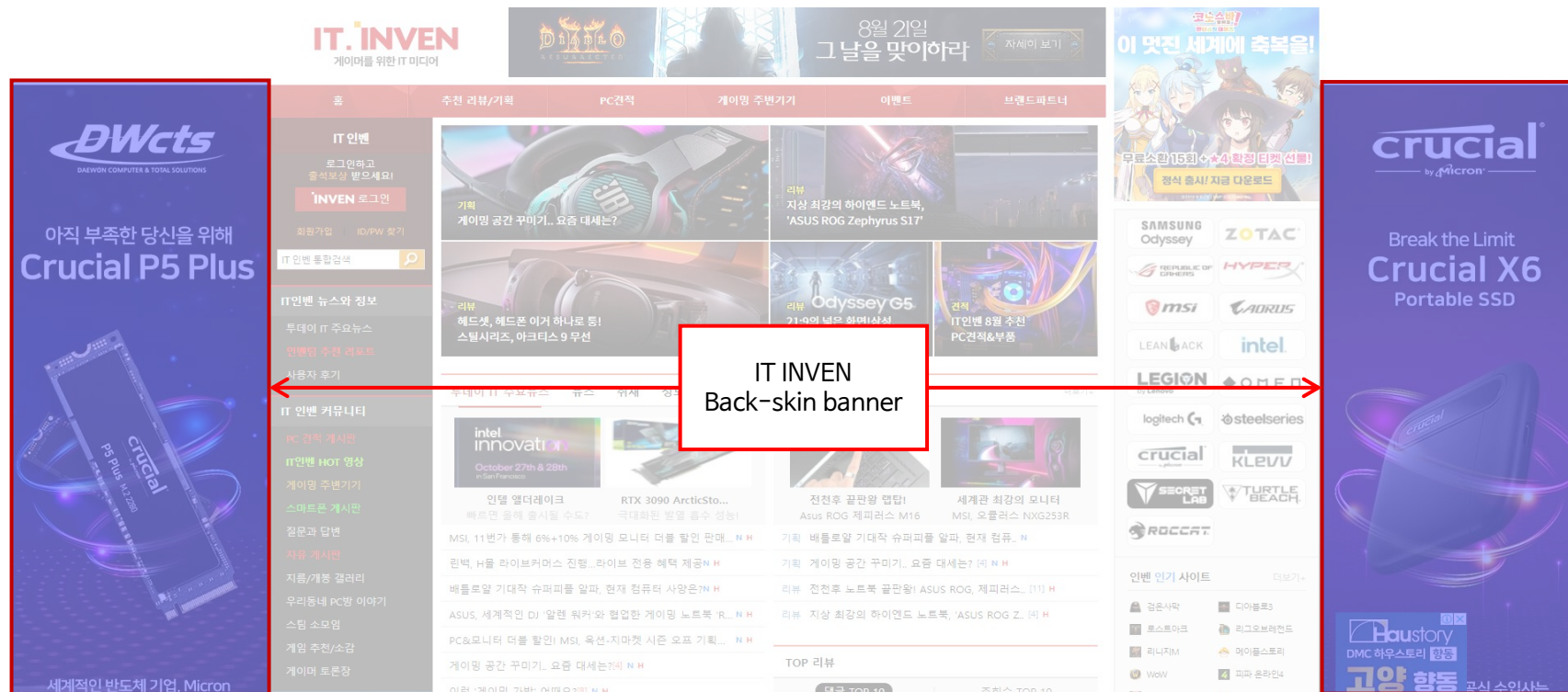
IT INVEN posting board view page banner 200*200

IT INVEN

Brand banner exposure on IT INVEN main back skin

※ Those banners are not advertisement banners but banners exposed on IT INVEN

※ Regarding the cost, refer to INVEN (30 thousand Korean Won per day)



- ✓ In case where one brand partner owns several brands, running each banner in turn is possible but exposing multiple banners simultaneously is not permissible.
- ✓ All banners should be made by brand partner itself and subject and exposure duration is determined after discussion.
- ✓ All banner size should be smaller than 250KB and flash image is not supported.

CONTENTS

Multi Marketing Platform Brand Partner

06.

G-star promotion

- Online pre-promotion
- On-site promotion & event
- Experience zone & sales booth

Exposure of quick link icon on G-STAR promotion page

G-star promotion

Online pre-promotion

On-site promotion & event

Experience zone & sales booth

Constant brand exposure through line pre-promotion

exposure of official logo of sponsors



Partners



Mid part of G-STAR promotion page

후원

AMD
RYZEN | RAEON

협력사



Bottom part of G-STAR promotion page

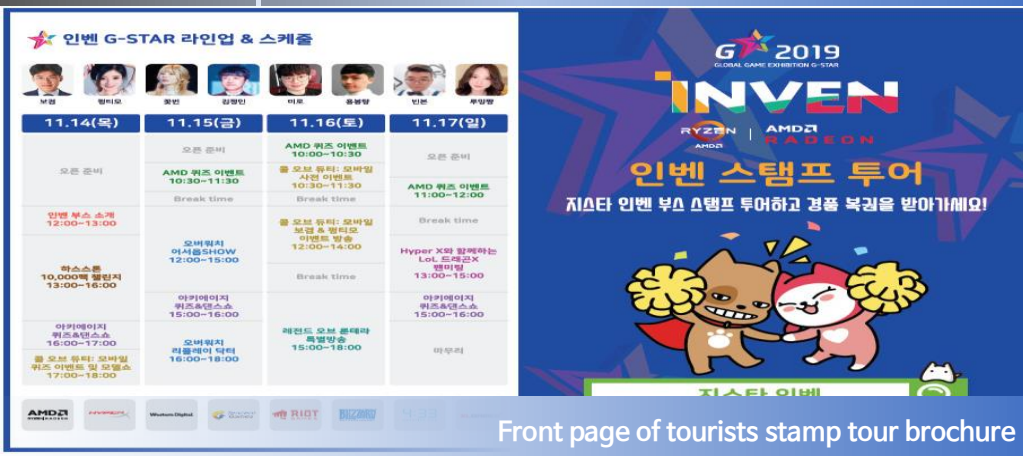
Onsite promotion and various events



X banner in INVEN booth



Promotion goods for visitors in BTC INVEN booth



Front page of tourists stamp tour brochure



Back page of tourists stamp tour and stamp draft

Onsite promotion and various events



Effective brand promotion with partner logo exposure on G-star main stage

Brand partner experience zone and sales booth in operation



Direct product promotion through experience zone and secondary brand promotion with influencer's creation

CONTENTS

Multi Marketing Platform Brand Partner

07. Market INVEN sales integration

- Market INVEN introduction
- Market INVEN sales link

MARKET INVEN

Market INVEN is more fun than game

✓ Game shopping mall carrying game goods which are essential for gamer/assemble-ready PC/Gaming monitor/Gaming gear/Gaming chair.


[Link to MARKETINVEN]

INVEN PC

인벤PC 합리적인 가격, 게임조립PC는 인벤PC

더 많은 상품 보러가기 >

사무용PC	캐주얼 게이밍PC	중고급사양 게이밍PC	최고사양 게이밍PC	방송/전문가/영상편집용PC
주최PC	10~40만원대	50~70만원대	80~100만원대	110~130만원대
		140~160만원대	170~190만원대	200~240만원대
			250~290만원대	300만원 이상




인벤PC
[인벤PC] GA-40 게이밍용 PC 구매 이벤트!! 오버워치 ...

CPU AMD Ryzen5 5600X
VGA MSI GeForce 3070
RAM 마에크론 16GB 25600
SSD 마에크론 500GB
M/B ASUS B550
ACBlack 850W

무로배송 | 사은품 | 한정AS | 정품

2,304,600원




인벤PC
[인벤PC] GA-44 슈퍼딜 게이밍용 PC PSU + SSD 업...

CPU AMD Ryzen7 5800X
VGA COLORFUL GeForce 3080
RAM 마에크론 16GB 25600
SSD 마에크론 500GB
M/B ASUS B550
ACBlack 850W

무로배송 | 사은품 | 한정AS | 정품

특가 3,208,000원 (3,288,000원)




인벤PC
[인벤PC] GI-25 슈퍼딜 게이밍용 PC PSU + SSD 업...

CPU 인텔 i7 11700F
VGA PNY GeForce 3080 Ti
RAM 삼성전자 16GB 21300
SSD 마에크론 500GB
M/B GIGABYTE Z590

무로배송 | 사은품 | 한정AS | 정품

특가 4,024,000원 (4,124,000원)



인벤PC
[인벤PC] GI-13 슈퍼딜 게이밍용 PC PSU + SSD 업...

CPU 인텔 i7 11700F
VGA PNY GeForce 3070 Ti
RAM 마에크론 16GB 25600
SSD 마에크론 500GB
M/B GIGABYTE Z590






무로배송 | 사은품 | 한정AS | 정품

특가 2,873,000원 (2,944,000원)






Game goods

게임 굿즈 쇼핑하기!

더 많은 상품 보러가기 >

 더 디비전 2
  에픽세븐
  리그 오브 레전드
  오버워치
  월드 오브 워크래프트


마켓인벤 특가

Gaming accessories


키보드

더 많은 상품 보러가기 >




키보드 K68 백린 마우스 게이밍 키보드

129,000원




리움RIZUM RWS101 무선 키보드 마우스 세트

29,800원




[로켓] ROCCAT PYRO RGB 키보드 게이밍 키보드 직속

115,000원



[제닉스] STORMCHASER T ENKEYLESS 게이밍/재입...

34% 79,000원 (119,400원)




리움 M10 무선 키보드 마우스 세트 (무선용)

21,900원


마우스

더 많은 상품 보러가기 >




[로켓] ROCCAT KONE PRO AIR RGB 무선 게이밍 마우스

149,000원




[제닉스] TITAN G AIR 경량 게이밍 마우스

6% 45,900원 (49,000원)




다얼유 EM905 무선 게이밍 마우스

39,900원



김스타 GM500 게이밍마우스 7버전 RGB LED

31% 9,900원 (14,400원)



다얼유 LM115G 무선 게이밍 마우스

17,900원

Gaming monitor

삼성 오디세이 게이밍 모니터 C32G54T 32인치 커브드 ...

470,000원

무로배송

엘렉코리아 MT32Q16 IPS QHD 165 게이밍 무절원 32...

349,000원

무로배송

삼성 오디세이 게이밍 모니터 C27G75T 27인치 커브드 ...

749,000원

무로배송

삼성전자 오디세이 G5 S27A 6500 27인치 QHD 게이밍...

599,000원

무로배송

김스타 GS-Q3265F WQHD HDR 165Hz 32형 게이밍 ...

특가 389,000원 (399,000원)

무로배송

msi

msi

MARKET INVEN

Participation in game event to run pop up booth and brand partner's sponsor zone



G-Star



PLAYExpo



Comiczone



Global e-sports competition Guntlet



Seongnam game world festival



- ▶G-Star 2019 onsite booth operation ▶PLAY X4 2019 onsite booth operation ▶Seoul comic zone 2019 onsite booth operation
- ▶Global e-sports competition Guntlet onsite booth operation ▶2018 Seongnam game festival ▶IGC 2018 Market INVEN booth
- ▶Blizzard store associated with Overwatch contenders

IT INVEN + MARKET INVEN

Sales of product associated IT INVEN contents

MARKET INVEN association through IT INVEN

[가이드] 오늘은 치킨이 닭! 배틀그라운드 컴퓨터 구매 가이드

송성호 기자 (Ronni@inven.co.kr)



정식 출시된 이후 한국에서 가장 Hot한 게임으로 떠오른 플레이어언노운스 배틀그라운드(이하 배그)는 최대 100명의 플레이어가 외판 전장에서 무기와 차량을 수집하여 전투를 벌이고 마지막까지 살아남아야 하는 배틀 로얄 방식의 게임이다. 점점 좁혀오는 자기장 내에서 벌어지는 치열한 전투와 눈치 싸움은 수많은 게이머들을 사로잡는데 성공했다.

경쟁 게임들을 물리치고 PC방 점유율 1위를 차지할 정도로 인기를 끌고 있는 배그도 단점이 있는데, 그건 바로 배그를 즐기기 위한 컴퓨터 사양이다. 정식 버전이 출시된 이후 최적화에 많은 개선이 이루어졌지만, 100명이 한꺼번에 경쟁을 벌이는 특징 때문인지 여전히 높은 컴퓨터 사양이 필수라고 할 수 있다.

※ 본 내용은 2018년 2월 기준으로 작성되었습니다. 원활한 게임환경을 위하여 다소 높은 사양의 제품으로 구성되었으며, IT인벤 PC견적 게시판의 다양한 의견들을 참고하여 실제 소비자들이 구매하고 있는 옵션들로 구성하였습니다. 인텔 관련 제품의 경우 '엘트다운'과 '스펙터' 보안 이슈가 해결되기 전에는 일부 성능의 차이가 발생할 수 있습니다.

마케팅 배그 최적화 PC 특가전 보러가기

MARKET INVEN sales associated with IT INVEN contents

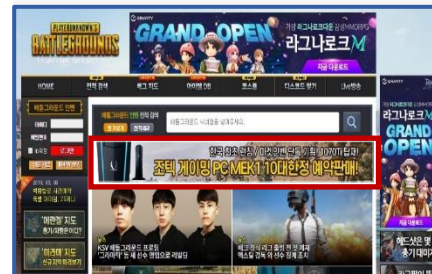


Special article
associated market sales



Review article
associated banner

Association with tools/ pre-sales/ special price



Pre-sale of
ZOTAC gaming PC



ZOTAC Graphic card
sold-out

CONTENTS

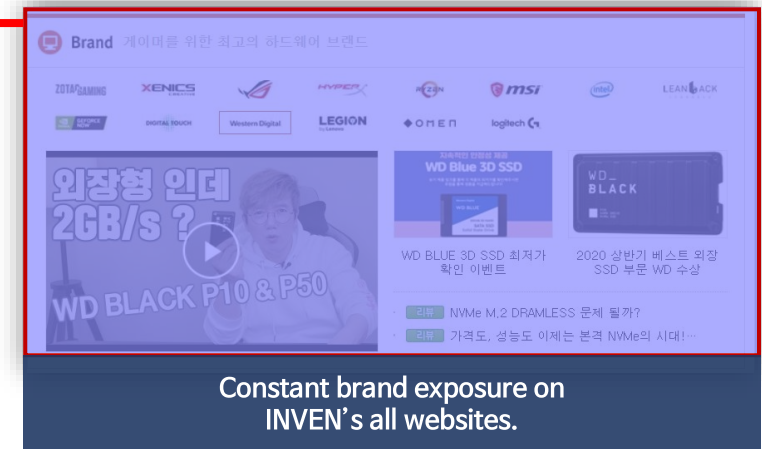
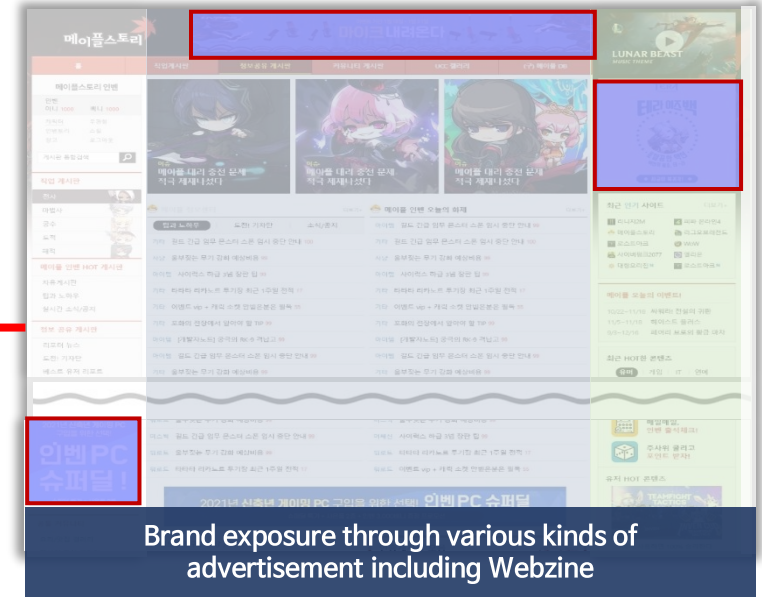
Multi Marketing Platform Brand Partner

08.

INVEN service Ad promotion

- Effective marketing
- Service Ad banner guide
- Service Ad management guide
- Service Ad banner size
- Service Ad package

Effective promotion of brands and products through **INVEN** advertisement



NAVER

Timeboard weekend 10pm

15 million KRW per AD

1 hour exposure

About 5 million imp

KBS terrestrial

Weekend 7-11 pm

10-15 million KRW per AD

10 seconds exposure

About 5 to 7 million imp

Viewer rating 20%, achieving rate 60%

tvN

Popular TV shows

10-15 million KRW per AD

10 seconds exposure

About 3 to 5 million imp

Viewer rating 20%, achieving rate 40%

INVEN

Brand Partner/ associated advertisement

7 million KRW monthly (for platinum)

52 million imp for 30 days (1.67 million imp daily)

	NAVER	KBS	tvN	INVEN
Costs	15 million KRW per AD	10-15 million KRW per AD	10-15 million KRW per AD	7 million KRW monthly
Exposure	1 hour	10 seconds	10 seconds	Continuous
Impression	About 5 million	5 to 7 million	3 to 5 million	52 million imp for 30 days
Target Audience	X	X	X	O

Source: Analysis worth of terrestrial media/ Daishin Securities co., Ltd. investment report

Advertisement banner guide

Upper part banner
728*90

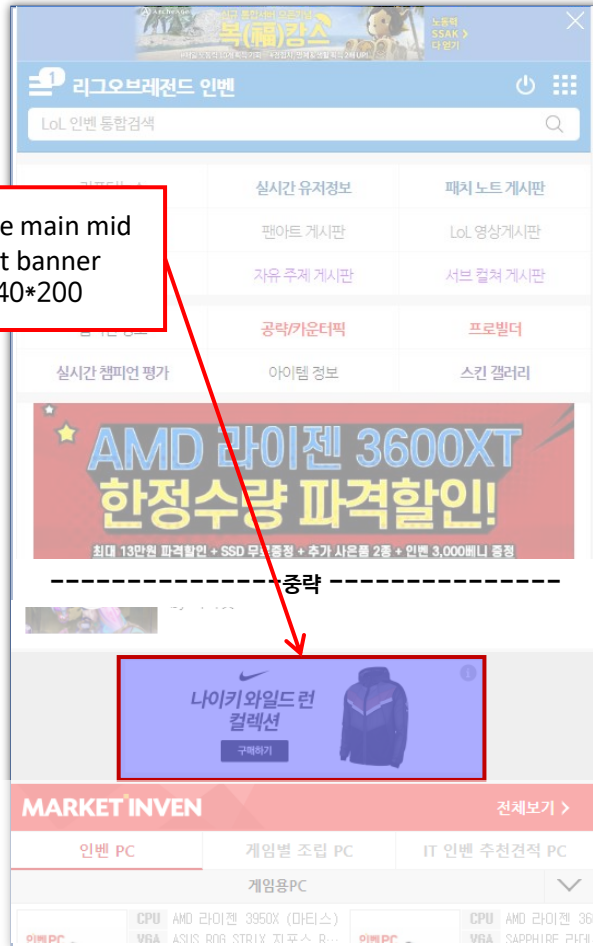
Right side banner
250*250

Left side Banner
200*200

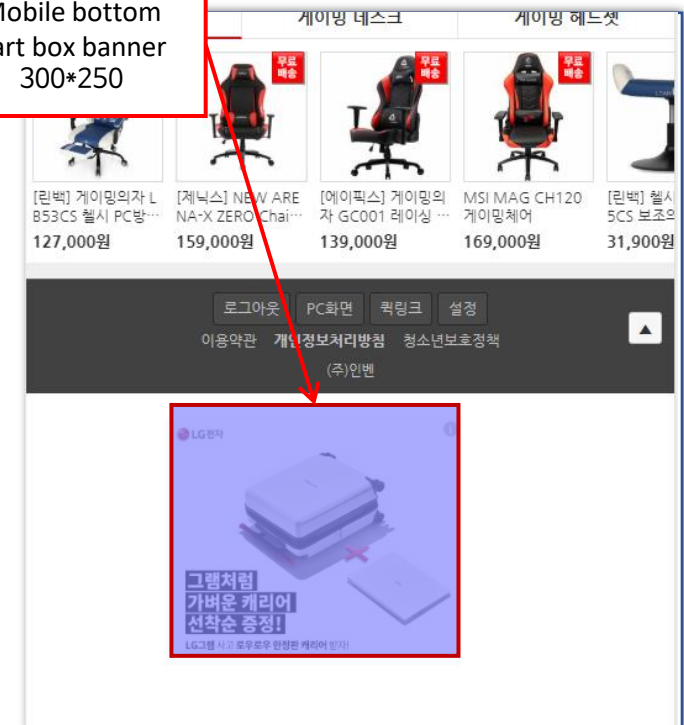


Service Ad banner guide (mobile phone)

Mobile main mid
part banner
640*200



Mobile bottom
part box banner
300*250



Guide for Ad contents management

■ Kinds of Ad contents and Ad contents management

1. Basic contents

- It is 24x7 basis banner and can be replaced with new content once a month.
- Regardless of existence of event banner, it is always exposed
- External links are available

2. Event contents

- During event period additional event content can be exposed.
- During same period only 1 event banner can be exposed.
- Exposure amount is determined by grade.
- External link is not available. It can only be exposed as event contents in brand partner/ landing.

Basic contents	Basic contents						
	Exposure on 24x7 basis (1 content replacement is available for 1 month.)						
Event contents (For platinum grade)		Event 1		Event 2		Event 3	
	Exposure only during event period <u>Additional exposure apart from basic contents</u> The number of exposure is limited to brand partner event grade						

※ Example of usage of exposure quota

- When only basic contents are exposed: 100 percent of exposure quota for relevant grade is provided for basic contents
 - When event contents are exposed: 50 percent of exposure quota for relevant grade is provided for basic contents and event contents respectively
- * ratio is not exactly 50 percent but rounded.

Service Ad report page

Monitor exposure volume and click rate on real time basis via Ad report

에즈명	Request	노출	클릭	Android클릭	iOS클릭	생성	Start	1Q	2Q	3Q	완료	View	CTR	달성률	상태
TOTAL	-	0	0	0	0	0	0	0	0	0	0	0	0	0	0
INVEN Service Ad Promotion_건축계서판710x100	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_건축계서판710x100_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-
INVEN Service Ad Promotion_508_건축계서판200x200	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_건축계서판200x200_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-
INVEN Service Ad Promotion_508_상단배너	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_상단배너_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-
INVEN Service Ad Promotion_508_오른쪽배너	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_오른쪽배너_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-
INVEN Service Ad Promotion_508_중단배너	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_중단배너_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-
INVEN Service Ad Promotion_508_티아이(7월)	D	0	0	0	0	0	0	0	0	0	0	0	0	0	완료
INVEN Service Ad Promotion_508_티아이(7월)_1	D	0	0	0	0	0	0	0	0	0	0	0	0	0	-

Guide for running Ad

1. Changing contents is only available during allotted time for this service.

- Office hour: AM10 ~ PM5:30 (weekends and holyday are excluded)
- ※ Contents should be delivered by PM 5:30 for effective communication
- ※ request for changing contents will carry over to following day.

2. Changing contents outside office hours can be reserved during allotted time for this service.

3. Changing contents is available maximum twice a month and once a week.

Ad whose image and URL cannot be used due to expiry of image is terminated automatically. Ad exposure will be reduced corresponding to unexposed service period and this is not reimbursed.

4. T.I / Big T.I. operation

For T.I / Big T.I. banner, exposure days differs according to contract grade. As banner does not run during whole period, user can select specific date to run banner via ad@inven.co.kr. at the beginning of each month. Usage quota on these banners does not carry over to next term.

5. Changing contents

- Changing contents is available once a month. In a case of event material, 1 content per event and related landing setting is available.

6. Capacity limit

- PC : less than 100kb
- Mobile : less than 30kb

Guide for service Ad banner size

Channel name	Banner name	Exposure location	Banner size	Table remarks	ETC
All INVEN channels	Upper part banner	Webzine main, Community main, Subpage	728*90	The extent of Ad exposure is largely different according to package	Service Ad banner (Outcome report is provided) ad@INVEN.co.kr
	Right side banner		250*250		
	Left side banner	Community main, Subpage	200*200		
	Mobile main mid part banner	Mobile, Community main, Subpage	640*200		
	Mobile bottom part box banner	Mobile, Community main, Subpage	300*250		
IT INVEN	IT INVEN posting board upper part banner	IT INVEN posting board	800*100		
	IT INVEN posting board view page banner	IT INVEN posting board	200*200		
IT INVEN	Back skin	IT INVEN main	1920 x 880 ~ 1080	Refer to exposure duration according to grade	House banner it@INVEN.co.kr
	Main page banner	IT IT INVEN main page	800*100	Only when event/ contents is on	
All INVEN channels	Event banner	Right side on all page	200*200	Only when event is on	

Guide for brand partner service Ad package

	Banner size	PACKAGE Bronze	PACKAGE Silver	PACKAGE Gold	PACKAGE Platinum	PACKAGE Diamond
Upper part banner	728 * 90	●	●	●	●	●
Right side banner	250 * 250	✗	✗	●	●	●
Left side banner	200 * 200	✗	●	●	●	●
IT INVEN posting board upper part banner	800 * 100	✗	✗	●	●	●
IT INVEN posting board view page banner	200 * 200	✗	✗	●	●	●
Mobile main mid part banner	640 * 200	✗	●	●	●	●
Mobile bottom part box banner	300 * 250	●	●	●	●	●
Exposure times (Impression)		13,000,000	18,000,000	32,500,000	52,000,000	70,500,000

- ✓ Banner contents might vary according to Ad duration
- ✓ Ad contents should be created by buyer
- ✓ Bill is issued at the end of each month and payment should be made within 30 days after issue of bill.

CONTENTS

Multi Marketing Platform Brand Partner

09.

Cost of brand partnership

- Cost of brand partnership
- Long - term branding
- CONTACT US

Cost of brand partnership

Cost of brand partnership

Long - term branding

CONTACT US

✓ Minimum contract period is **6 months** and cost of brand partnership is on monthly basis. **(V.A.T. is to be added on)**

	PACKAGE Bronze (cost for 1 month)		PACKAGE Silver (cost for 1 month)		PACKAGE Gold (cost for 1 month)		PACKAGE Platinum (cost for 1 month)		PACKAGE Diamond (cost for 1 month)	
	cost for 3 months	cost for 6 months	cost for 3 months	cost for 6 months	cost for 6 months	cost for 1 year	cost for 6 months	cost for 1 year	cost for 6 months	cost for 1 year
Monthly fee	\$ 4,000	\$ 3,500	\$ 5,000	\$ 4,500	\$ 7,000	\$ 5,000	\$ 10,000	\$ 7,000	\$ 12,000	\$ 10,000
Opening of landing site (PC & MOBILE)	✗	✗	✗	✗	●	●	●	●	●	●
Reported article	●	●	●	●	●	●	●	●	●	●
Product review	1	1	1	1	1	1	2	2	●	●
Special article	✗	✗	1	1	1	1	1	1	●	●
Interview and coverage support	●	●	●	●	●	●	●	●	●	●
Event (Event banner support included)	1	1	2	2	2	2	3	3	Always	Always
Pre-user event	1	1	1	1	1	1	●	●	●	●
Game community event	✗	✗	✗	✗	1	1	2	2	●	●
Sponsor banner on right side of IT INVEN site	●	●	●	●	●	●	●	●	●	●
Banner above IT INVEN post	✗	✗	✗	✗	●	●	●	●	●	●
Banner inside IT INVEN post	✗	✗	✗	✗	●	●	●	●	●	●
Film / SNS Module	✗	✗	✗	✗	●	●	●	●	●	●
IT INVEN back skin					3 days	3 days	5 days	5 days	7 days	7 days
INVEN D.A Advertisement	13,000,000	13,000,000	18,000,000	18,000,000	32,500,000	32,500,000	52,000,000	52,000,000	70,500,000	70,500,000
The number of brand can be exposed	1 brand		1 brand		1 brand		1 brand		1 brand	

✓ All of INVEN contents is not to be carried over to next month. Banners on right side sponsor of IT INVEN/ top of notice board/ post is exposed on random basis regardless of contract order.

✓ Bill is issued at the end of month and payment is to be made within **30 days** after bill is issued.



Implementation of various event and promotion that is most suitable for brand partner.

Increase of brand & product awareness.

Frequent brand exposure via brand partnership/ enhancement of brand recognition.

Constant interest on brand leading to **purchase of the product.**

INVEN Brand Partner is your partner
that connects to gamers and share same goal with you.



- ✓ Korea No.1 game webzine with 1.4 million daily visitors in average
- ✓ 80 percent of market share in game information industry
- ✓ Owning various marketing channel including game community, broadcast, event, online shopping mall

CONTACT US

INVEN office(Bundang)



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INVEN ESPORTS ARENA



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