

# KOTESOL SPONSORSHIP 2026 RATES

## 3 Options for Sponsorship Rates

Organizations can choose from among three options:

1. **Posted Rates**
2. **Partnership Discount (pre-paid “membership” + 40% off)**
3. **Annual Minimum-Spend Rates (discount after 2,000,000 KRW expenditure is met)**

### 1. Posted Rates

All purchases are invoiced on posted rates.

### 2. Partnership Discount (pre-paid “membership”)

All purchases are invoiced at discounted rates after partnership dues have been paid.

- Dues: 1,000,000 KRW per calendar year
- Discount: 40% on all posted rates
- Discount is not retroactive

### 3. Annual Minimum-Spend Rates

Purchases are invoiced at posted rates; once purchases meet the defined minimum-spend, all additional activity is discounted.

- Minimum-spend: 2,000,000 KRW purchase minimum in calendar year.
- Discount: 25% discount on posted rates for activity beyond the minimum-spend
- Not retroactive

## **SECTION I. PRINT PUBLICATIONS** *(rates are per issue)*

### TEC (magazine) PDF-online/download, hardcopy upon request (opt-in) [4 issues/year]

- Premium - Back-cover Outside 400,000 KRW
- Premium - Front Cover Inside Not Available
- Premium - Back Cover Inside 350,000 KRW (color)
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 200,000 KRW

### Journal PDF-online/download [2 issues/year]

- Premium - Back-cover Outside Not Available
- Premium - Back Cover Inside 200,000 KRW (color)
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 100,000 KRW (B&W only)

### Proceedings PDF-online/download [1 issue/year]

- Premium - Back-cover Outside Not Available
- Premium - Front Cover Inside 350,000 KRW (color)
- Premium - Back Cover Inside 350,000 KRW (color)
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 100,000 KRW (color)

### KOTESOL Happenings and News PDF-online/download [4 issues/year]

- Standard - Internal Pages 100,000 KRW (color)

**Contact:** [sponsor@koreatesol.org](mailto:sponsor@koreatesol.org)

# KOTESOL SPONSORSHIP 2026 RATES

## SECTION II. WEBSITE / EMAIL BANNER ADVERTISING

<https://koreatesol.org/webverts>

**Website Banners** (width x height – pixels) *(rates for 2-month bundle, random alternation)*

Shared space rates – exclusive slot at 167%

- Body Top - front page only or Conference front only (620 x 80) 200,000 KRW
- Content Body Bottom - All website pages (620 x 80) 150,000 KRW
- Side 1 (top) (above search bar) - Most pages of website (276 x 90) 150,000 KRW
- Side 2 (below conferences box) - Most pages of website (276 x 90) 80,000 KRW
- Side 3 (below Side 2) Most pages of website (276 x 135) 100,000 KRW
- Side 4 (below Events listings) - Most pages of website (276 x 300) 100,000 KRW

\* **Please note – a major website update is planned in 2026. Sizes and rates will change.**

**KOTESOL News (monthly email to around 1,900 people)**

Size: w x h (pixels) 400x400 75,000 KRW/month OR 3-month package = 200,000 KRW

## SECTION III. 2026 INTERNATIONAL CONFERENCE

Seoul (Sookmyung Women's University) plus limited online <https://koreatesol.org/ic2026>

Anticipated 600 participants, 200 sessions onsite; 30 pre-recorded “open-access” sessions online

**Conference Book Combo – Full book online (PDF) + Printed timetable booklet**

- Premium - Back-cover Outside 400,000 KRW color, 300,000 KRW B&W (color prioritized) **(SOLD; not available for 2026 international conference)**
- Premium - Inside Covers 350,000 KRW color, 250,000 KRW B&W (color prioritized) **(Inside FRONT cover SOLD; Inside BACK cover still available for 2026 international conference)**
- Internal Pages 200,000 KRW (printed booklet is B&W only)

**ONSITE Display Booths**

**Basic Display (180cm x 90cm table, 2m x 2m floorspace, 220v/5amp power outlet upon request)**

- Single Table – 400,000 KRW, additional tables – 250,000 KRW each

**ONLINE Display “Booths”**

(Separately, see Website Banner information, above)

- Conference Website (only) banner/link: 100,000 KRW
- Virtual “booth” – a web page that can be customized with photos, links, and text, all virtual booths collected and promoted on a “virtual booths” page linked on the landing page for the conference: 100,000 KRW if added to website banner (above); 150,000 KRW standalone
- Link on Youtube end title card: Link to YouTube channel or video of your choice added to the end of all recorded sessions (YouTube open-access before, during, and post-event): 150,000 KRW

**ONSITE Promotional Presentation Sessions**

- with a display booth – 200,000 KRW
- without a display booth – 300,000 KRW

**ONLINE Promotional Sessions** (YouTube open-access before, during, and after conference)

- with a display booth – 100,000 KRW
- without a display booth – 200,000 KRW

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## KOTESOL International Conference Premium Packages

<b>Includes</b>	<b>Platinum</b> <i>1 available</i> 2 million KRW (\$1,600 USD)	<b>Gold</b> <i>2 available</i> 1.3 million KRW (\$1040 USD)	<b>Silver</b> <i>3 available</i> 1 million KRW (\$800 USD)
Table located in prime position in display area (additional tables +250,000 KRW each)	✓	✓	✓
400x400 ad in pre-conference edition of email newsletter (sent to all pre-registered attendees + 1,900 subscribers)	✓	✓	✓
Banner ad (620x80) on conference website (through May 31, 2026)	✓	✓	✓
Full-page color ad in PDF program book	✓	✓	✓
Full-page black and white ad in printed schedule booklet	✓	✓	✓
Invitation to pre-conference VIP dinner (Friday, May 15)	✓	✓	
Logo on covers of printed schedule booklet and program book (PDF)	✓	✓	
Two complimentary 2-day conference passes to use at your discretion	✓	✓	
Logo included on conference passes	✓		
Link to the YouTube channel or video of your choice at the end of all pre-recorded sessions in conference playlist (~25-30 expected)	✓		
Invitation to The Social @KOTESOL2026 (Saturday, May 16, 6-8 p.m.)	✓		
Automatic 25% discount on all additional KOTESOL advertising throughout the year	✓		