

## American Chamber of Commerce in Korea



# EMAIL SERVICE

The Email Service is the fastest and most cost-effective means of instantly approaching over 1,800 AMCHAM members. This medium is popularly used to communicate various events, seasonal packages, and other offers that need attention in a timely manner.

## RATE & DETAILS

10% VAT excluded

1 Email Shot	KRW500,000
A Package of 3 Email Shots	KRW1,350,000 (10% Discount) <small>*A discount is applied only when the payment of 3 email shots is made at once prior to the 1st email shot</small>

## RESERVATION

Distribution: Monday and Thursday (except for National Holidays)

- Reservations must be made one week prior to the service date at the latest
- Reservations are only confirmed when the fee is paid
- Reservations are on a first-come first-served basis as one email message is sent out per day

## FILE SPECIFICATION

### SIZE

Width 650 pixel x Height 190 pixel

### FORMAT

Only JPEG files  
Email AD will be attached with the AMCHAM Upcoming Event email  
Email AD cannot include any audio/sound

## SUBMISSION

\*\* All materials should be received by email at least 2 business-days before the service date.

1. Contents file
2. Website address to be linked on the email AD

## CONTACT

AMCHAM Marketing Department (Marketing@amchamkorea.org)  
Youngha Kim, Marketing Supervisor, Tel: 82.2.6201.2235



## WEBSITE SERVICE

The AMCHAM Website ([www.amchamkorea.org](http://www.amchamkorea.org)) provides a variety of information from a general introduction on AMCHAM and its membership, AMCHAM event/meeting notices to current news on U.S.-Korea relations. AMCHAM Website is a powerful way to expand your business by connecting with AMCHAM members and other business professionals online.

### RATE & DETAILS

10% VAT excluded

**1 to 11 Months**      KRW1,000,000/month

**1 Year**                      KRW10,000,000 (16% Discount)

\*A discount of KRW 2,000,000 is applied only when the payment of 1 year contract is made at once prior to posting

### RESERVATION

- Reservations must be made one week prior to the 1st day of the service month at the latest
- Reservations are only confirmed when the fee is paid

### FILE SPECIFICATION

#### SIZE

Width 120 pixel x Height 180 pixel

#### FORMAT

Image files only (JPEG, GIF, etc)  
 Banner file cannot include any audio/sound

### SUBMISSION

\*\* All materials should be received by email at least 3 business-days before the service date.

1. Banner file
2. Website address to be linked on the banner

### CONTACT

AMCHAM Marketing Department ([Marketing@amchamkorea.org](mailto:Marketing@amchamkorea.org))  
 Youngha Kim Marketing Supervisor, Tel: 82.2.6201.2235



# JOURNAL SERVICE

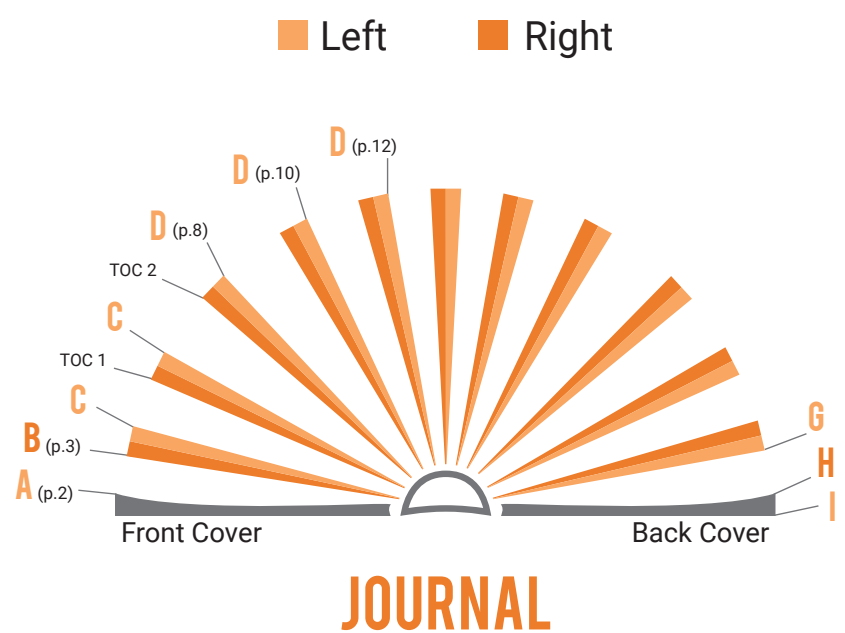
Published quarterly, the Journal is an issue-oriented magazine that provides information on the Korean business climate, as well as relevant current political, economic, cultural issues and AMCHAM's recent events. Currently the AMCHAM Journal is placed in business centers of major hotels in Seoul as well as private business centers.

## POSITION

## RATE

10% VAT excluded

A	Inside Front Cover (P.2)	1,600,000
B	Opposite Inside Front Cover (P.3)	1,500,000
C	Opposite Table Of Contents (TOC)	1,450,000
D	Single Page In First p.8-13	1,400,000
E	Single Page After p.13	1,350,000
F	Advertorial (per one page)	1,500,000
G	Opposite Inside Back Cover	1,500,000
H	Inside Back Cover	1,600,000
I	Back Cover	1,700,000
J	Coated Paper Ad (2 Pages)	2,900,000
K	Bookmark (2 Pages)	2,900,000
L	Insertion (per one side)	1,500,000
M	Gatefold Ad (4 Pages)	3,700,000



## FILE SPECIFICATION

**COLOR MODE** · CMYK

**SIZE** · Please submit the Bleed Sized File as 5mm margin of every border will be cut out.

### Full Page

Trim Size (mm): Width 205 x Height 275

Bleed Size (mm): Width 215 x Height 285

### Gatefold

Trim Size (mm): Width 601 x Height 275

Bleed Size (mm): Width 611 x Height 285

### Bookmark

Trim Size (mm): Width 100 x Height 200

Bleed Size (mm): Width 110 x Height 210

## FORMAT

- AI or EPS format preferred (\* Letter clipping should be done separately)
- In case of JPEG files, resolution of 300 dpi or higher is required

## CONTACT

AMCHAM Marketing Department (Marketing@amchamkorea.org)  
 Hyunseung Sohn, Marketing Manager, Tel: 82.2.6201.2231

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## MEMBERSHIP DIRECTORY SERVICE

Produced annually in May, the Membership Directory is a complete listing of member firms and associations, as well as a pictorial listing of all individual members. It also provides contact information for foreign embassies, Korean ministries, immigration offices and other related organizations and associations.

POSITION	RATE	10% VAT excluded
A Inside Front Cover (P.2)	5,000,000	
B Opposite Inside Front Cover (P.3)	5,000,000	
C Single Page In First 4-9 Pages	4,500,000	
D Opposite Table Of Contents (TOC)	4,000,000	
E Opposite 'About AMCHAM' Section	4,000,000	
F Opposite 'AMCHAM Organization' Section	4,000,000	
G Opposite 'Members' Section	4,000,000	
H Opposite 'Member Firms' Section	4,000,000	
I Bookmark (per one side)	4,000,000	
J Single Page After P.9	3,500,000	
K Opposite Inside Back Cover	5,000,000	
L Inside Back Cover	5,000,000	
M Back Cover	6,000,000	
N Coated Paper Ad	6,000,000	
O Gatefold Ad	6,500,000	

## FILE SPECIFICATION

**COLOR MODE** · CMYK

**SIZE** · Please submit the Bleed Sized File as 5mm margin of every border will be cut out.

### Full Page

Trim Size (mm): Width 190 x Height 257

Bleed Size (mm): Width 200 x Height 267

### Bookmark

Trim Size (mm): Width 100 x Height 200

Bleed Size (mm): Width 110 x Height 210

### Gatefold

Trim Size (mm): Width 556 x Height 257

Bleed Size (mm): Width 566 x Height 267

## FORMAT

- AI or EPS format preferred (\* Letter clipping should be done separately)
- In case of JPEG files, resolution of 300 dpi or higher is required

## CONTACT

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