

Advertisement Category

AMCHAM offers diverse **marketing services** that maximize your Company's exposure to not only Korea's top multi-national and domestic executives and employees but also the larger business community in Korea and abroad.

Online Advertisement



Email

Feature	Fastest & cheapest means of advertisements on AMCHAM platform
Useful for	One time promotion (Special events, seasonal packages, new product launches, etc.)
Distribution	Every Monday & Thursday

Cost : KRW 550,000 (Single email blast) / KRW 1,320,000 (Package of 3 blasts)

10% VAT inclusive



Website

Feature	Pop-up & advertisement section of the website
Useful for	Continuous brand exposure / on-going promotion (lead to the desired promotion link)
Distribution	Continued exposure during the contracted period

**Cost : Pop-up ⇒ KRW 550,000 (1 week)
Ad section ⇒ KRW 1,100,000 (1 month) / KRW 9,240,000 (1 year)**

10% VAT inclusive

Offline Advertisement



CE
Corporate Event

Feature	Member corporates can plan and host customized events on a topic of their choice utilizing the AMCHAM platform
Useful for	Customizing brand promotion and advocacy
Participants	<ul style="list-style-type: none"> • AMCHAM members interested in the industry or partnership • Interest groups or customized groups of attendees

Cost : KRW 11,000,000 ~ 33,000,000 depending on event size

10% VAT inclusive



Journal

Feature	Quarterly journal distributed to hotels, business centers, public lounges and members
Useful for	Seasonal promotions / Cyclical content / Executive-level marketing
Distribution	Quarterly (4 times per year)

Cost : KRW 990,000 ~ KRW 3,520,000 (depending on ad placement / a quarter)
* Placement and cost options vary. Please contact us for more details

10% VAT inclusive



Membership
Directory

Feature	Annually updated core contact information of all AMCHAM members
Useful for	Continued year-long promotion
Distribution	Annually

Cost : KRW 3,300,000 ~ KRW 7,150,000 (depending on ad placement / a year)
* Placement and cost options vary. Please contact us for more details

10% VAT inclusive