

KOTESOL SPONSORSHIP 2025 RATES

3 Options for Sponsorship Rates

1. **Posted Rates**
2. **Partnership Discount (pre-paid)**
3. **Annual Plateau Rates**

All three options are available to any given organization.

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: 1,000,000won per Calendar year.
- Discount: 40% on all posted rates.
- Discount is not retroactive.

3. **Annual Plateau Rates**

Purchases are invoiced at posted rates until purchases meet the defined plateau (annual minimum purchases), at which point all additional activity is based on a discounted rate.

- Plateau: 2,000,000won purchase minimum in Calendar year.
- Discount: 25% discount on posted rates for activity beyond plateau.
- Not retroactive.

SECTION I. PRINT PUBLICATIONS *(per-issue rates)*

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

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

Journal PDF-online/download, hardcopy upon request (opt-in) [2 issues per year]

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

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

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

KOTESOL News & Happenings PDF-online/download

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

Contact: sponsor@koreatesol.org

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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 won
• Content Body Bottom - All website pages (620 x 80)	150,000 won
• Side 1 (top) (above search bar) - Most pages of website (276 x 90)	150,000 won
• Side 2 (below conferences box) - Most pages of website (276 x 90)	80,000 won
• Side 3 (below Side 2) Most pages of website (276 x 135)	100,000 won
• Side 4 (below Events listings) - Most pages of website (276 x 300)	100,000 won

* **Please note – a major website update is planned in late 2024. Sizes and Rates will change.**

KOTESOL News (monthly email)

Size: w x h (pixels) 300x300 75,000won/month OR 3 month package 200,000won

SECTION III. 2025 INTERNATIONAL CONFERENCE

Seoul (Sookmyung Women's University) plus limited online <https://koreatesol.org/ic2025>

Anticipated 550 participants, 160 sessions onsite; 30 recorded "open-access" sessions online.

Conference Book Combo - Full-book online-PDF, Printed timetable booklet

- Premium - Back-cover Outside 400,000 color, 300,000 B&W (color priority)
- Premium - Inside Covers 350,000 color, 250,000 B&W (color priority)
- Internal Pages 200,000 (printed booklet is B&W only)

ONSITE Displays

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

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

ONLINE Displays

(Separately, see Website Banner information, above)

- Conference Website (only) banner/link: 100,000w
- Virtual "booth" – a web page that can 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: 100,000w if added to Banner (above), 150,000w standalone
- Link on Youtube end title card – All recorded sessions (YouTube open-access before, during, and post-event): 150,000w

ONSITE Promotional Presentation Sessions

- with a Display – 200,000won additional)
- without a Booth – 300,000won

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

- with a Booth – 100,000won
- without a Booth – 200,000won

Attendee Goodie-bags, Staff T-shirts sponsorship options. (Contact us for costs)

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SECTION IV. National Conference 2025

Anticipated 200 participants, 40-50 sessions onsite, Autumn, 2025.

The following is subject to confirmation/change in Spring/Summer 2025.

ONLINE mobile app/platform (visibility pre-conference through post-conference, onsite attendees too)

Packages

- Platinum (**limit 1**) – App Virtual display “booth” + 1st-level page-width banner advertisement on App landing page & banner/link on conference website: 250,000w
- Gold – App Virtual display “booth” + page-width banner advertisement on App landing page & banner/link on conference website: 200,000w

à la carte

- App Virtual display “booth” (upload videos, photos, text, links, coupons, and more): 100,000w
- App Page-width banner advertisement on landing page: 100,000w
- App Banner advertisement (page-width) on “live” (schedule) page: 150,000w
- Conference Website banner/link: 100,000w
- Link on Youtube end title card – All recorded sessions (open-access post-event): 150,000w

ONSITE Displays

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

- Single Table – 200,000won, additional tables – 150,000won each

ONSITE Promotional Presentation Sessions

- with a Display – 150,000won additional)
- without a Booth – 200,000won

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

- with an Onsite or Online Booth – 100,000won
- without a Booth – 150,000won

Conference Book Combo - Full-book online-PDF, Printed timetable booklet

- Premium - Back-cover Outside 250,000 color, 200,000 B&W (color priority)
- Premium - Inside Covers 200,000 color, 160,000 B&W (color priority)
- Internal Pages 100,000 (B&W only in printed book)

Attendee Goodie-bags, Staff T-shirts sponsorship options. (Contact us for costs)

SECTION V. OTHER ITEMS 2025

Smaller Conference Book (fewer than 200 attendees expected) – if offered

- Premium - Back-cover Outside 250,000 color, 200,000 B&W (color priority, if available)
- Premium - Inside Covers 150,000 (B&W only)
- Standard - Internal Pages 100,000 (B&W only)

Smaller Conference ONSITE Displays

- Single Table – 100,000won, additional tables (if available) – 75,000won each

Smaller Conference ONSITE Promotional Sessions

- 200,000won each (maximum 2 at any event)

Online Conferences or Online aspects of Face-to-Face Conferences not listed here

- To Be Determined.

Contact: sponsor@koreatesol.org