

ECCK AD OPTIONS 2023

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials. We facilitate active communication with our members, embassies, other chambers of commerce, Korean government, EU Delegation to Korea, EU Commission, and major business associations in Korea, of which are the subscribers of our publications as well.

Currently, we are offering 5 types of advertising options – digital magazine, directory, email, newsletter, website. We can help you reach out to a diverse range of influential audiences in Korea and help you expand your business.

WEBSITE



AD banner with an external link, placed on the ECCK homepage & article page
KRW 1,200,000 / one month (6 months, 10% discount)

NEWSLETTER



ECCK weekly newsletter distributed to members & non-members & embassies
AD banner with an external link, placed at the bottom of the newsletter
KRW 300,000 / one blast

E-MAIL



Distributed to members, embassies, chambers, and other business associations
image file format with a landing URL
KRW 700,000 / one blast

MAGAZINE



Articles published regularly in digital format
Distributed throughout the ECCK mailing list, social media, and newsletter
AD price varies depending on locations and features in the magazine

MEMBERSHIP DIRECTORY



Annually published in June
Distributed to members, embassies, chambers and other business associations
AD price varies depending on location in the Directory

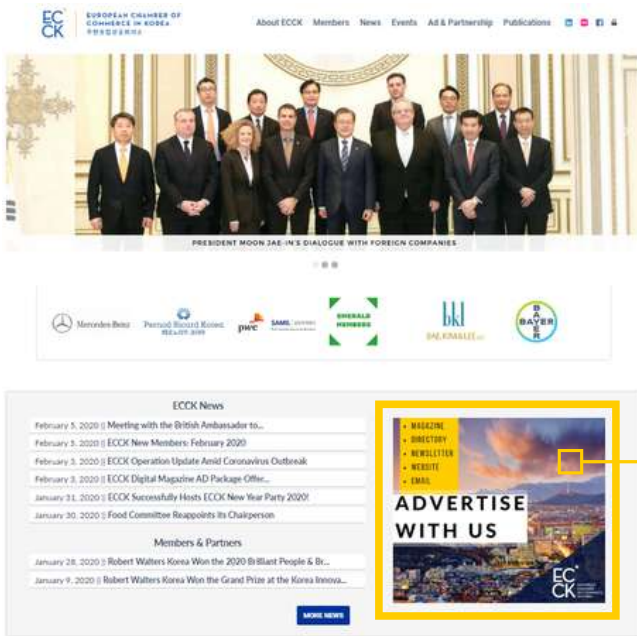
AD APPLICATION FORM

WEBSITE: MAINPAGE

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials.

The AD will be presented in a carousel format, and will be located on the mid-right corner of the homepage (ecck.or.kr) to maximize exposure.

The AD content can be flexible – logo, products, services, or events – and can be reserved & renewed on a monthly basis.



YOUR AD HERE

AD RATE

(KRW, 2023)

1 month

1,200,000 / 1 month

6-month package deal: 10% discount of the total price applied

Subject to 10% VAT

FILE SPECIFICATIONS

- **Size:** 400px x 350px
- **File format:** JPG or PNG
- **Images:** High resolution, at least 300 dpi

AD APPLICATION FORM

WEBSITE: ARTICLE PAGE

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The AD content can be flexible – logo, products, services, or events – and can be reserved & renewed on a monthly basis.



YOUR AD HERE

AD RATE

(KRW, 2023)

1 month

1,200,000 / 1 month

6-month package deal: 10% discount of the total price applied

Subject to 10% VAT

FILE SPECIFICATIONS

- **Size:** 400px x 350px
- **File format:** JPG or PNG
- **Images:** High resolution, at least 300 dpi

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials.

The ECCK circulates its e-newsletter on a weekly basis. In addition to the ECCK's latest news and activities, the newsletter introduces high-profile external issues.

Your banner on the bottom of our newsletter along with an embedded hyperlink will maximize your exposure to our unique audiences. Your advertisement space can be reserved and renewed on a weekly basis.

AD RATE

(KRW, 2023)

Banner + Hyperlink	300,000 per issue
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Subject to 10% VAT

FILE SPECIFICATIONS

-
- **Size:** 562px (w) * 102px (h)
 - **File format:** JPG or PNG
 - **Images:** high resolution, at least 300 dpi
-

AD APPLICATION FORM

E-MAIL (EDM)

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials.

The Chamber's mailing list is the fastest way to instantly approach the prominent business community in Korea including seniors and executives of domestic and multi-national companies.

This can effectively be used for event and special promotions.

AD RATE

(KRW, 2023)

Rate

700,000 / per email

Distribution

Monday through Friday (excl. Thursday)

1 AD per week

Subject to 10% VAT

FILE SPECIFICATIONS

Format: High Resolution JPG or PNG File, Text, Hyperlink

Size: Less than 500KB, 700 pix (w) * MAX 1200 pix (h)

AD will be distributed only after completion of the payment.

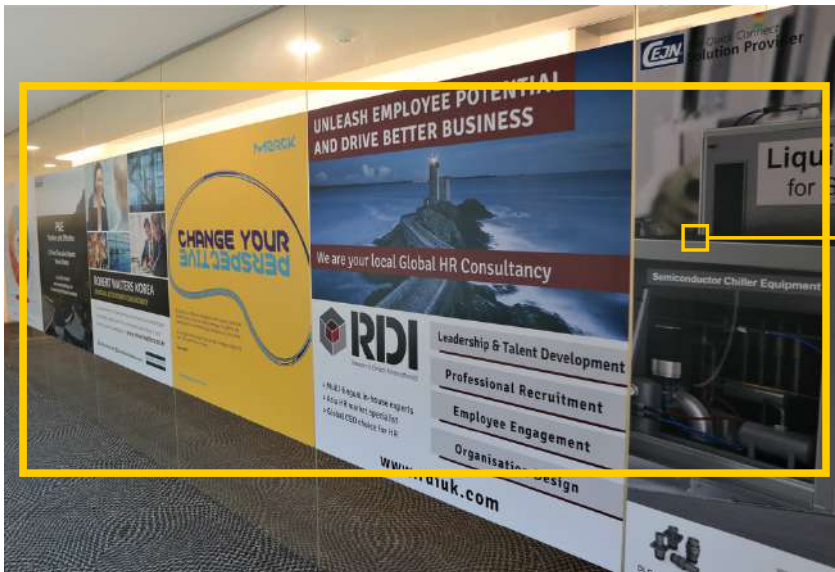
File must be sent one week prior to the service date at the latest.

AD APPLICATION FORM

VISITORS LOUNGE

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials. As all external meetings are held in our Visitors Lounge, the AD will provide an excellent opportunity to expose your business.

The AD contents can be flexible - logo, products or services - and can be reserved & renewed on a yearly basis.



YOUR AD HERE

AD RATE

(KRW, 2023)

1 year

1,200,000 / 1 year

Printing & Installation Cost Included / Subject to 10% VAT

FILE SPECIFICATIONS

- **Size:** 400 cm x 400 cm
- **File format:** AI, JPG, PNG in High Resolution

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials. We publish a digital magazine, named *ECCK Connect*. Please click the following link to check the magazine: [**ECCK Connect Digital Magazine**](#)

The magazine is circulated to our members and become available on the ECCK website and social media pages.

OUR READERS INCLUDE..

- ECCK members
- European embassies, trade representatives
- EU Delegation to Korea, EU Commission
- Foreign & local chambers of commerce in Korea
- Major Korean business associations



AD RATE

(KRW, 2023)

Main Landing Page

A	Leaderboard Banner	1,800,000 / month
B	Button Banner	1,800,000 / month
C	Video	1,800,000 / month

Within Articles

D	Half Page (Image & Video)	1,200,000 / per article
E	Side Banner	1,200,000 / per article
F	Square Banner	1,000,000 / per article

Subject to 10% VAT

FILE SPECIFICATIONS

- 1) Size: Please contact PR/COMM team as they vary depends on the type of the AD.
- 2) Format: For image: JPG preferred. AI, EPS, PNG are also acceptable.
For video: YouTube or Vimeo link.
- 3) Picture: High resolution images in RGB or B&W with at least 300 dpi.

The main landing page ADs offers the optimal advertising exposure as they are placed on the first page.

AD RATE

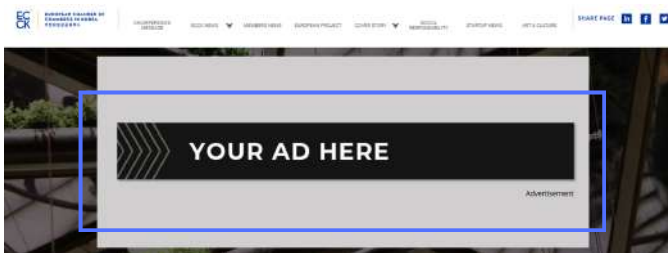
(KRW, 2023)

Main Landing Page

A	Leaderboard Banner	1,800,000
B	Button Banner	1,800,000
C	Video	1,800,000

Subject to 10% VAT

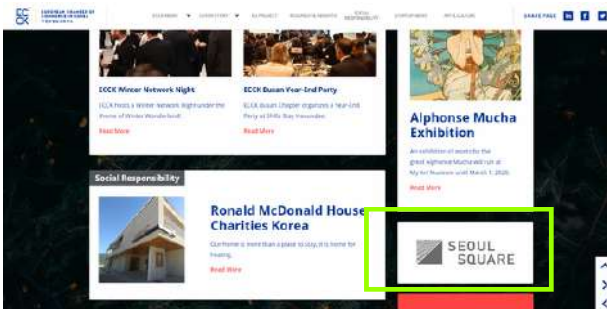
A. Leaderboard Banner



ADs consist of text and image can be posted

- 1) Format : High resolution JPG file in RGB with at least 300 dpi
- 2) Size: 728 px X 90 px
- 3) Others: An external link can be inserted

B. Button Banner



Can be placed on the side menu

- 1) Format : High resolution JPG file in RGB with at least 300 dpi
- 2) Size: 399 px X 182 px
- 3) Others: An external link can be inserted

C. Video



Video AD can be posted just with a link

- 1) Format: YouTube or Vimeo link

The ADs within articles are the optimal advertising channel to reach out to a refined audience of businessmen and government officials. Also, we provide ADs that are optimized for desktop, mobile and tablet.

AD RATE

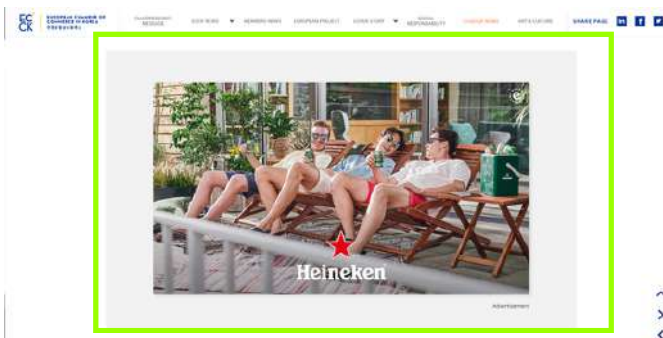
(KRW, 2023)

Within Articles

D	Half Page (Image & Video)	1,200,000
E	Side Banner	1,200,000
F	Square Banner	1,000,000

Subject to 10% VAT

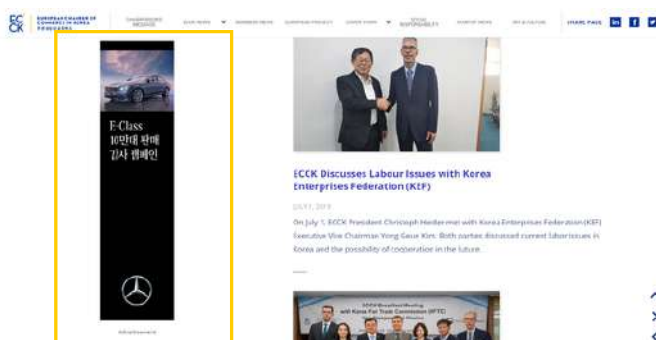
D. Half Page (Image & Video)



Located in the middle of the article page

- 1) Format : High resolution JPG file in RGB with at least 300 dpi
- 2) Size:
 - Desktop: 1300 px X 920 px
 - Mobile: 300 px X 600 px
- 3) Others: An external link can be inserted

E. Side Banner



Located on the left side of the page, texts or image AD can be posted

- 1) Format: High resolution JPG file in RGB with at least 300 dpi
- 2) Size:
 - Desktop: 160 px x 600 px
 - Mobile: 300 px x 250 px
- 3) Others: An external link can be inserted

F. Square Banner



Placed on the side of the page, the continuous AD exposure provides powerful CTA

- 1) Format : High resolution JPG file in RGB with at least 300 dpi
- 2) Size: 300 px X 300 px
- 3) Others: An external link can be inserted