

Hey Korean Ad & Biz Proposal

2025 HeyKorean Advertising Introduction

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HeyKorean Advertising Introduction

HeyKorean

VISION

We build a platform that unites the abilities of Koreans through a global network, supporting each other and growing together.

MISSION

We provide innovative technology and services that enable Koreans to connect seamlessly anywhere.

hey!korean®

HeyKorean Advertising Introduction

We put users first and believe that our success is directly tied to the success of our customers.

HeyKorean

Platform with 28 years of experience

Founded in July 1998 as KSANY (Korean Students Association of NY)

Rebranded as HeyKorean.com in 2003

80,000 daily visitors

From a small community with 800 daily visitors in 2002, grown to a leading Korean community with 80,000 daily visitors in 2025.

The Essential Platform for Koreans

The trusted partner in every moment of life

hey!korean®

Not just a community for casual interest,
but one that provides real value.

Job Search

Largest job posting platform
for Koreans in US

Real Estate

Real-time listings for sales, rentals,
roommates, and boarding houses
"1,300 real estate agents onboard"

Buy and Sell

Top moving sale and secondhand
marketplace in North America
"Over 600 daily listings"

K-town

Korean business directory & coupon sales for
North America,
top-ranking exposure on
Google search optimization

Club • Community • Mentoring

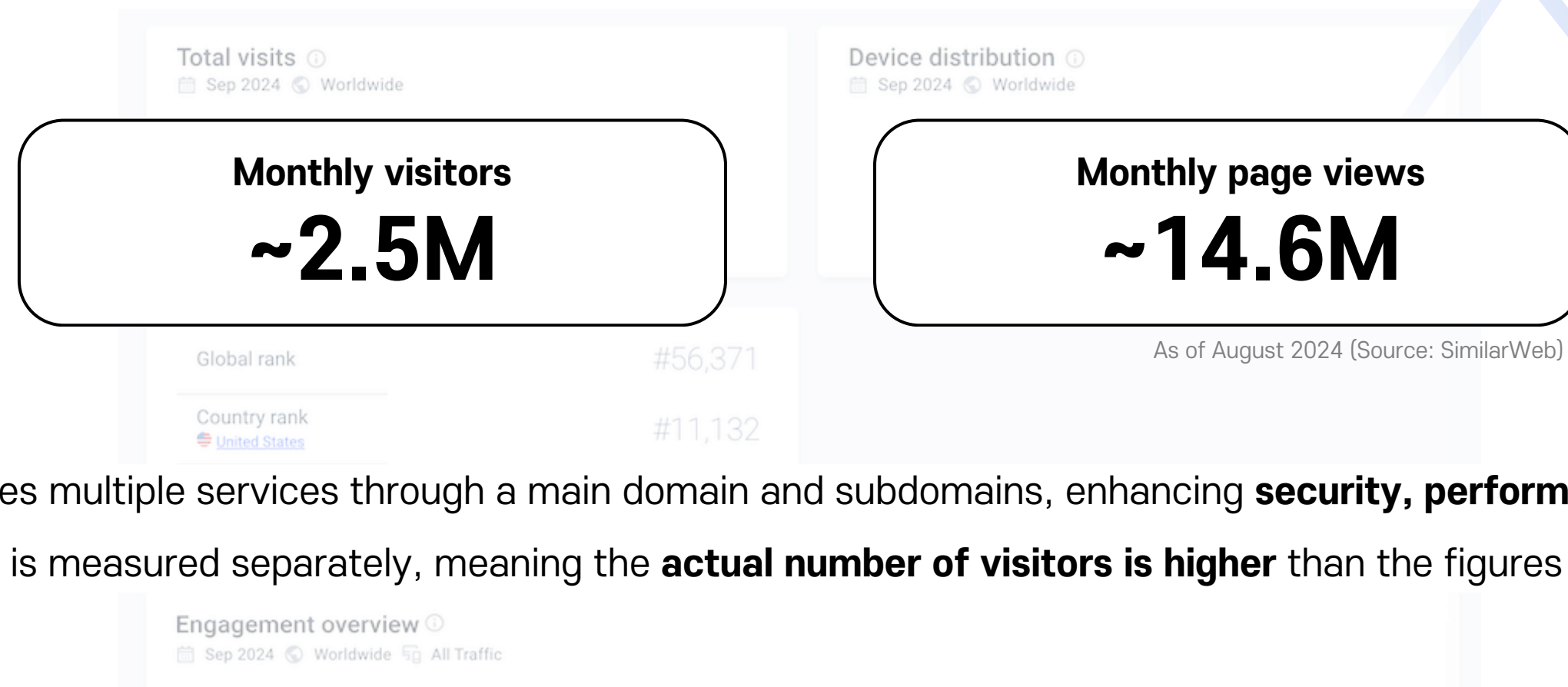
Life info sharing,
communication, and
networking space

E-commerce

Featuring premium
Korean products
(2025 1H TBD)

HeyKorean User Analytics

820,000 Members Registered as of 2025



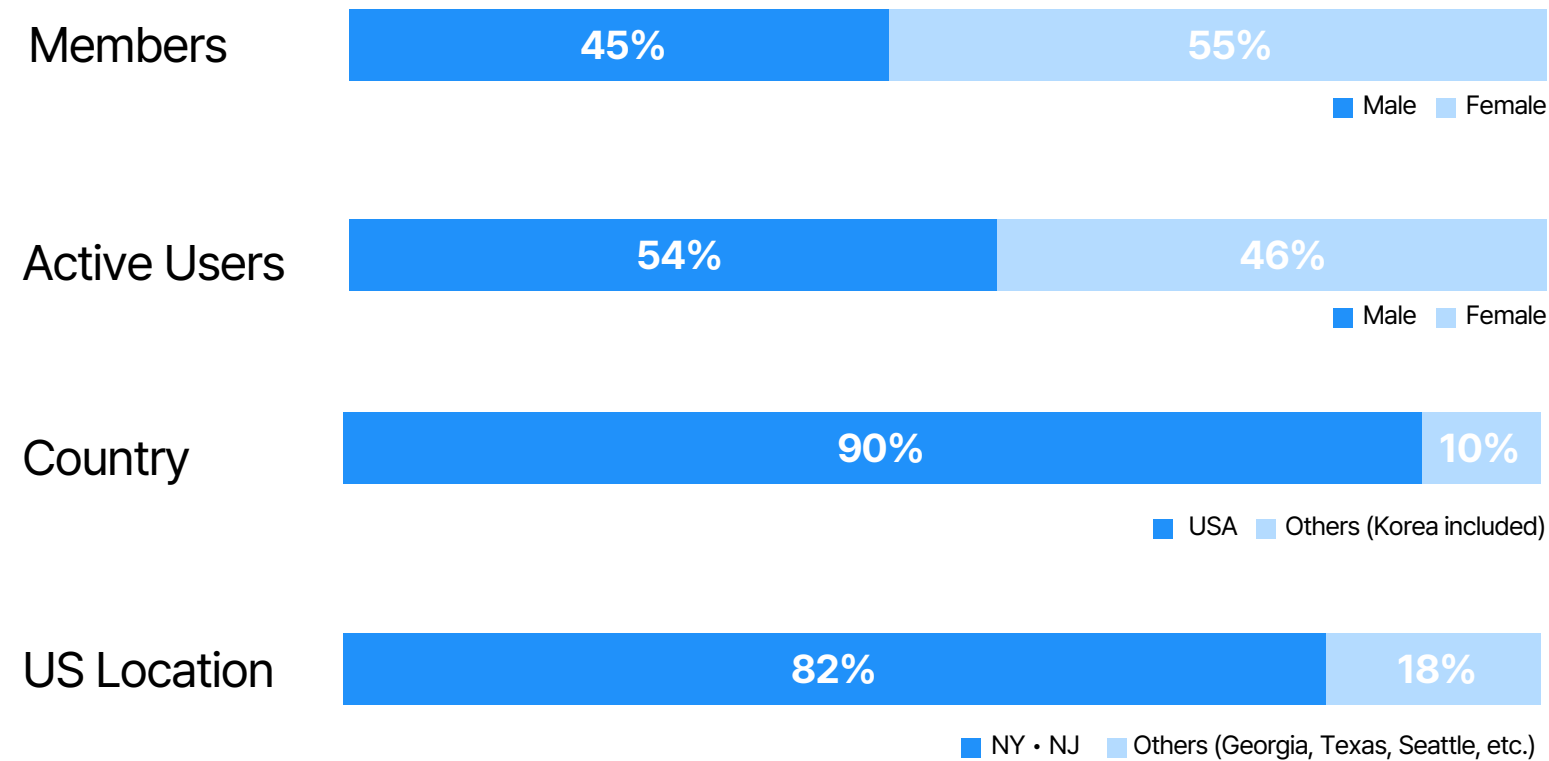
HeyKorean operates multiple services through a main domain and subdomains, enhancing **security, performance, and stability**.

Unlike other platforms, traffic is measured separately, meaning the **actual number of visitors is higher** than the figures shown on traffic analysis sites.

- job.heykorean.com
- rent.heykorean.com
- market.heykorean.com
- ktown.heykorean.com
- clubs.heykorean.com
- talk.heykorean.com

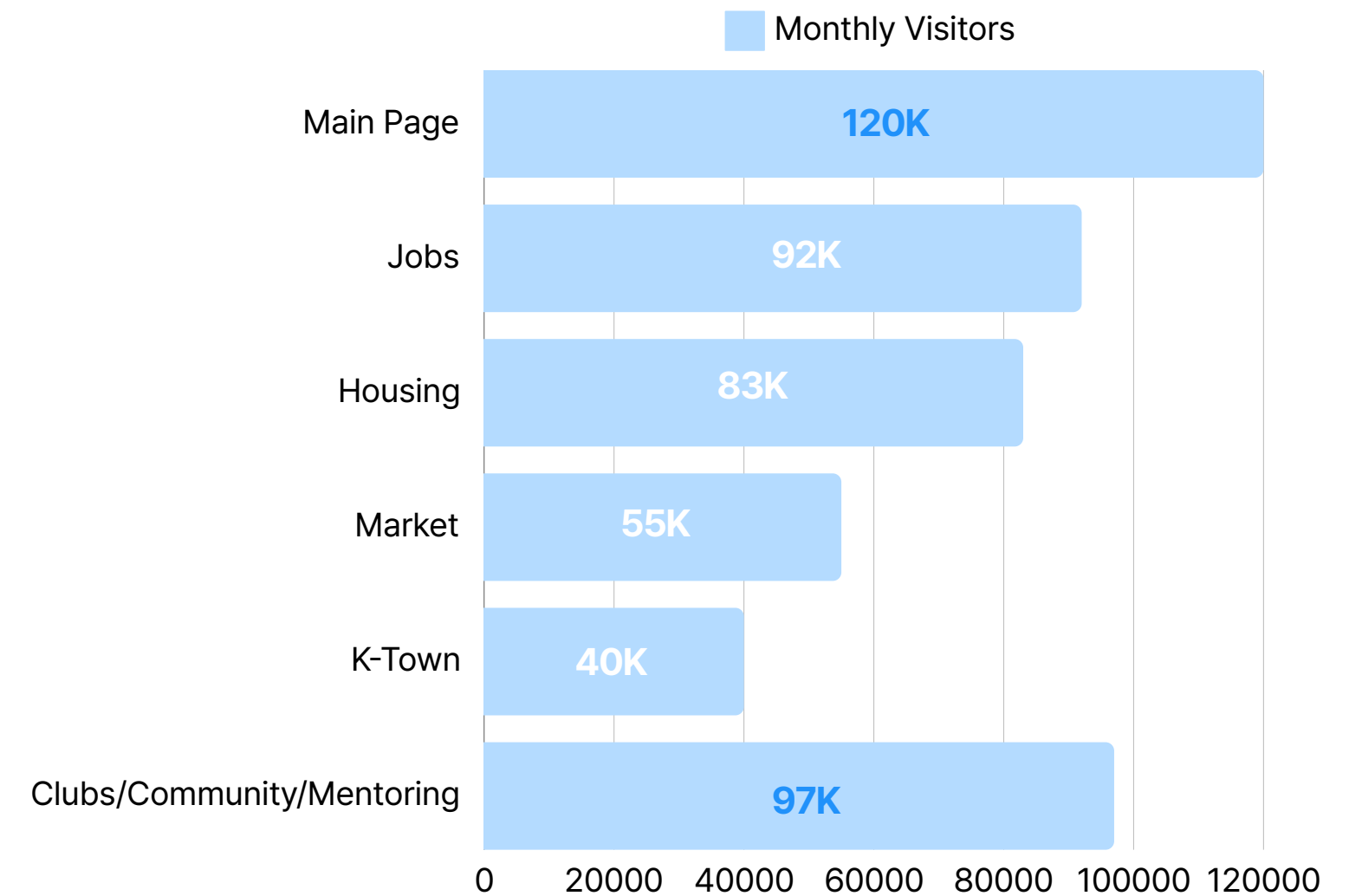
HeyKorean User Demographics

The largest user groups are 25–34-year-olds for studying, employment, or immigration, followed by long-time members aged 45–64.



Active Users by Page

Based on Google Analytics



Active User refers to users who have engaged in meaningful activities on the platform, not just visiting.

UV (Unique Visitor): The number of distinct visitors, excluding duplicates.

PV (Page View): The total number of pages viewed by visitors.

Voice of Customers

“Huge leap of company revenue, thanks to HeyKorean ! ”

Today, online marketing is directly linked to a company's revenue.
Thanks to K-Town Premium, while others struggle with the recession, I'm the only one smiling!

- New York, **Hayannamoo Design**

“No other advertisements needed!”

We don't run any other ads—only HeyKorean advertising.
HeyKorean alone has brought in more customers than we can count.

- New Jersey, **Prime Insurance**

“Clear difference between before vs after HeyKorean advertising.”

We always compare and measure performance before and after running ads.
Inquiries from NY and NJ have noticeably increased, allowing us to reach out to more customers in an easier way.

- Las Vegas, **Hayoon Kane Law Firm**



AD Center

Innovative Self AD Platform Only on HeyKorean

Easy-to-use AD Center

Multiple Pages!

Ads are displayed in multiple locations within the platform, allowing them to reach as many people as possible.

Pick!


You can choose from HeyKorean service categories to focus and target exposure

Customizable!

You can set the budget and ad period to minimize your cost

광고상품 내 광고 관리 ✕


헤이코리안 광고를 통해 비즈니스를 성장시키고,
성공적인 마케팅 효과를 경험해 보세요!



콘텐츠 광고
목록 페이지, 또는 소셜 피드 사이에
자연스러운 형태로 노출되어 바이럴
확산이 가능합니다.

- ☑ 노출 기기 : PC, Mobile
- ☑ 노출 방식 : 운영 배너 랜덤 롤링

광고 제작하기



디스플레이 광고
안정적으로 노출되는 보장형 디스플레이
광고를 통해 마케팅을 효과적으로 진행해
보세요.

- ☑ 노출 기기 : PC, Mobile
- ☑ 노출 방식 : 운영 배너 랜덤 롤링

광고 제작하기

[Click for the User Guide!](#)

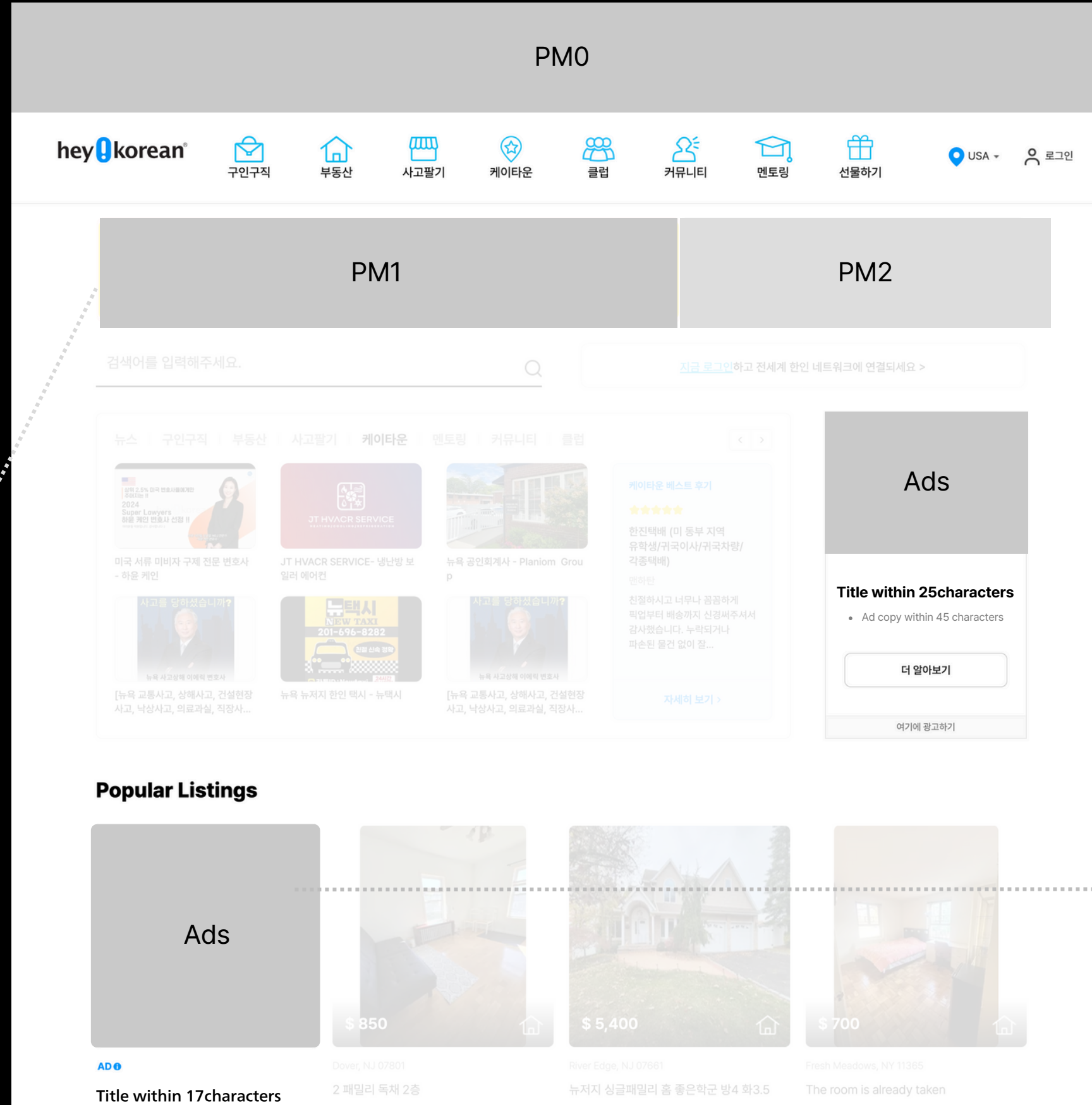
Main Page (PC)

The most preferred by advertisers, our main page delivers maximum visibility and exceptional promotional results.

Only 5 brands can secure this space - put your brand at the center of attention. (5 Rolling max)

Top Left Banner
748 x 130px

PM1



PM0 Main Top Banner
1200 x 100px

PM2 Main Right Top Banner
442 x 130px

Content Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

Display Ad Center
600px or larger with a 1:1 ratio
800 x 200px banner ratio

Main Page (MOBILE)

The most preferred by advertisers, our main page delivers maximum visibility and exceptional promotional results.

Only 5 brands can secure this space - put your brand at the center of attention.

(5 Rolling max)

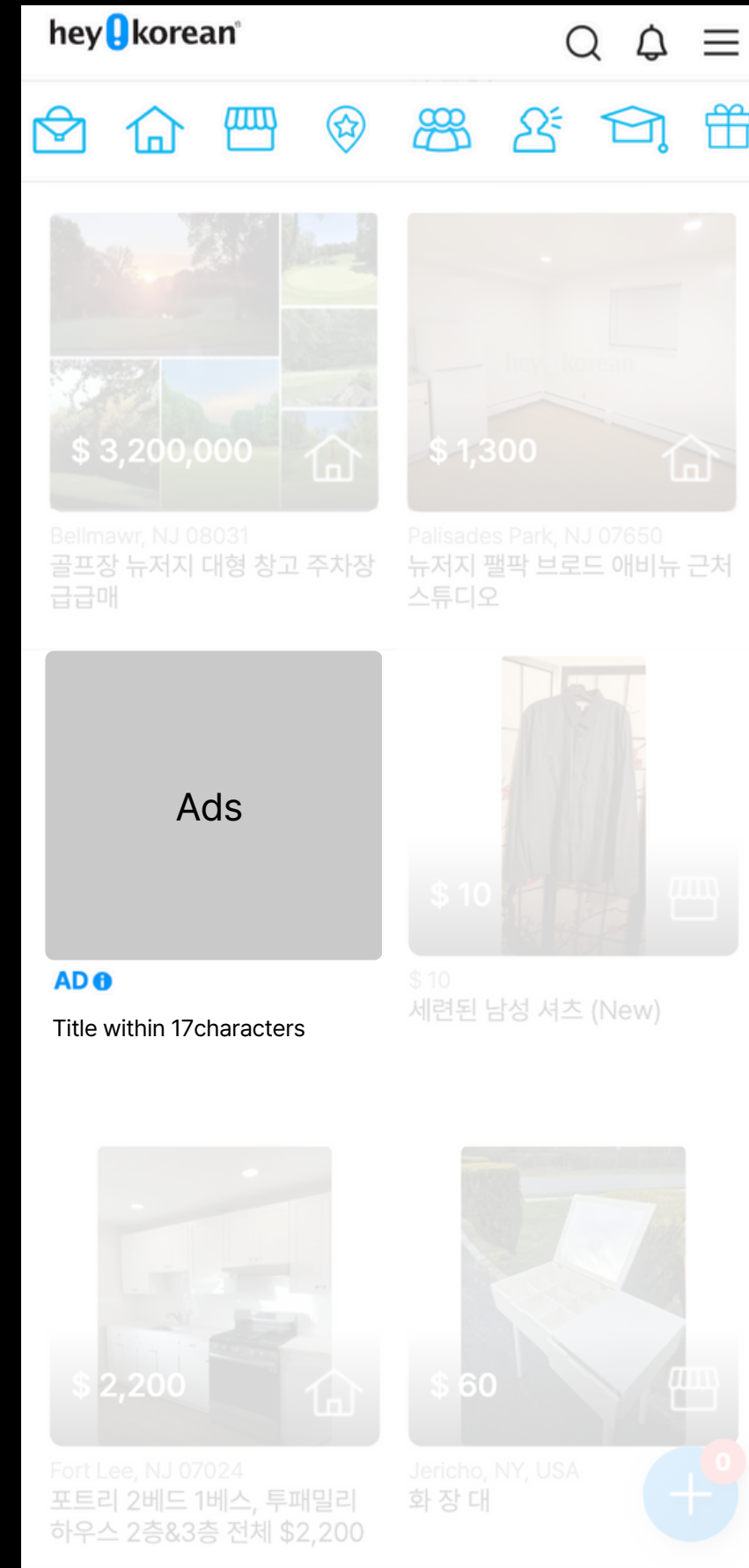


MM1 Main Top Banner
1200 x 300px or larger
with a 4:1 ratio

Content Ad Center
800px or larger
with a 1:1 ratio
600px or larger
with a 3:2 ratio

Main Page (MOBILE)

HeyKorean Advertising Center's main page display banners are placed in the most prominent spaces, making your brand stand out among the others and deliver exceptional results of exposure and AD effect.



Ad Center
600px or larger
with a 1:1 ratio

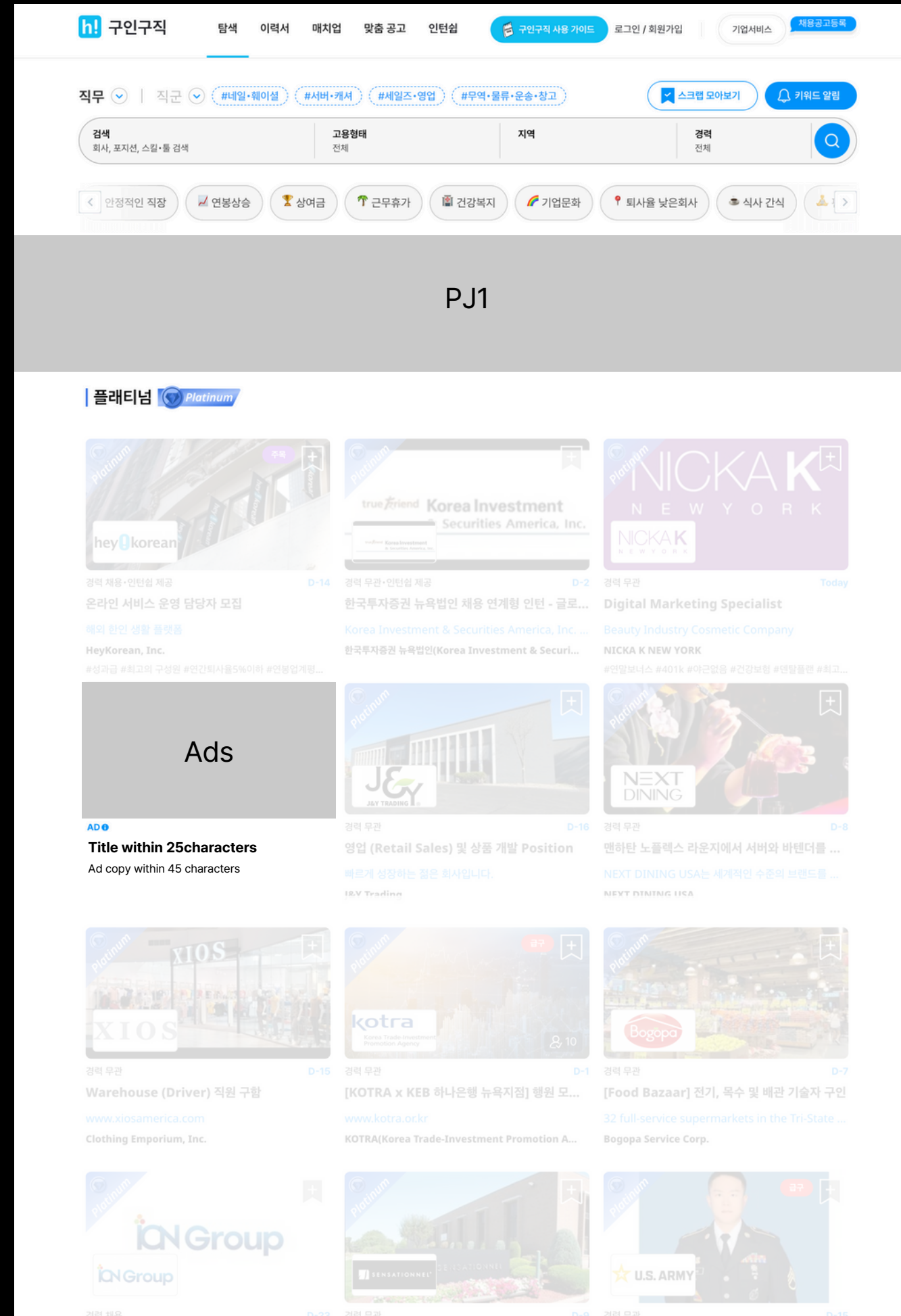
800 x 200px banner ratio

Jobs Main Page (PC)

HeyKorean's job portal is more than job postings - it's the best platform to promote your business to HR professionals and job seekers.

Unlock more business opportunities with advertising!

(5 Rolling max)



PJ1 Main Top Big Banner
1920 x 267px

Content Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

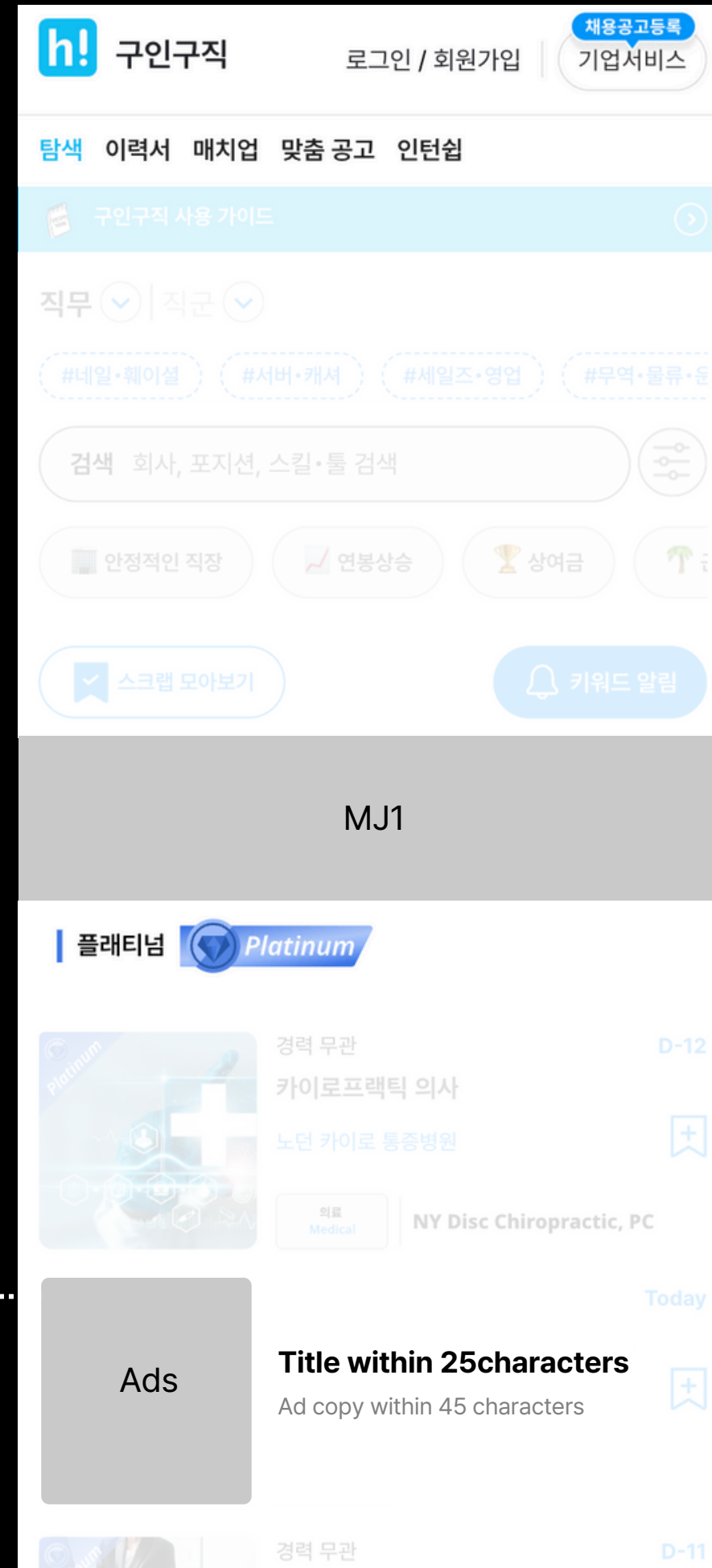


Jobs Main Page (MOBILE)

Mobile page banner ads are the most effective way to reach both businesses and job seekers. The main top banner (MJ1) offers your brand the opportunity to make a lasting first impression on all visitors.

Content ads are seamlessly placed among job postings, ensuring high click-through rates and visibility.

(5 Rolling max)



MJ1 Main Top Big Banner
1200 x 300px or larger
with a 4:1 ratio

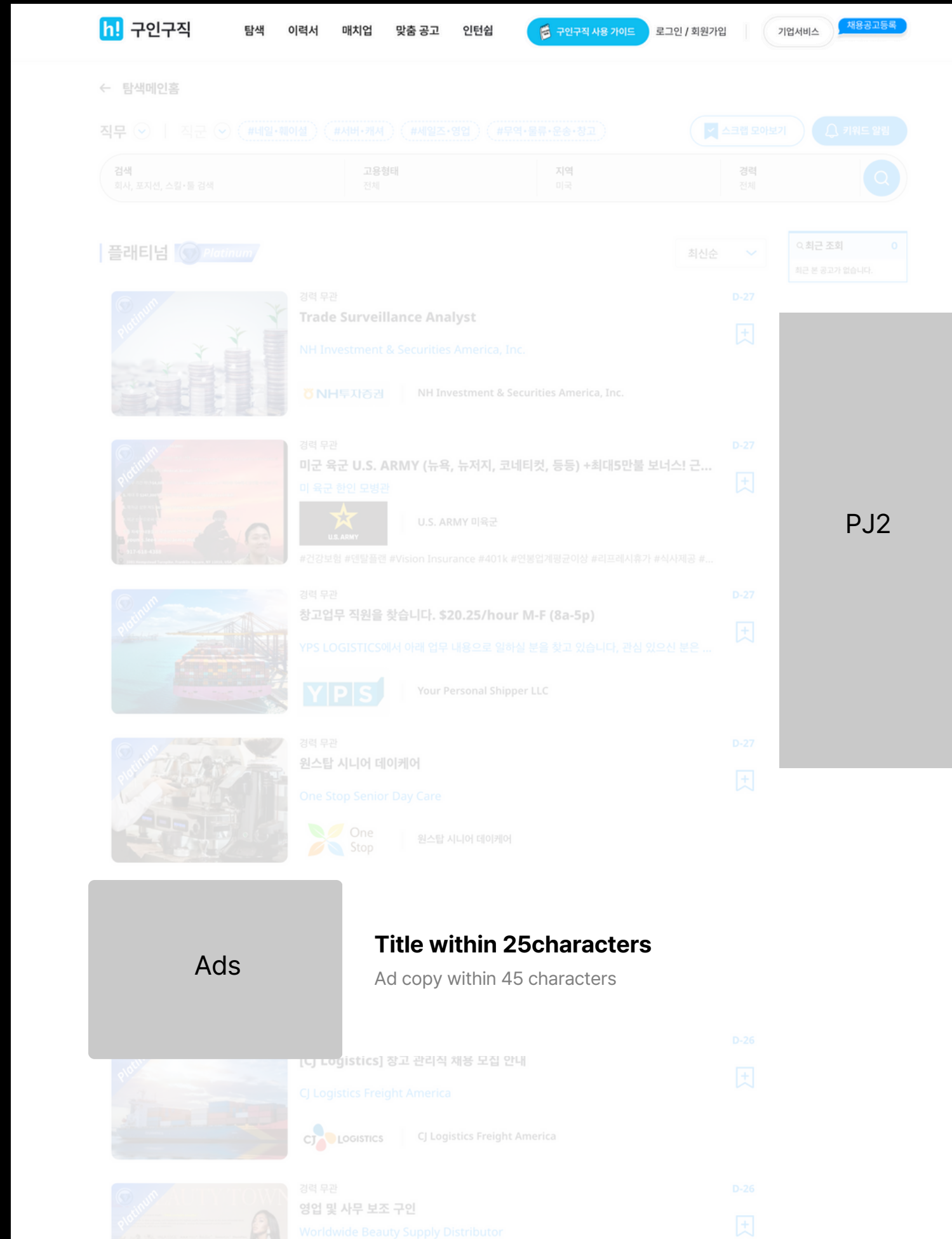
Content

Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

Jobs Search Page (PC)

Promote your business to job seekers and HR professionals.
The PJ2 vertical banner stands tall,
grabbing attention and enhancing visibility.

(5 Rolling max)



PJ2 Main Right Outer Banner
300 x 805 px

Content Ad Center
800px or larger
with a 1:1 ratio

600px or larger
with a 3:2 ratio

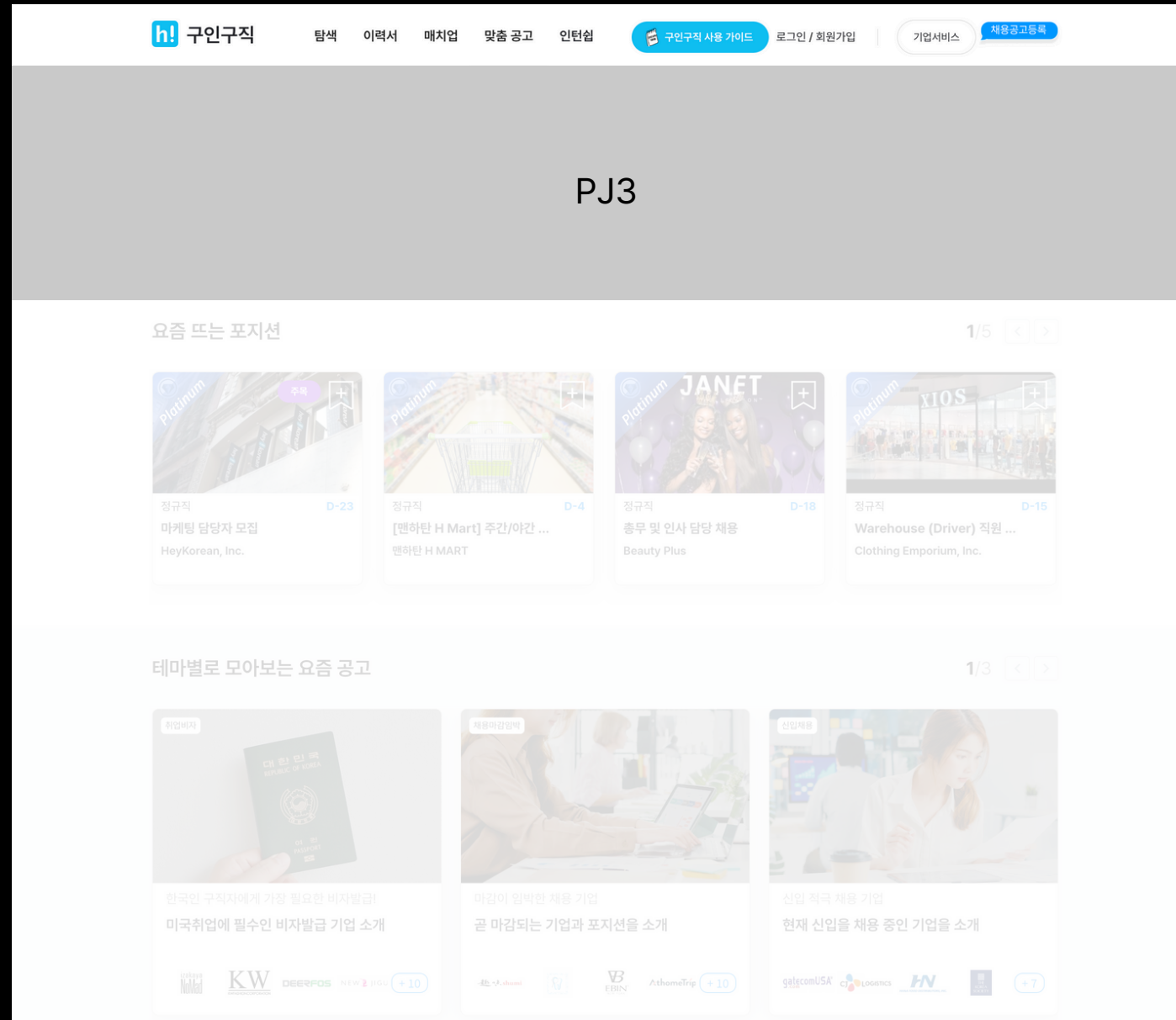
Jobs Custom Ads Page (PC)

A space that effectively connects job seekers and businesses, the job custom page is the perfect place to showcase your brand.

The main top banner (PJ3) offers ample size to leave a strong impression.

Ad center slots are also displayed in prime locations, reaching potential customers effectively with the great exposure.

(5 Rolling max)



PJ3 Job Custom Ads Main Top Banner
1920 x 267px

여기에 광고하기 **AD**

Ads

Title within 25characters

Ad copy within 45 characters

더 알아보기

Content Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

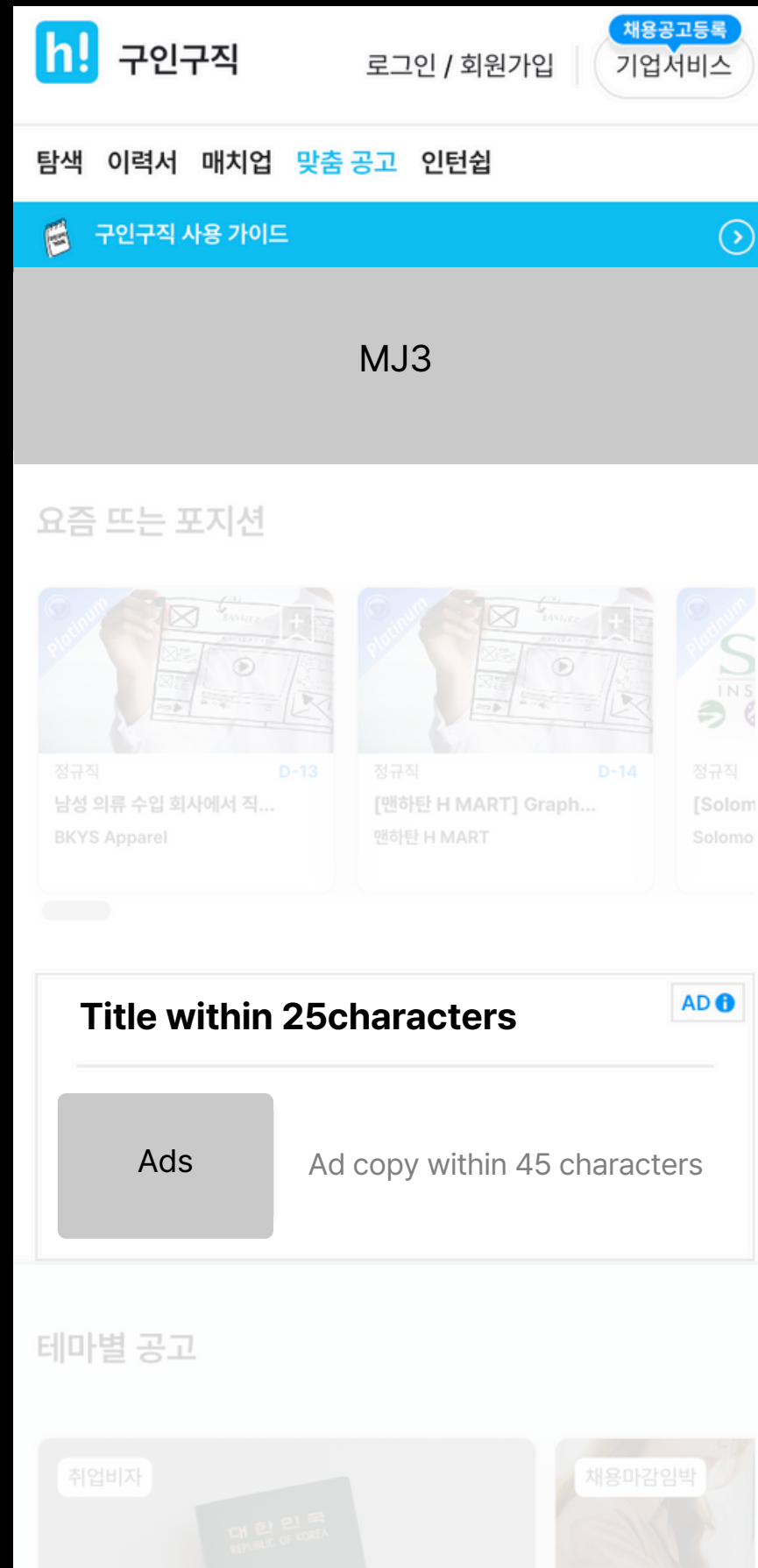


Jobs Custom Ads Page (MOBILE)

A space that effectively connects job seekers and businesses, the job portal main page is the perfect place to showcase your brand. The main top banner (MJ3) offers ample size to leave a strong impression.

Ad center slots are also displayed in prime locations, reaching potential customers effectively with the great exposure.

(5 Rolling max)



MJ3 Main Top Banner
1200 x 300px or larger
with a 4:1 ratio

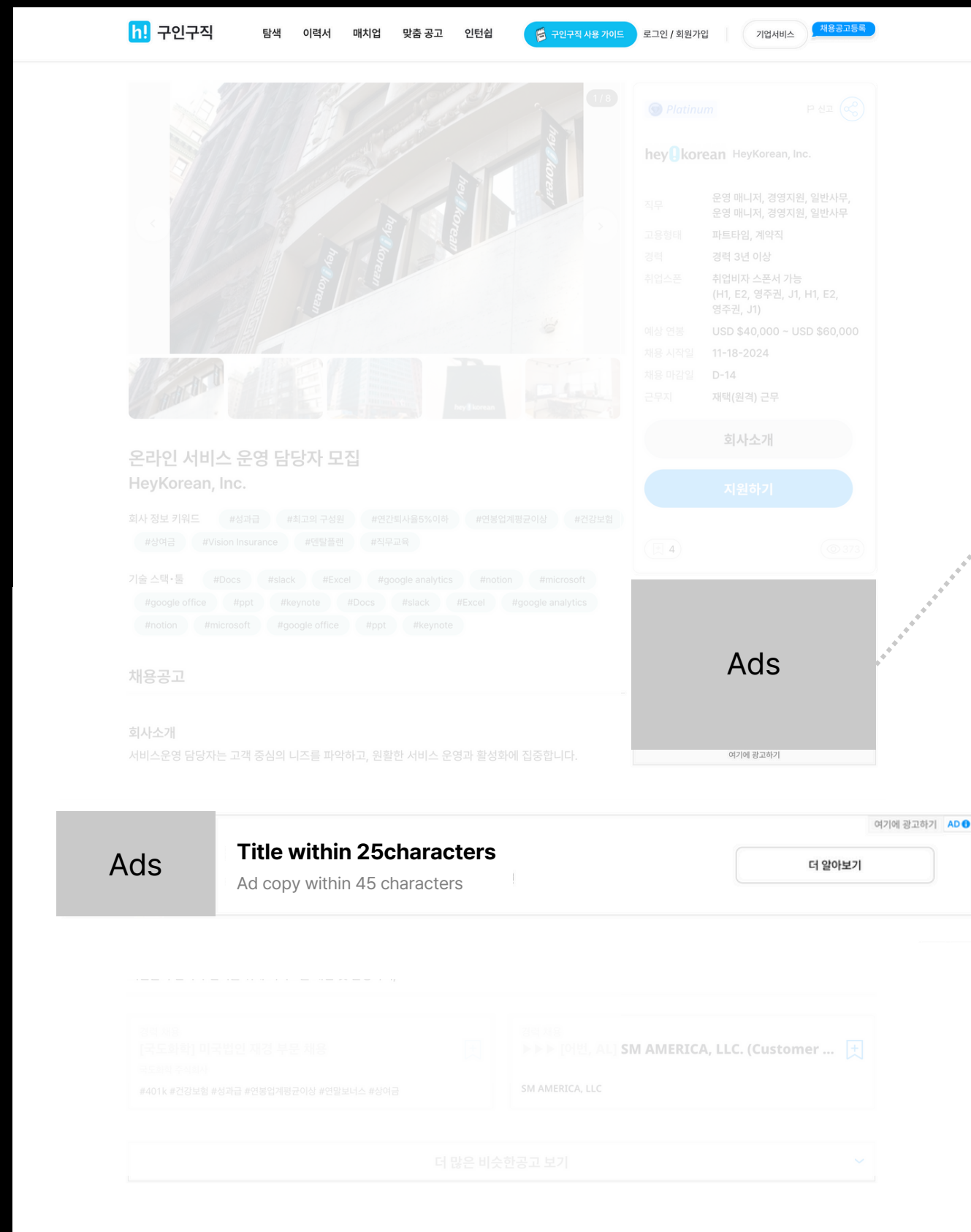
Content Ad Center
800px or larger
with a 1:1 ratio
600px or larger
with a 3:2 ratio

Jobs Detail Page (PC)

The detail page is where job seekers click on specific job postings to view detailed information, making it a critical touchpoint.

As this is the moment when their attention is fully engaged, your ad has the potential to deliver maximum impact.

Showcase your brand naturally at the peak of their focus.



Display Ad Center
600px or larger with a 1:1 ratio
800 x 200px banner ratio

Content Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio



Jobs Detail Page (MOBILE)

The mobile detail page banner is positioned right below the HeyKorean logo, at the top of job postings, offering the most prominent spot.

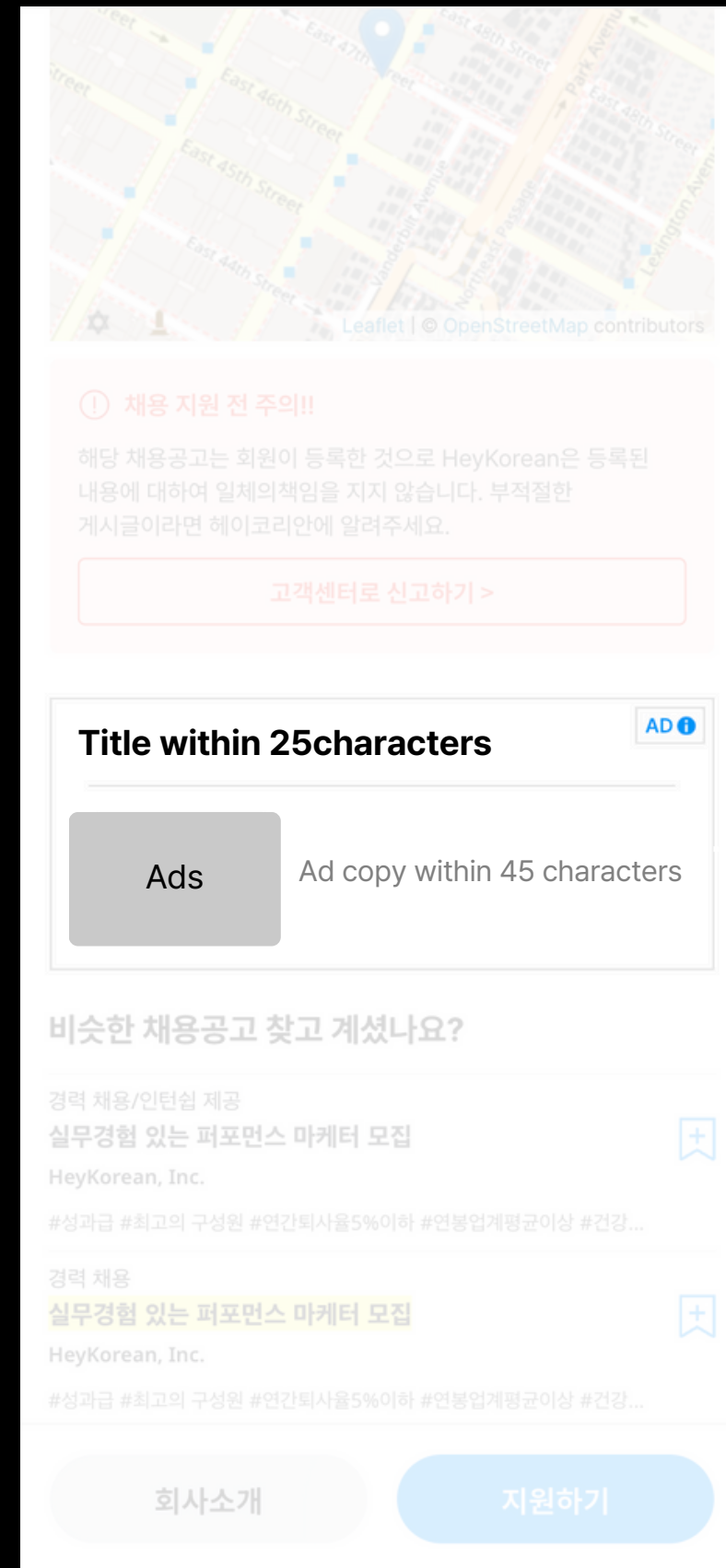
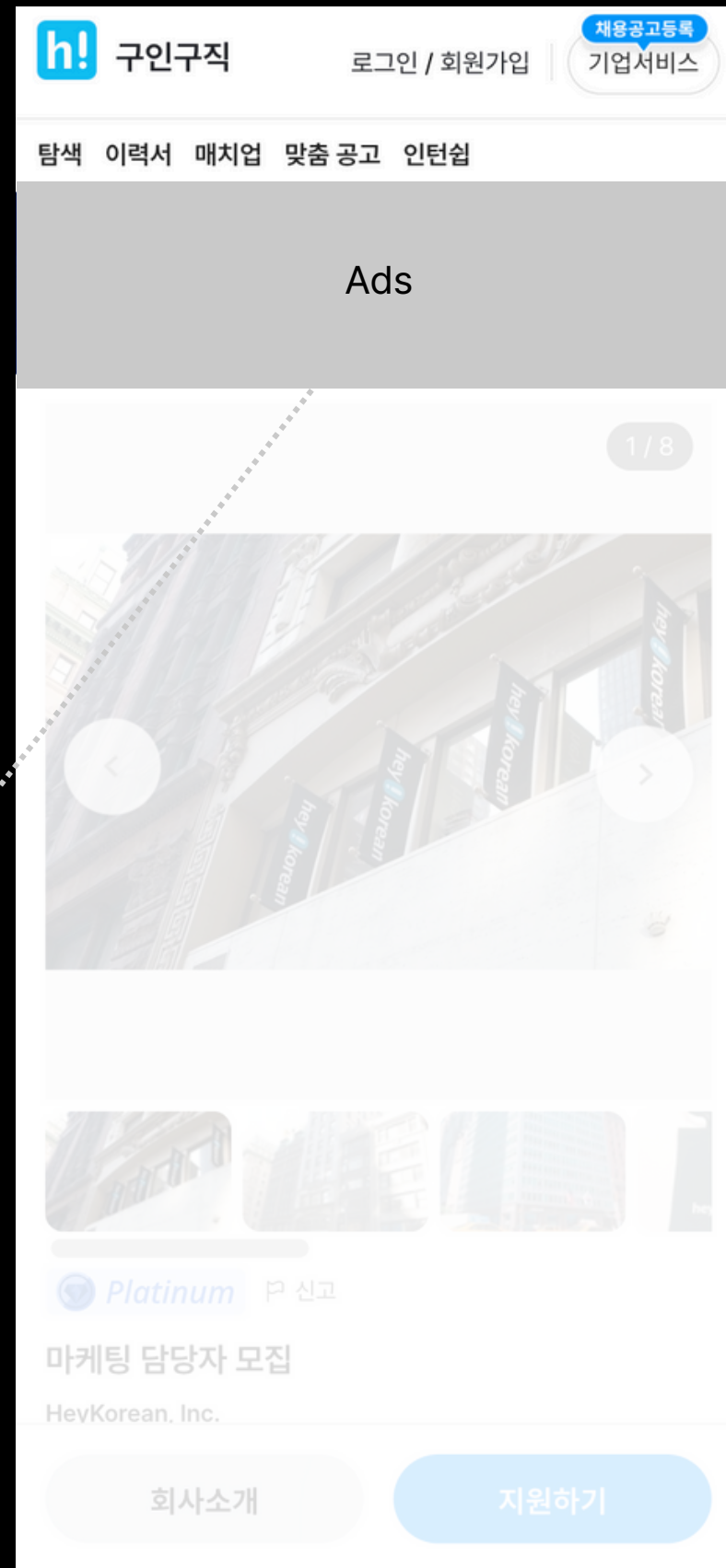
This highly visible banner immediately captures attention, delivering your brand message effectively to job seekers.

Ad Center

600px or larger with a 1:1 ratio

800 x 200px banner ratio

Display



Content

Ad Center

800px or larger with a 1:1 ratio

600px or larger with a 3:2 ratio

Housing Main Page (PC)

The HeyKorean real estate page is a key platform for users seeking roommates, rentals, long-term leases, and commercial properties.

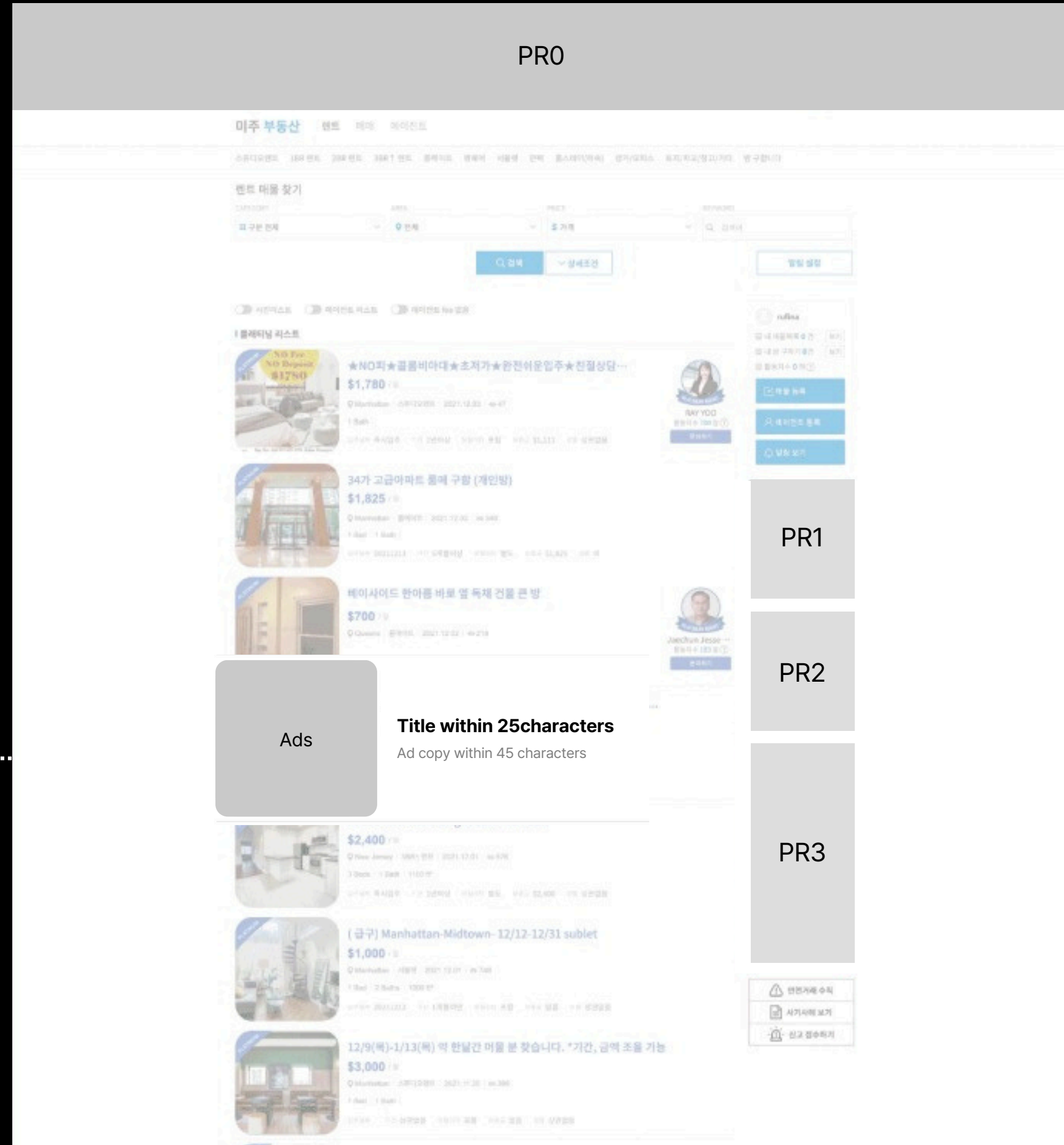
Through the Ad Center, your ads can appear naturally between listings as content.

(5 Rolling max)

Ad Center
800px or larger
with a 1:1 ratio



600px or larger with a 3:2 ratio



PRO Main Top Big Banner
980 x 100px

PR1 Main Right Top Banner
185 x 220px

PR2 Main Right Middle Banner
185 x 220px

PR3 Main Right Bottom Banner
185 x 440px

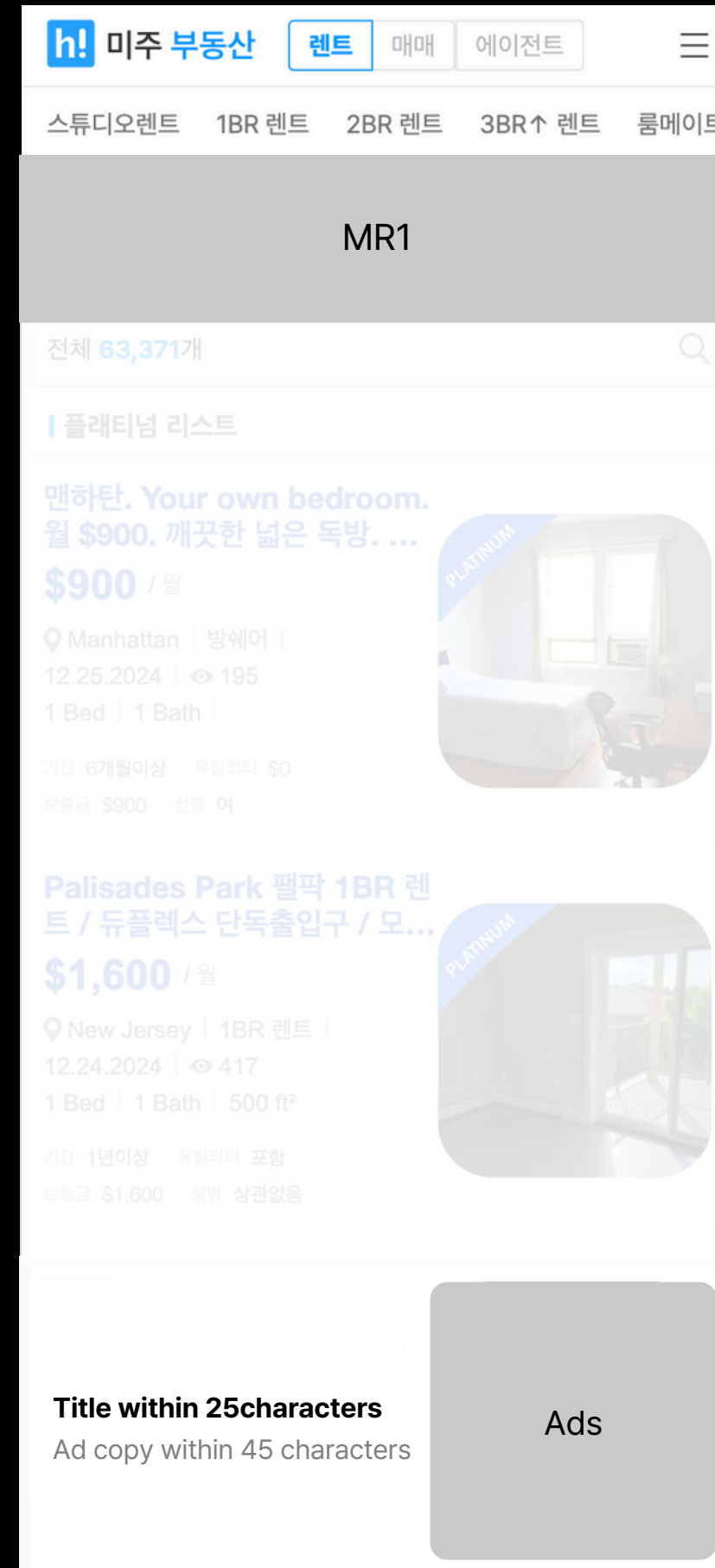
Housing Main Page (MOBILE)

The HeyKorean real estate mobile page is frequently accessed by members on their phones, making it a convenient platform to browse real estate information.

The main top banner (MR1) is positioned at the top of the screen, instantly capturing users' attention.

With the mobile platform, your brand can reach users anytime, anywhere, effectively.

(5 Rolling max)



MR1

Main Top Big Banner
1200 x 300px or larger
with a 4:1 ratio

Content

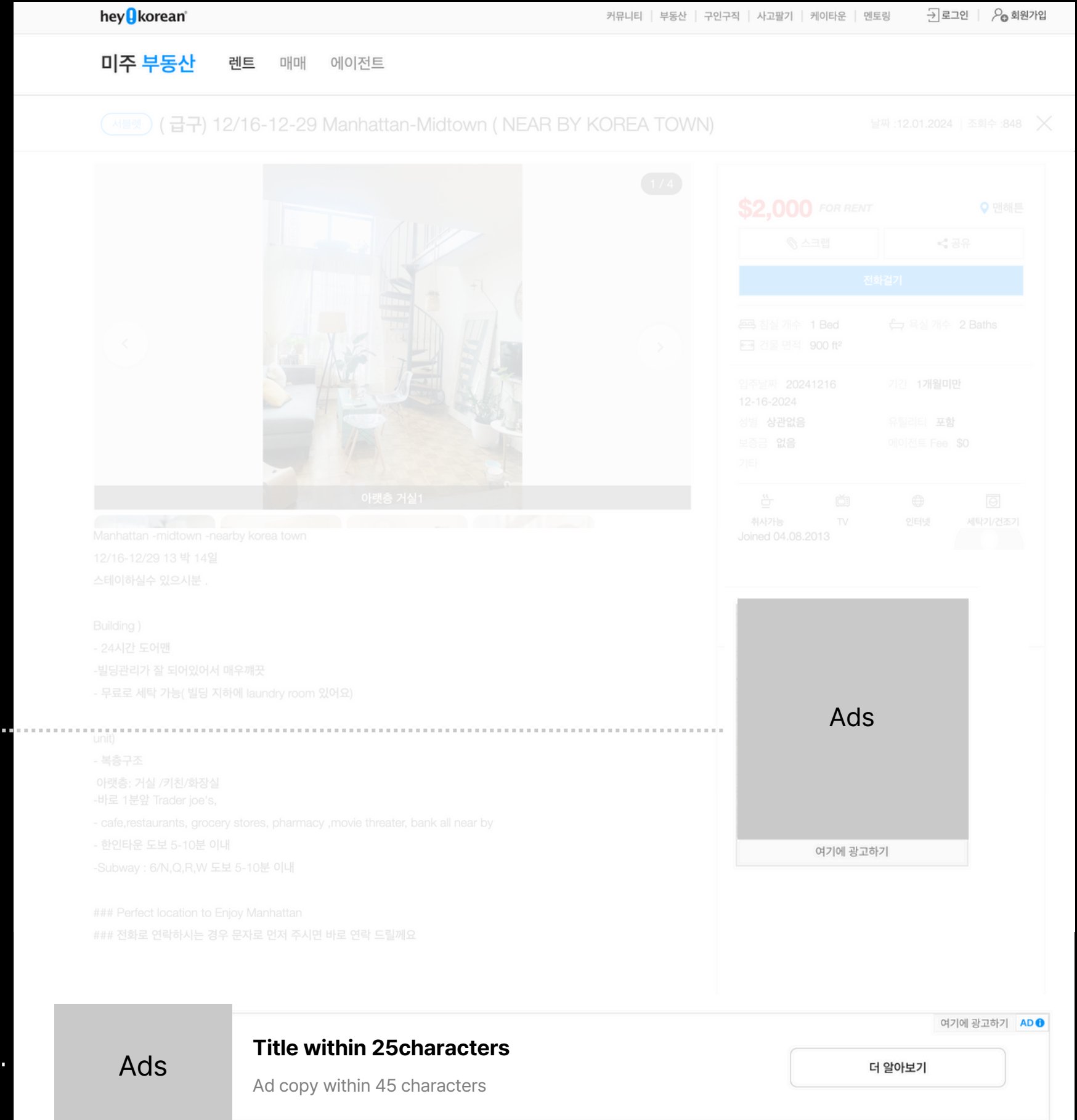
Ad Center
800px or larger
with a 1:1 ratio

600px or larger with a 3:2 ratio

Housing Detail Page (PC)

The HeyKorean real estate detail page is where users view detailed information on properties, making it a highly focused space.

Display banners are shown alongside property details, naturally capturing attention and effectively delivering your advertising message.



Ad Center

Display

600px or larger with a 1:1 ratio
800 x 200px banner ratio

Ad Center

Content

800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio



Ads

Title within 25 characters

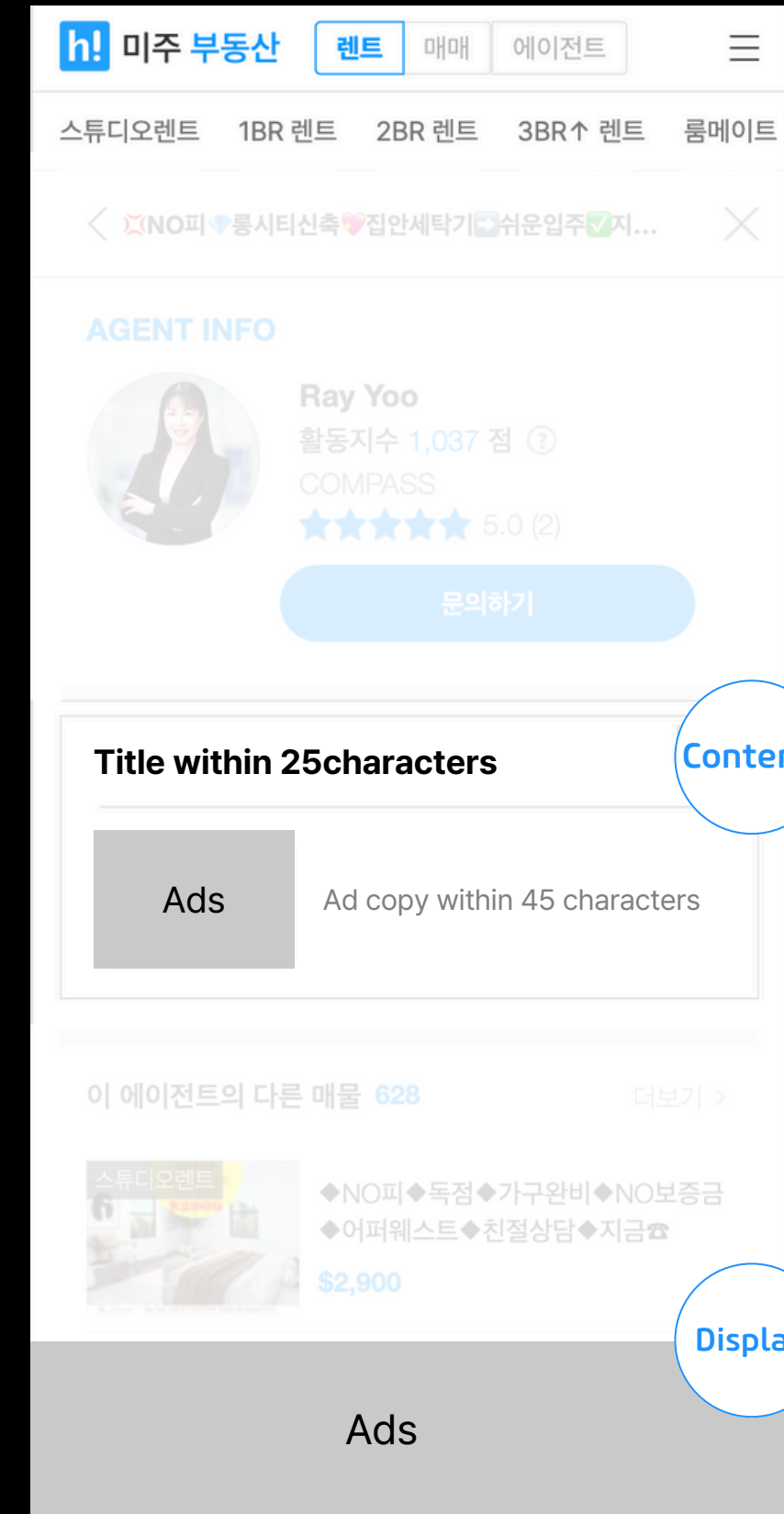
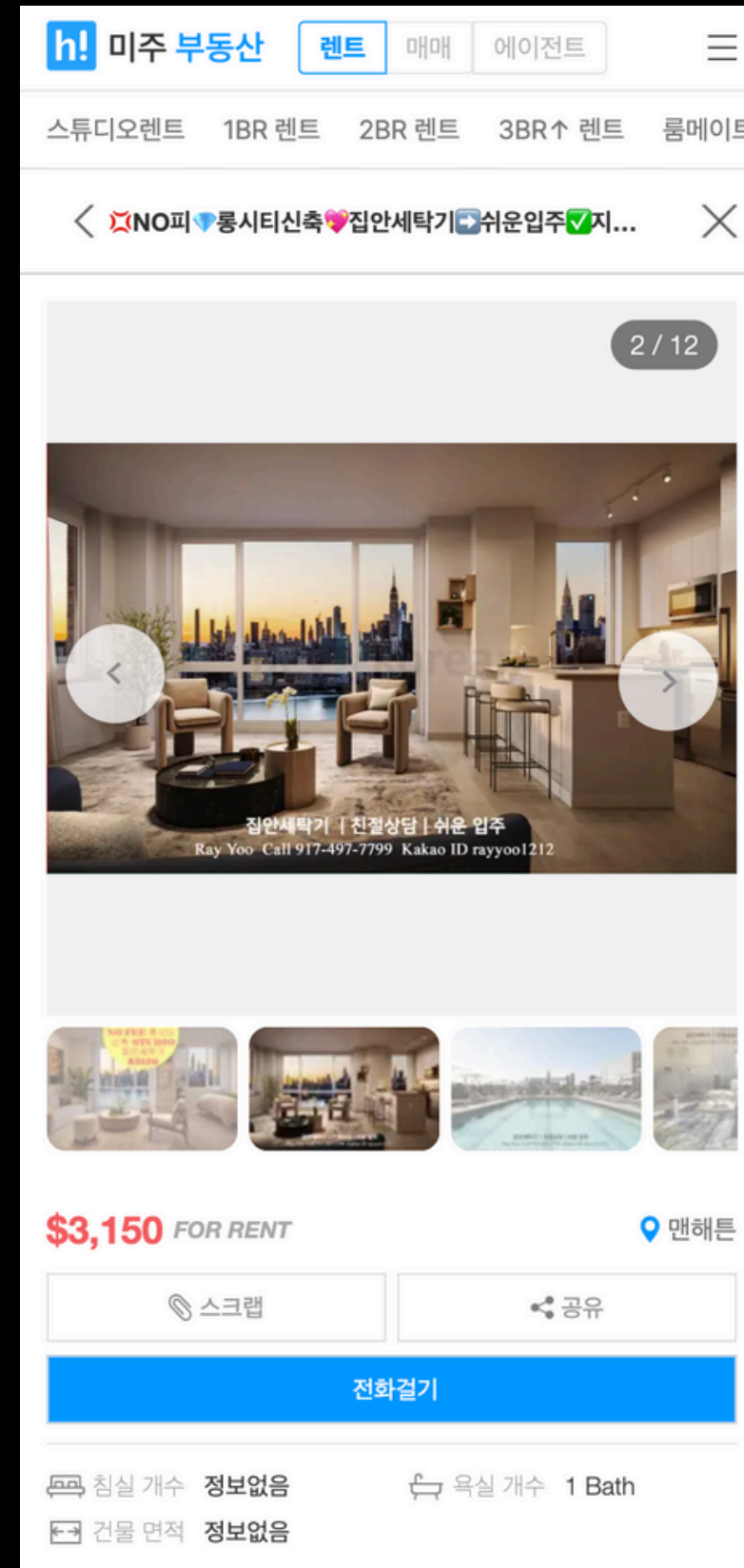
Ad copy within 45 characters

더 알아보기

Housing Detail Page (MOBILE)

The HeyKorean real estate mobile detail page allows users to view detailed property information anytime, anywhere.

Through the Ad Center, your ads appear seamlessly between listings as content, effectively capturing users' attention and driving engagement.



Market Main Page (PC)

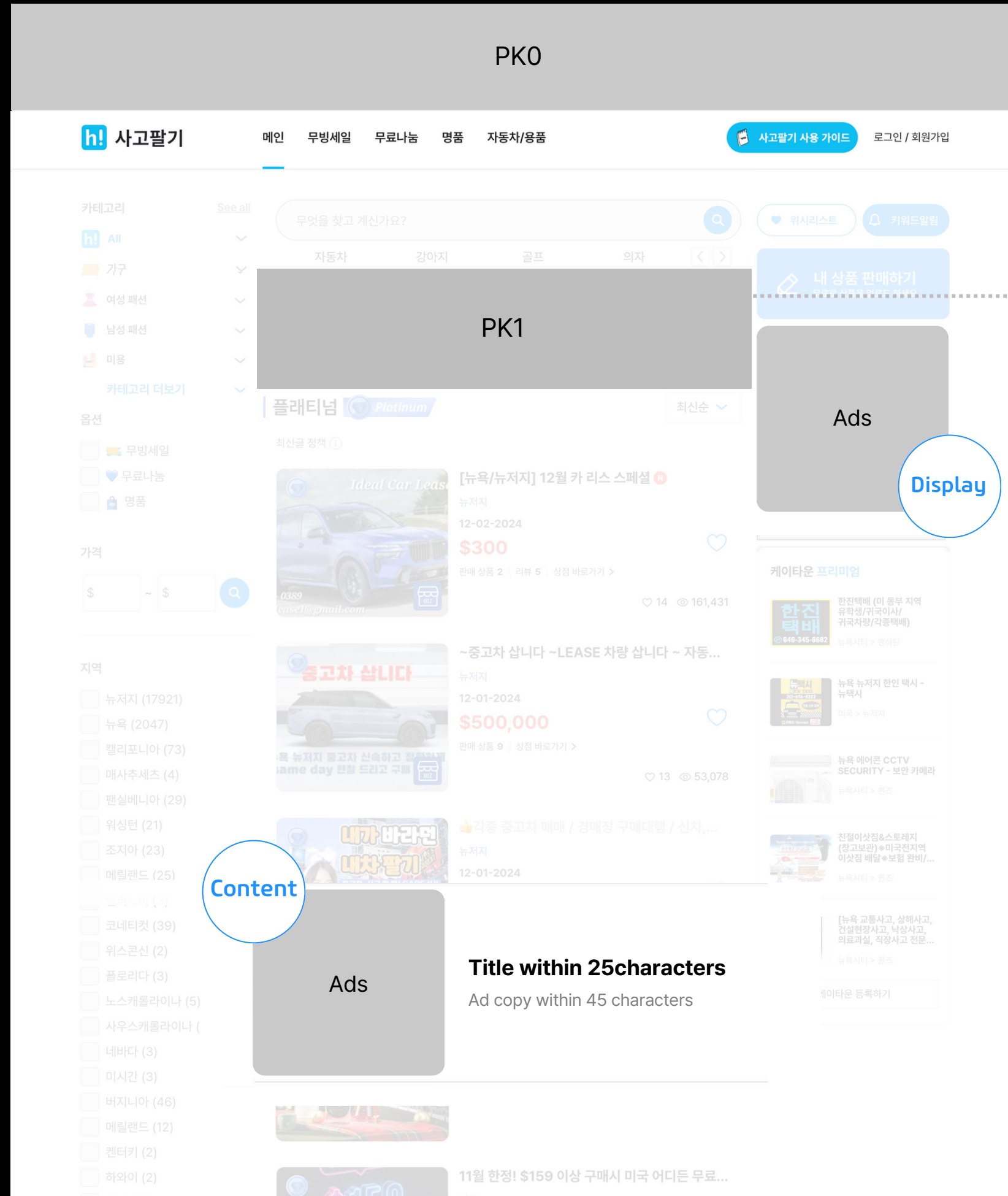
The HeyKorean marketplace main page is a platform where members trade products and services.

The main top big banner (PK0) is placed at the top, ensuring your brand is the first to be seen.

The main top banner (PK1) is positioned above platinum content, offering higher visibility and focus.

Ad Center content ads are displayed between listings and on the right side, effectively delivering your message.

(5 Rolling max)



PK0

Main Top Big Banner
980 x 100px

PK1

Main Top Banner
1200 x 300px

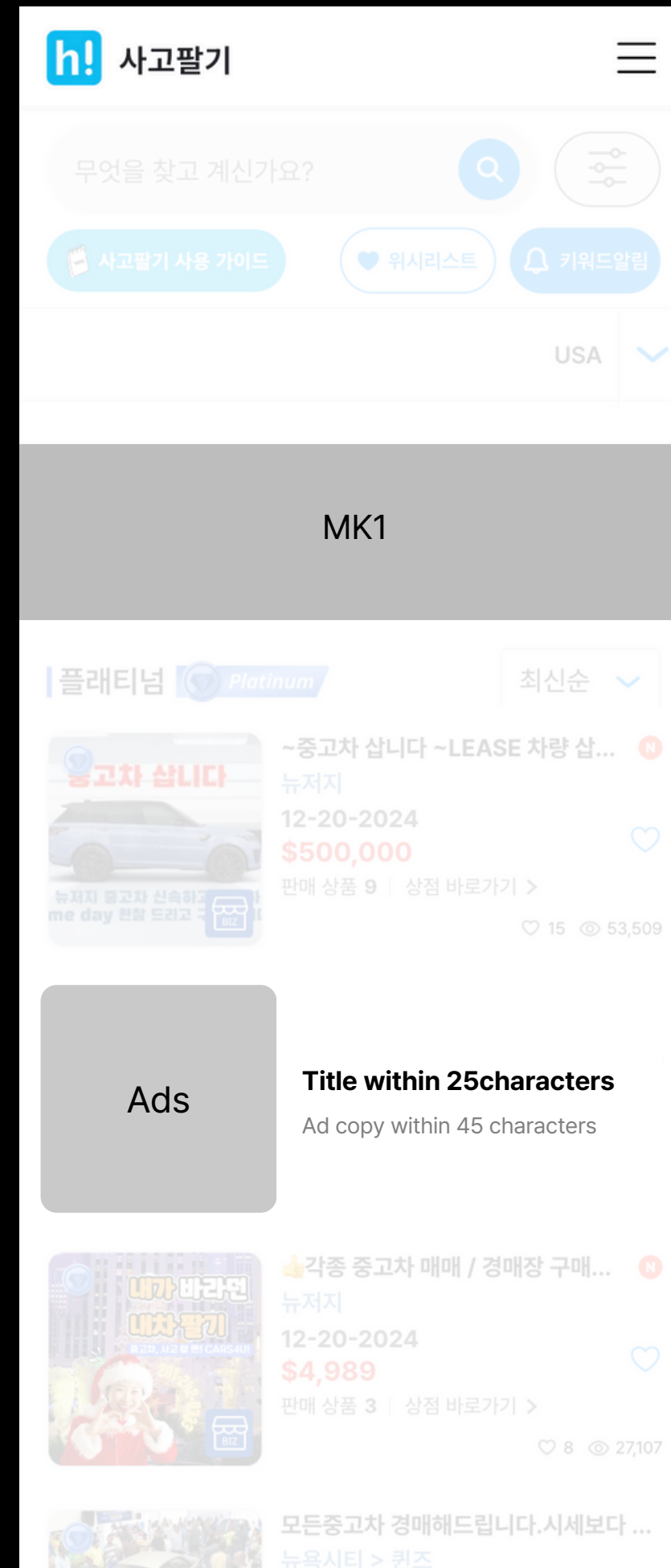
Market Main Page (MOBILE)

The HeyKorean marketplace mobile page allows members to trade products and services anytime, anywhere with ease.

The main top banner (MK1) appears at the top of the screen, providing prime visibility for your brand.

Ad Center content ads are seamlessly integrated between listings, effectively delivering your message to users.

(5 Rolling max)



MK1 Main Top Banner
1200 x 300px

Content Ad Center
800px or larger
with a 1:1 ratio

600px or larger with a 3:2 ratio

Market Detail Page (PC)

The HeyKorean marketplace detail page is where members view detailed information on products and make purchasing decisions.

Ad Center content ads are seamlessly integrated with product details, providing an effective way to influence purchase decisions.

(5 Rolling max)

The screenshot shows a product detail page for a "Dennim oversized sherpa Jacket, 가격내림 (New, 완전 새 옷)". The price is \$40. The seller is "ejstar" with a join date of 08.10.2011 and 1273 items listed. The page features a main image of the jacket, a list of product details, and a seller profile. A "Content" callout points to the product details section, and a "Display" callout points to an "Ads" placeholder. A bottom section shows an "Ads" placeholder with a title and ad copy.

Content

Display

Ads

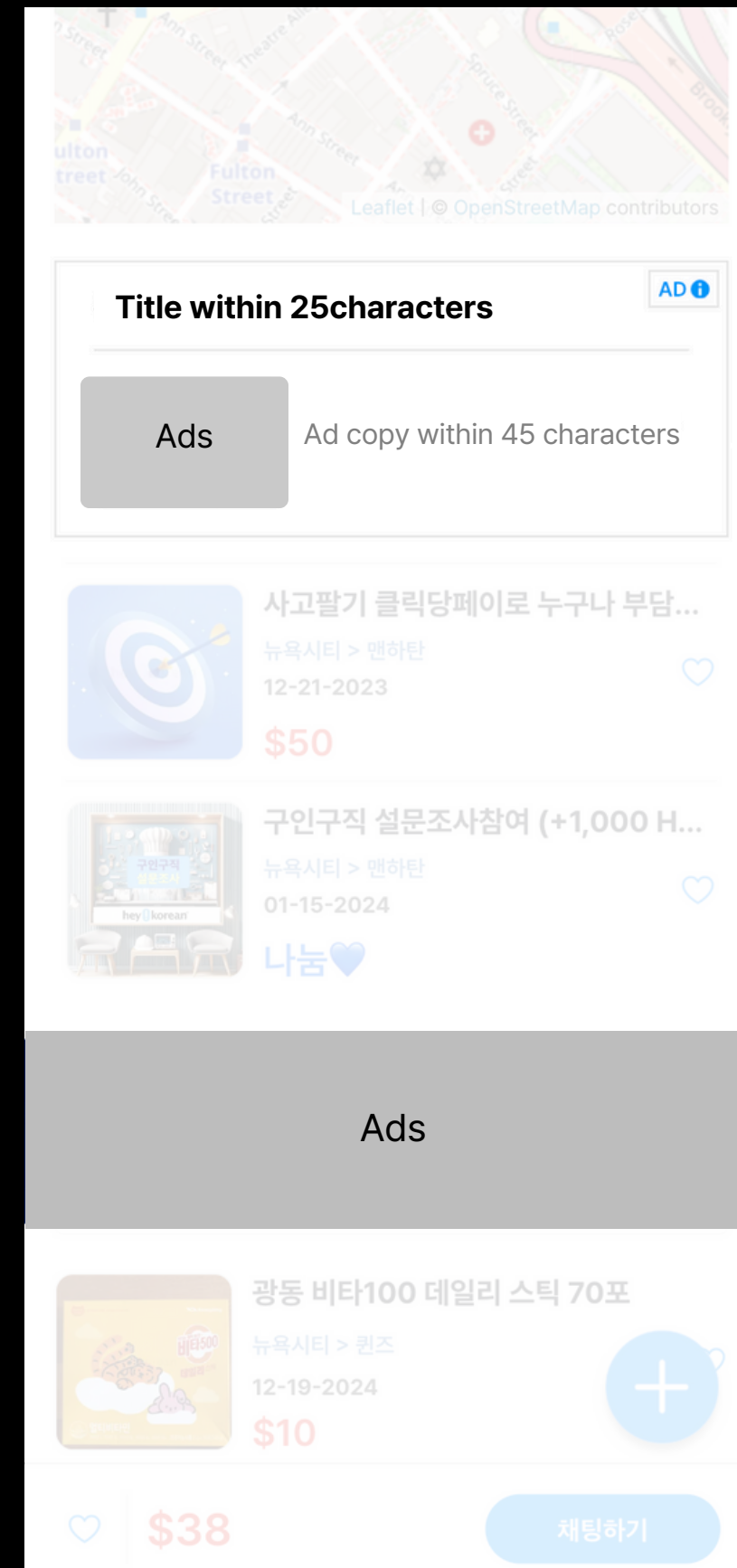
Title within 25characters

Ad copy within 45 characters

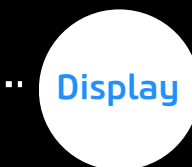
Market Detail Page (MOBILE)

The HeyKorean marketplace detail page is where members view detailed information on products and make purchasing decisions.

Ad Center content ads are seamlessly integrated with product details, providing an effective way to influence purchase decisions.



Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

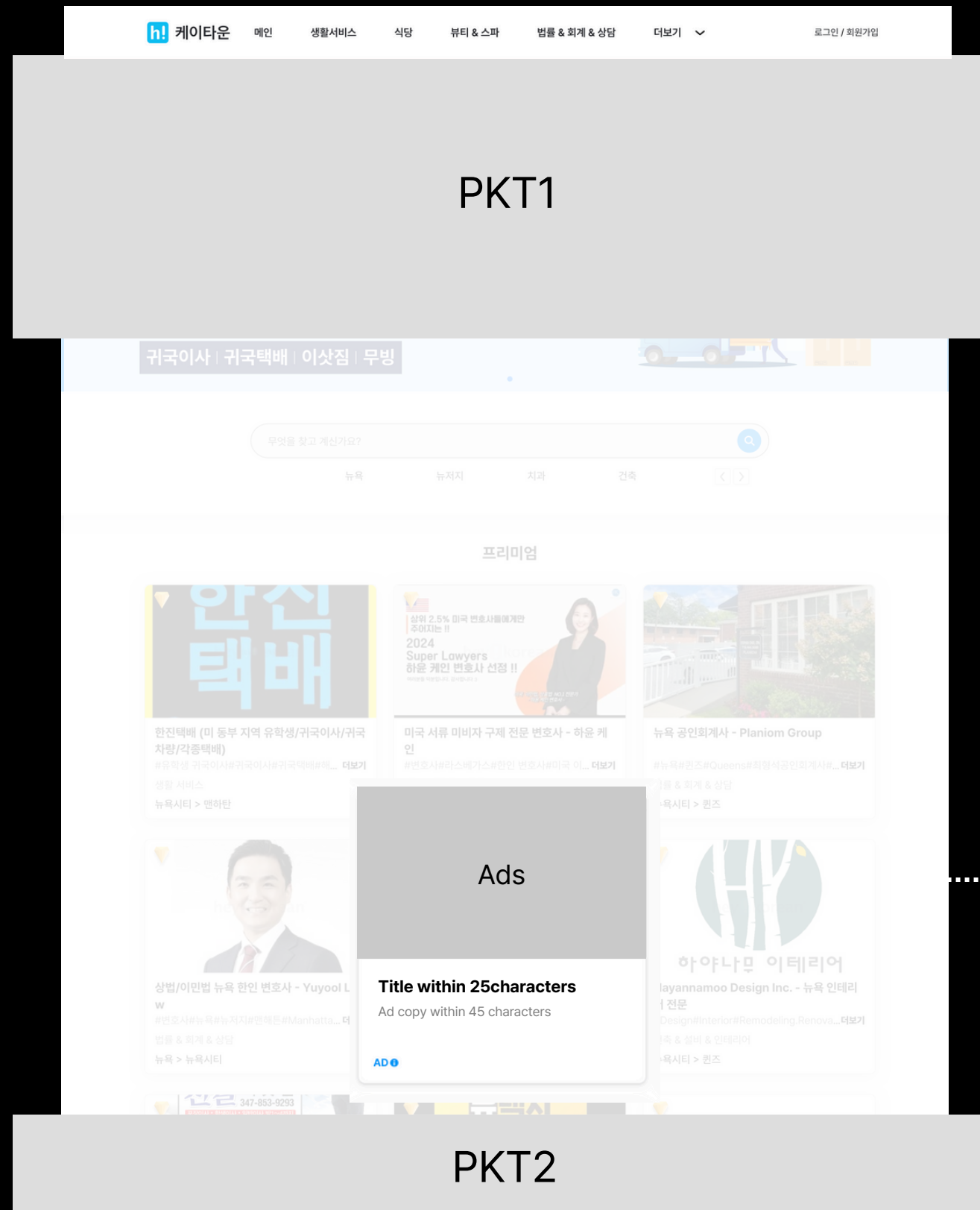


Ad Center
600px or larger with a 1:1 ratio
800 x 200px banner ratio

K-Town Page (PC)

K Town is a premium business directory for Korean stores. Effective to promote to all the Koreans as potential customers.

(5 Rolling max)



PKT1 Main Top Banner
980 x 300px

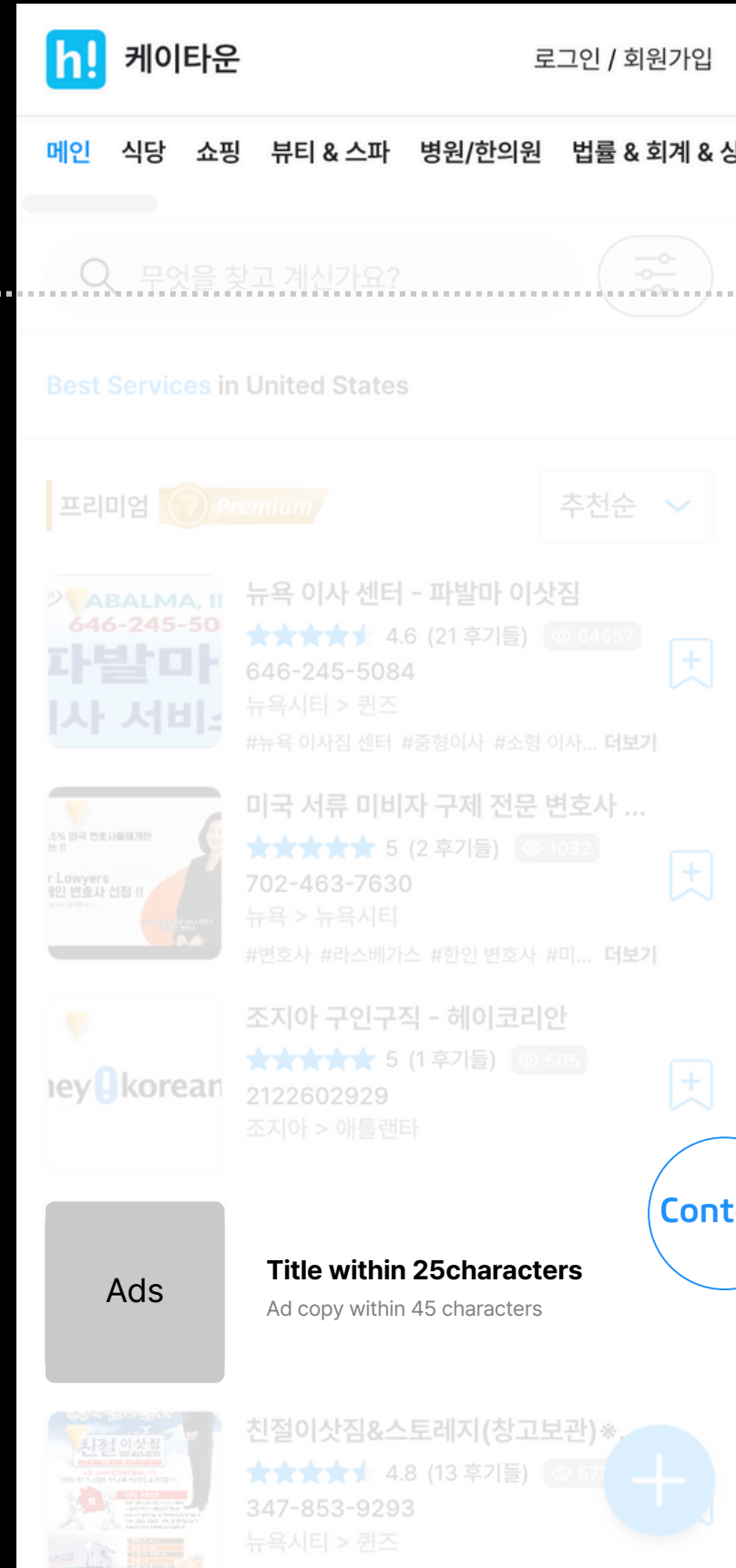
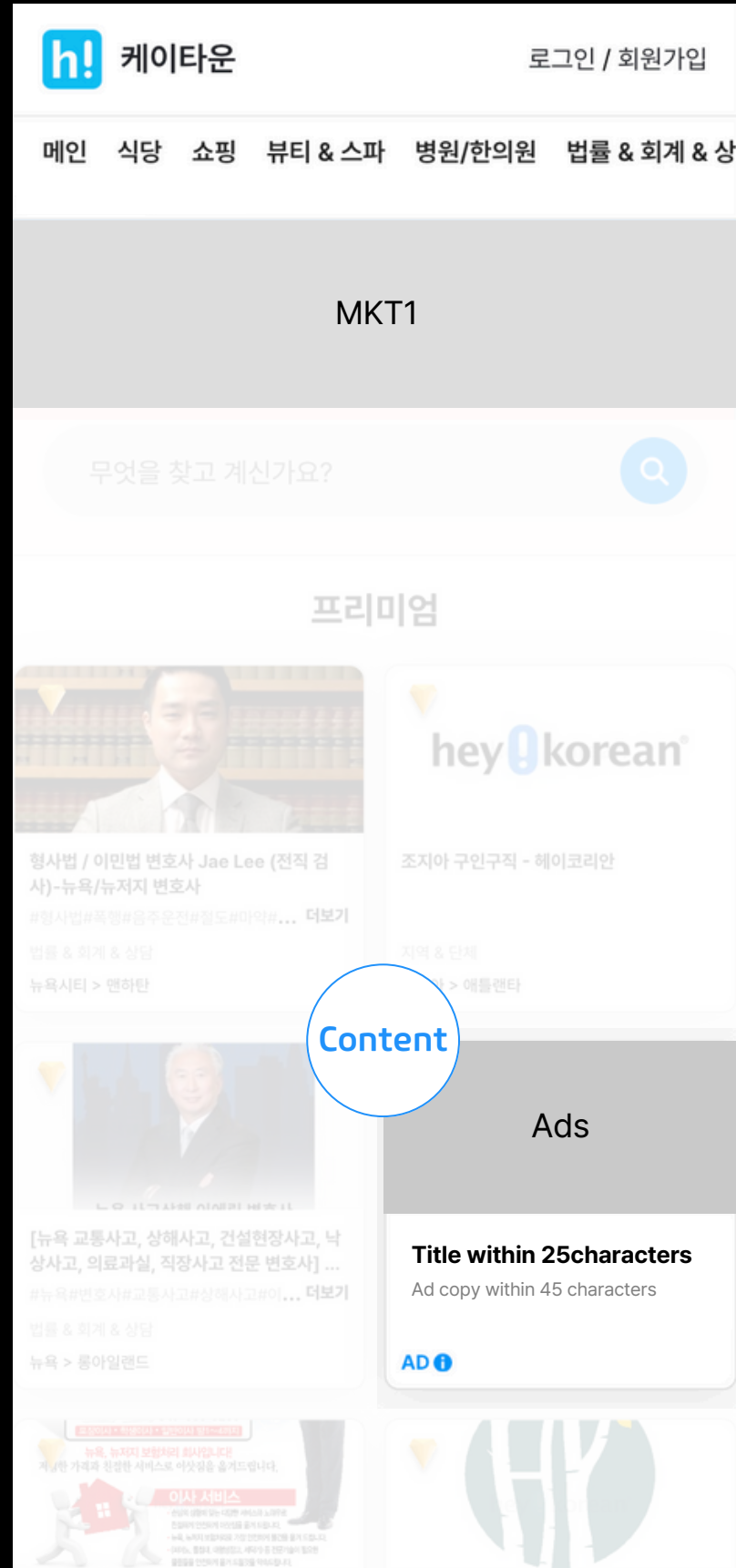
Content Ad Center
800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio

PKT2 Main Bottom Banner
980 x 96px

K-Town Page (MOBILE)

K Town is a premium business directory for Korean stores. Effective to promote to all the Koreans as potential customers.

(5 Rolling max)



MKT1 Main Top Banner
1200 x 300px

K-Town Detail Page ((PC))

K Town is a premium business directory for Korean stores. Effective to promote to all the Koreans as potential customers.

h! 케이타운 메인 생활서비스 식당 뷰티 & 스파 법률 & 회계 & 상담 더보기 로그인 / 회원가입

Heykorean > 케이타운 > 건축 & 설비 & 인테리어

1 / 10

12 후기들 29,306 조회수 신고

Hayannamoo Design Inc. - 뉴욕 인테리어 전문

전화번호
347-530-5240

주소
Flushing, NY 11358, 189-16 35th Ave

4

Hayannamoo Design Inc. - 뉴욕 인테리어 전문

★★★★★ 5 (12 후기들)

상점 소개

뉴욕 플러싱 맨하탄 인테리어 전문 업체 하얀나무 인테리어입니다. 막상 공사를 시작하려면 많이 걱정되지요? 과연 어떻게 인테리어가 나올지 ..또 그분위기는 어떤지...컬러매치는 되는건지... 손님들은 좋아할지 이런 상가든 집이든 걱정하지 마세요!! 디자인을 하시면 3D 가상현실을 통해 미리 완성된 모습을 보실 수 있고 또, 가상현실을 통해 미리 수정하고 분위기및 조명,페인트 컬러까지 한눈에 확인 가능합니다. 컴퓨터 프로그램을 통해 마감자재와 테이블및 의자,심지어 조명의 수량까지도 파악함에따라 공기단축은 물론 다음공정을 미리 대비함으로써 시행착오 없는 공사비절감 의 최대효과를 보실 수 있습니다. New York Residential interior & commercial interior 모두 맡겨주시면 최고의 효율과 professional Export 의 오래된 노하우로 체계적이고 아름다운 인테리어 공사를 선사해드리겠습니다. *헤이코리안 가맹점* 헤이코리안 멤버십/K-Town 스마트폰 앱 무료쿠폰을 통해 하얀나무 인테리어의 3D Design 비용의 10% 할인혜택을 누리세요!

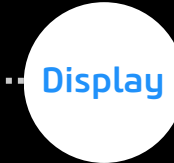
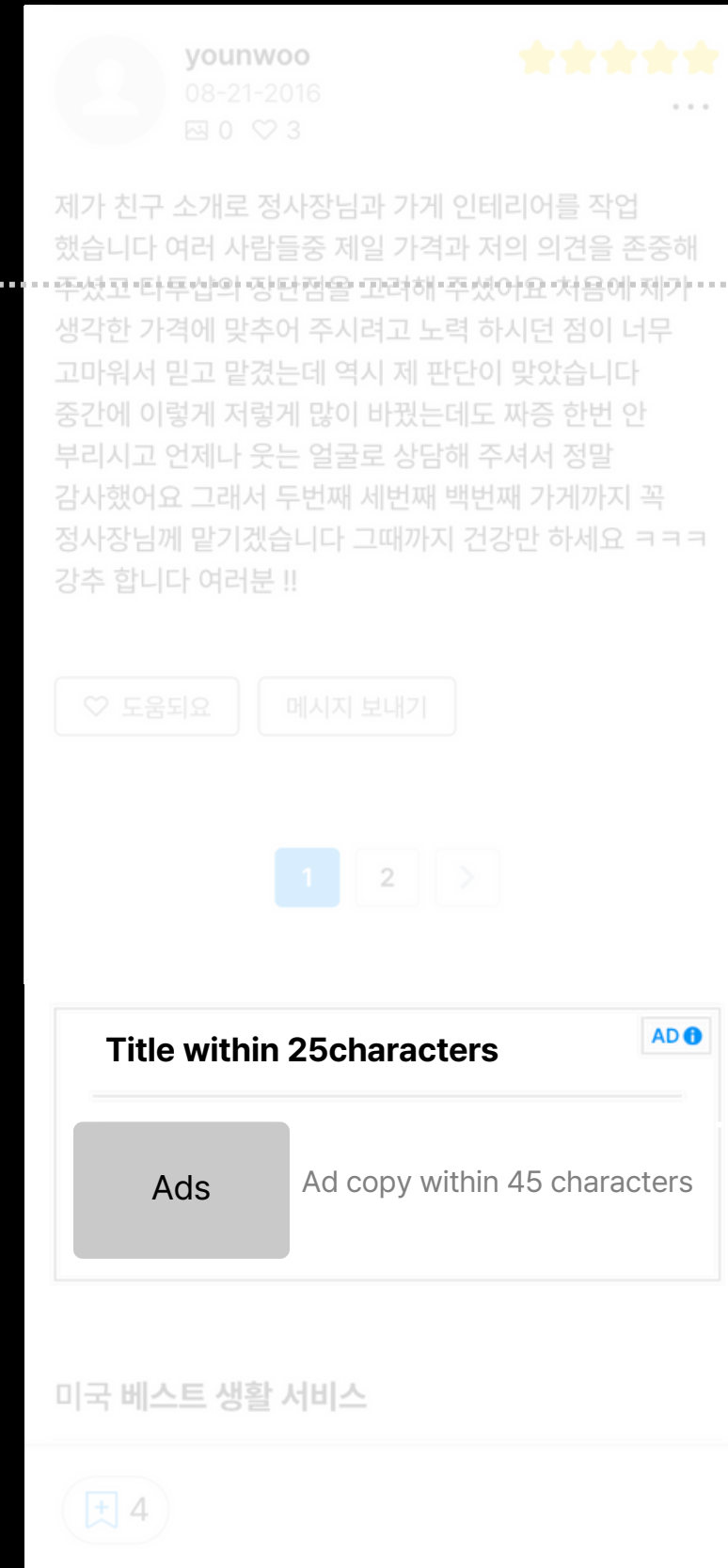
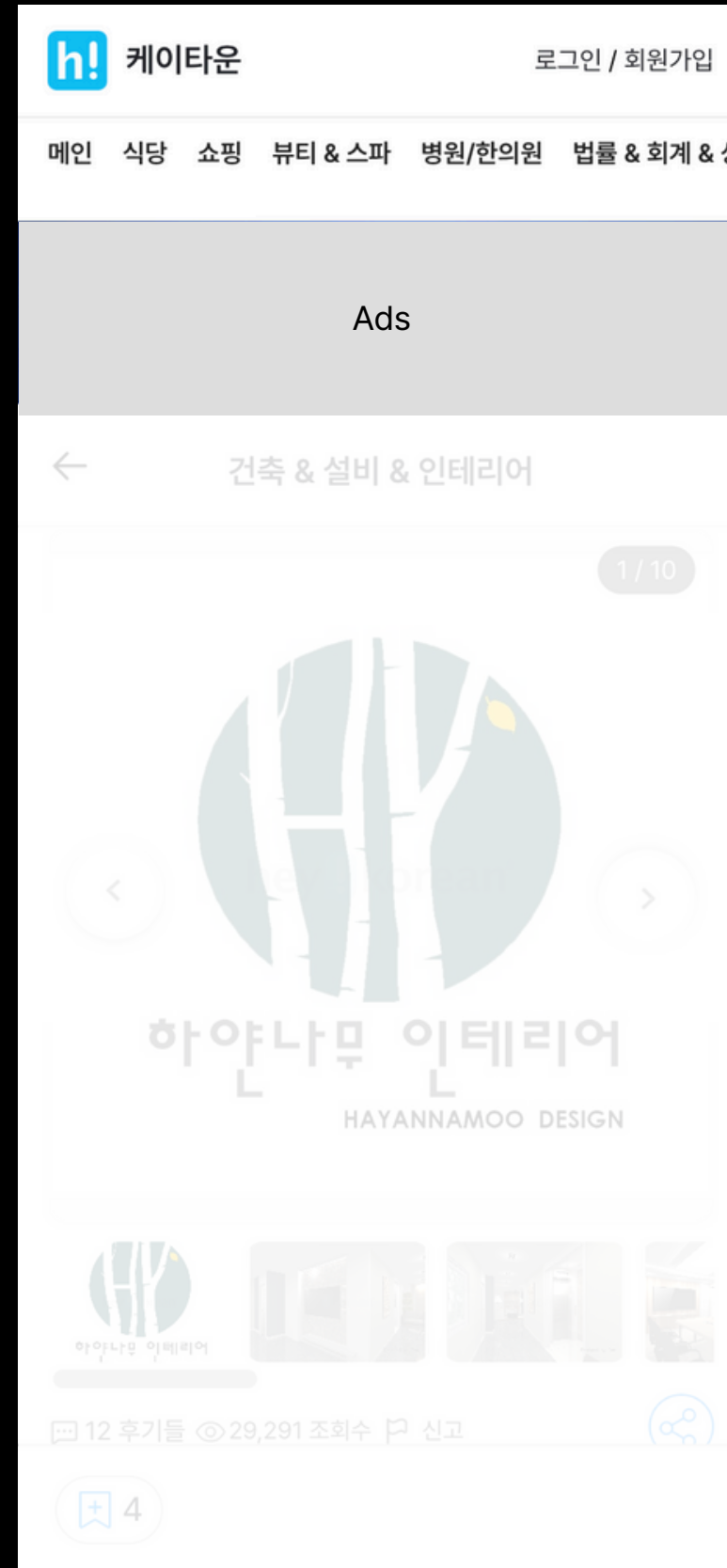
Display

Ad Center
600px or larger
with a 1:1 ratio

800 x 200px banner ratio

K-Town Detail Page (MOBILE)

K Town is a premium business directory for Korean stores. Effective to promote to all the Koreans as potential customers.



Ad Center
600px or larger
with a 1:1 ratio

800 x 200px banner ratio

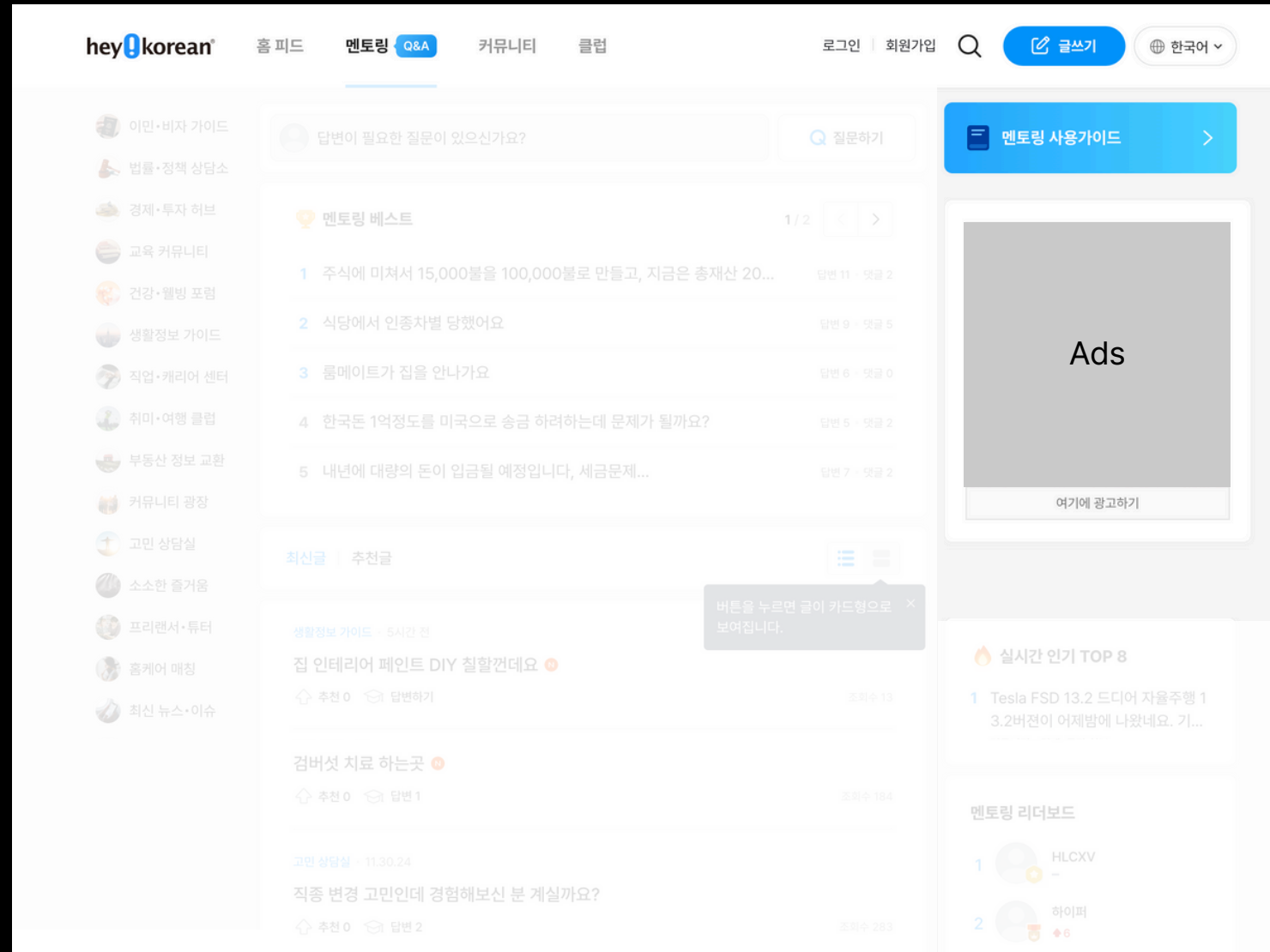


Ad Center
800px or larger
with a 1:1 ratio

600px or larger
with a 3:2 ratio

Club/Community/Mentoring Page (PC)

High-focus advertising spots deliver exceptional results for industries such as law, medicine, accounting, automotive, and travel.



Display Ad Center
 600px or larger with a 1:1 ratio
 800 x 200px banner ratio

Ads Title within 25characters
 Ad copy within 45 characters

더 알아보기

Content Ad Center
 800px or larger with a 1:1 ratio
 600px or larger with a 3:2 ratio

Club/Community/Mentoring Page (MOBILE)

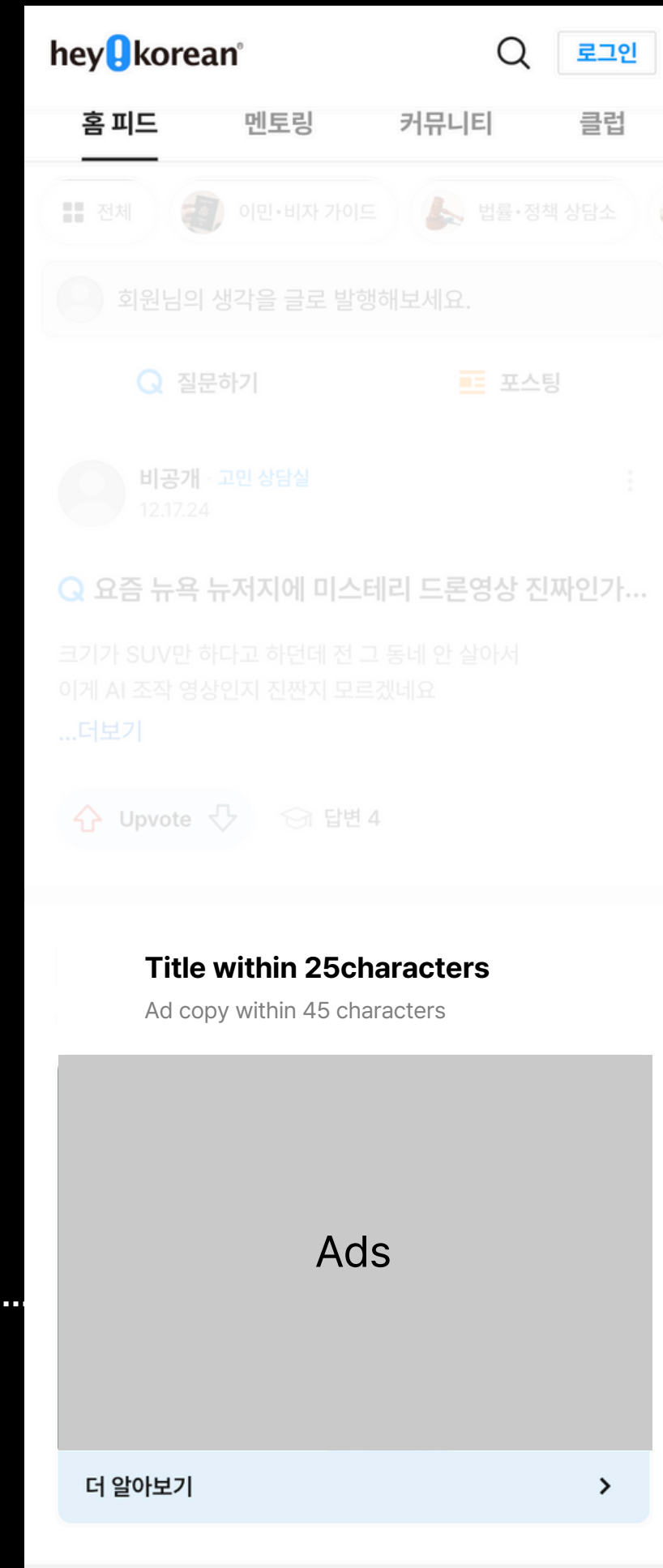
High-focus advertising spots deliver exceptional results for industries such as law, medicine, accounting, automotive, and travel.



Ad Center

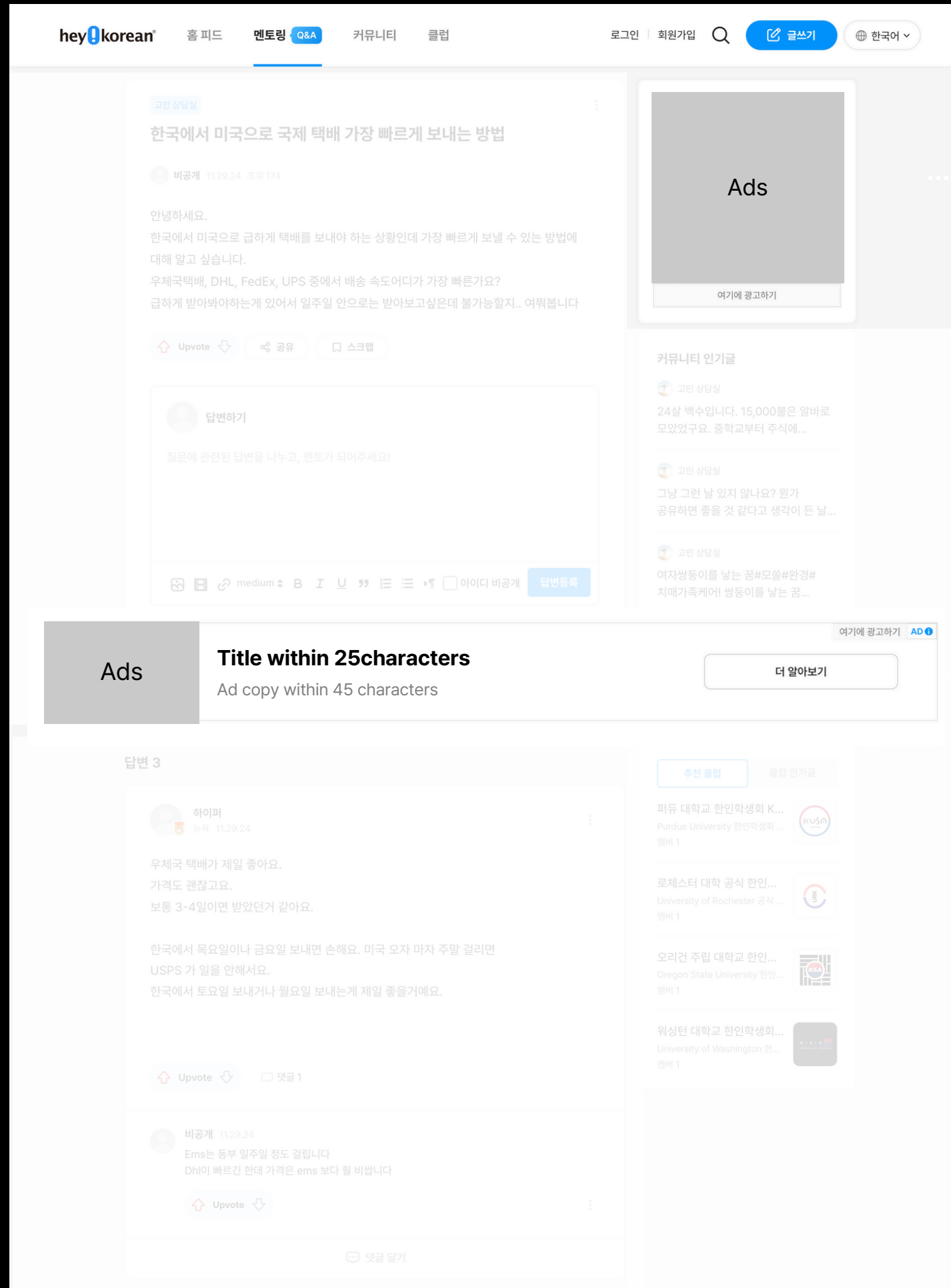


800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio



Club/Community/Mentoring Detail Page (PC)

High-focus advertising spots deliver exceptional results for industries such as law, medicine, accounting, automotive, and travel.



Display
Ad Center
600px or larger
with a 1:1 ratio

800 x 200px banner ratio

Content
Ad Center
800px or larger
with a 1:1 ratio

Club/Community/Mentoring Detail Page (MOBILE)

High-focus advertising spots deliver exceptional results for industries such as law, medicine, accounting, automotive, and travel.



Ad Center

800px or larger with a 1:1 ratio
600px or larger with a 3:2 ratio



Advertising & Marketing Benefits

All-in-One Marketing Solution, from Ad Performance to Brand Growth
Consulting Support / SEO Optimization / Daily Reports Provided

Free Expert Consulting

Free Consulting from Online Marketing Experts with a 3-Month Contract
Effective Banner Materials and Ad Copy Guide

Google SEO Optimization

SEO Support & Brand Exposure Across Multiple Channels

Daily Performance Reports Provided

Receive Daily Performance Reports of Ad Center via Email

Advertising Execution Process



HeyKorean Advertising Introduction

HeyKorean + Let's Collaborate Beyond Advertising

Collaboration Examples

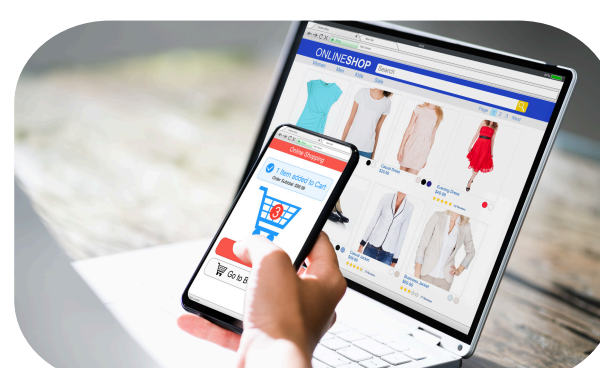
Enhancing Business Credibility Through Collaboration with HeyKorean



Medical/Health Exam Partnership
with Korean Hospitals



Cheers for Korean Baseball!
KBO Live Streaming



Get Korean Items Not Found in the U.S.!
Join HeyKorean E-commerce



Exclusive Events

Recurring Events

Tailored Campaigns & Events Available




Large-Scale Recruitment Event
JOB FAIR


2025 JOB FAIR - April (TBD)




Let's Connect!
Student Meetup

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