



香港韓人商工會

KCCHK

DIGITAL

ADVERTISING RATE CARD

2019

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Email : info@kocham.hk

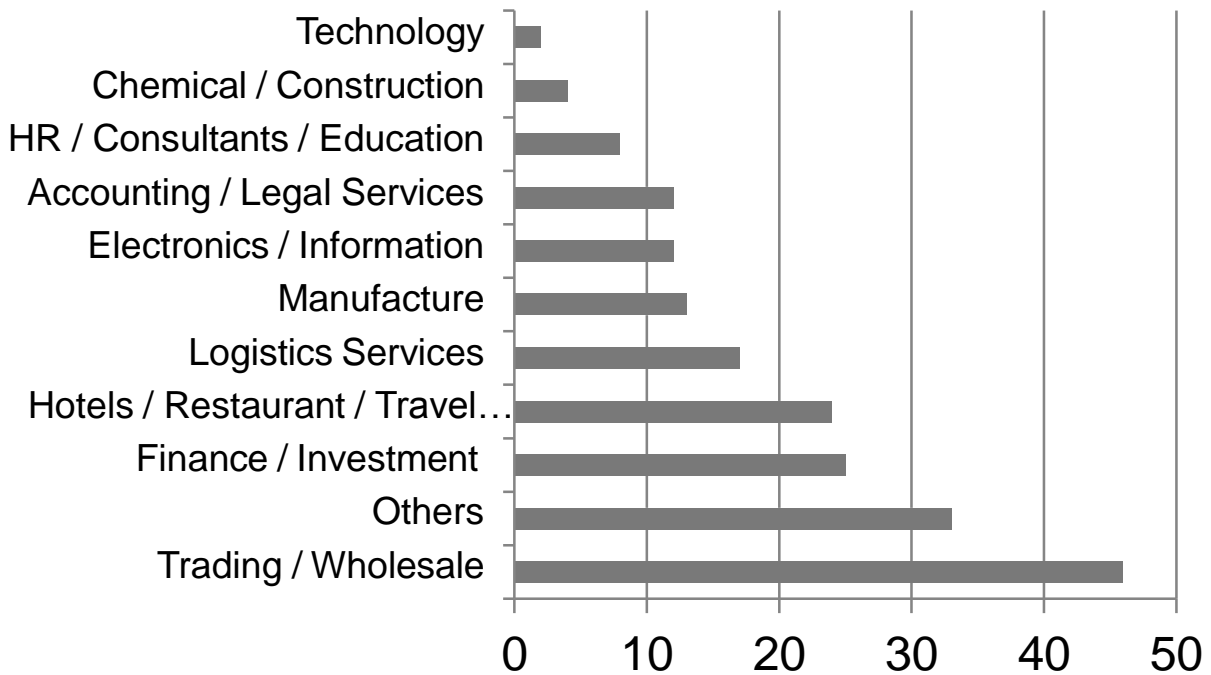
Tel : +852 2544 1713



1. KCCHK

□ WHAT TYPES OF COMPANY ARE OUR MEMBERS?

RATE OF KCCHK MEMBER'S INDUSTRY (%)



Today, the Korean Chamber has more than **3,000 members** representing close to **220 companies** in Hong Kong. The Chamber is active in promoting and expanding commercial relations between the Korea, Hong Kong and the People's Republic of China. The Korean Chamber has good relationships with Hong Kong government, institutions and other business groups.

We are an independent, member driven, non-governmental, non-profit business association, which serves to facilitate business in Hong Kong, Korea and Greater China for members by providing networking, knowledge sharing and company profiling opportunities.

As representative of Korea business in Hong Kong, we maintain close relationships with both Korea and the Hong Kong SAR governments.



2. WEBSITE ADVERTISING

KCCHK Website

The Korean Chamber website has over **30,000** hits per month and offers the opportunity to place a rotating (dynamic and clickable) **banner** and **FLASH** adv. You can choose to advertise on our website by adding your company logo with a hyperlink (redirection to your website).

We have standardized our advertising spaces into three different sizes:

- Premium Banner (**Cm : W8.64 x H 2.3**),
- Flash (**Cm : W 7.16x H 5.3**),
- Banner (**Cm: W 5.3x H 1.2**).

In either clickable static or flash format adv., redirected to your website.

Artwork Material Requirement:

For Static format: JPEG or GIF files are acceptable however images must be in 300dpi resolution or higher

For Flash format: Shockwave or GIF files are acceptable, maximum file size 80kb Hyperlink needs to be included in shockwave file.



2. WEBSITE ADVERTISING

□ Website Visitor

Daily – around 1,500 hits (17.04.13)

접속 통계 관리

전체현황

2017-04-13

Visitor 1,458,043 / Pageview : 33,506,328

Visitor : 1,040 / Pageview : 32,597

시간대별

일별

월별

연도별

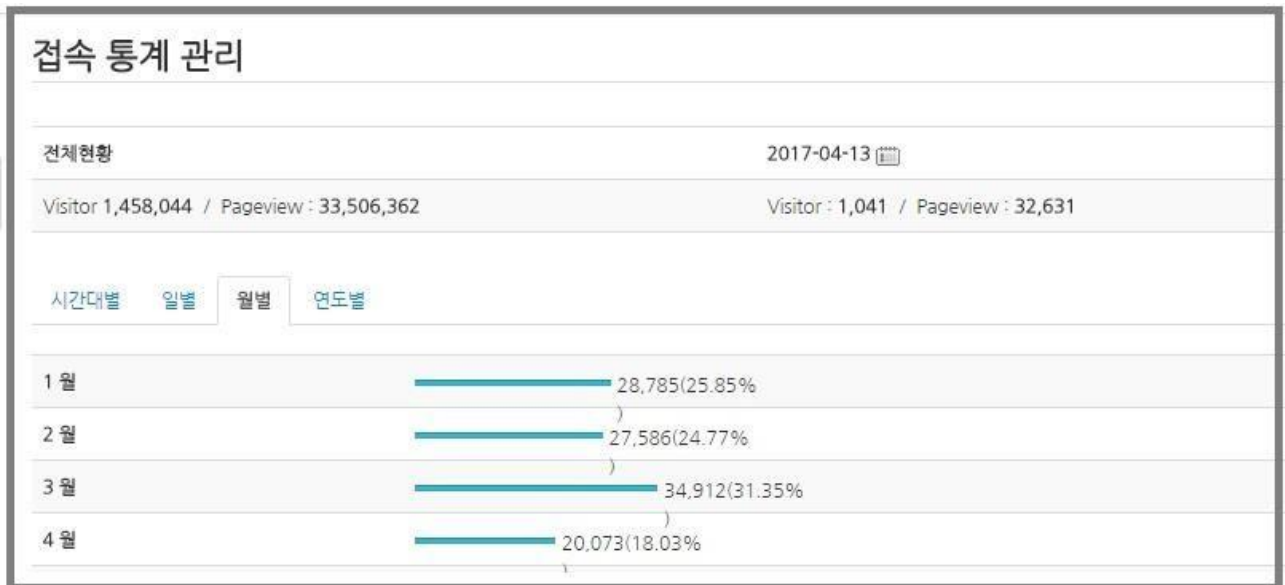
1 일	1,440(7.17%)
2 일	1,594(7.94%)
3 일	1,687(8.40%)
4 일	1,595(7.95%)
5 일	1,711(8.52%)
6 일	1,645(8.20%)
7 일	1,711(8.52%)
8 일	1,544(7.69%)
9 일	1,537(7.66%)
10 일	1,575(7.85%)
11 일	1,718(8.56%)
12 일	1,275(6.35%)
13 일	1,040(5.18%)



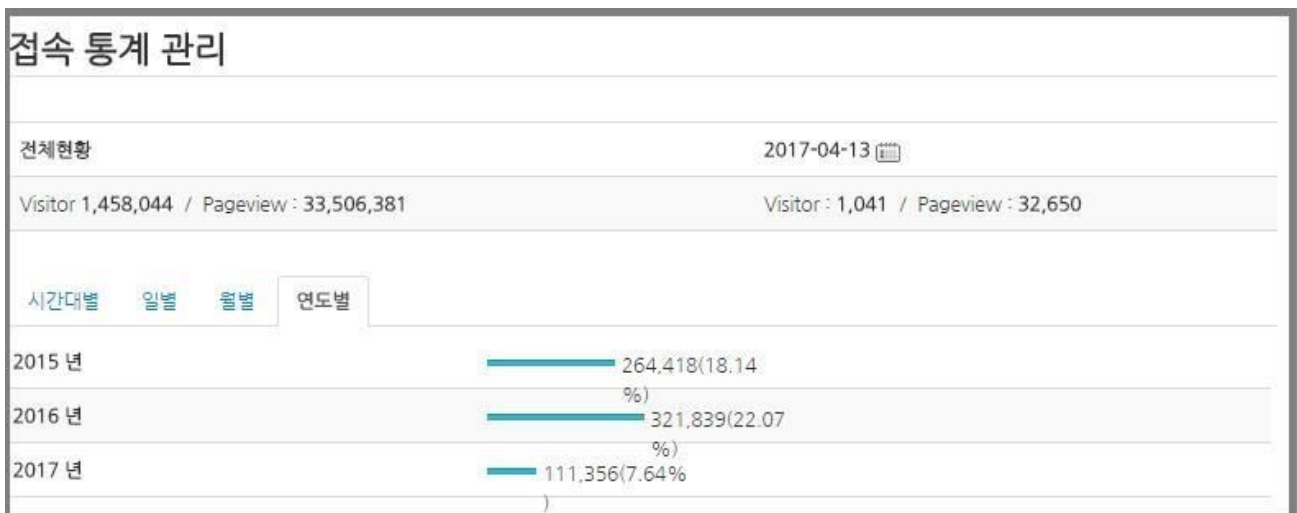
2. WEBSITE ADVERTISING

Website Visitor

Monthly – around 30,000 hits (17.04.13)



Annual – around 290,000 hits (17.04.13)





2. WEBSITE ADVERTISING

Website Visitor

Other Chamber (HK)

NO.	Foreign Chamber in HK	MB Total (Companies)	No. of Monthly Visitor
1	American Chamber	1,700	26,000
2	Canadian Chamber	1,000	9,000
3	Italian Chamber	206	18,000

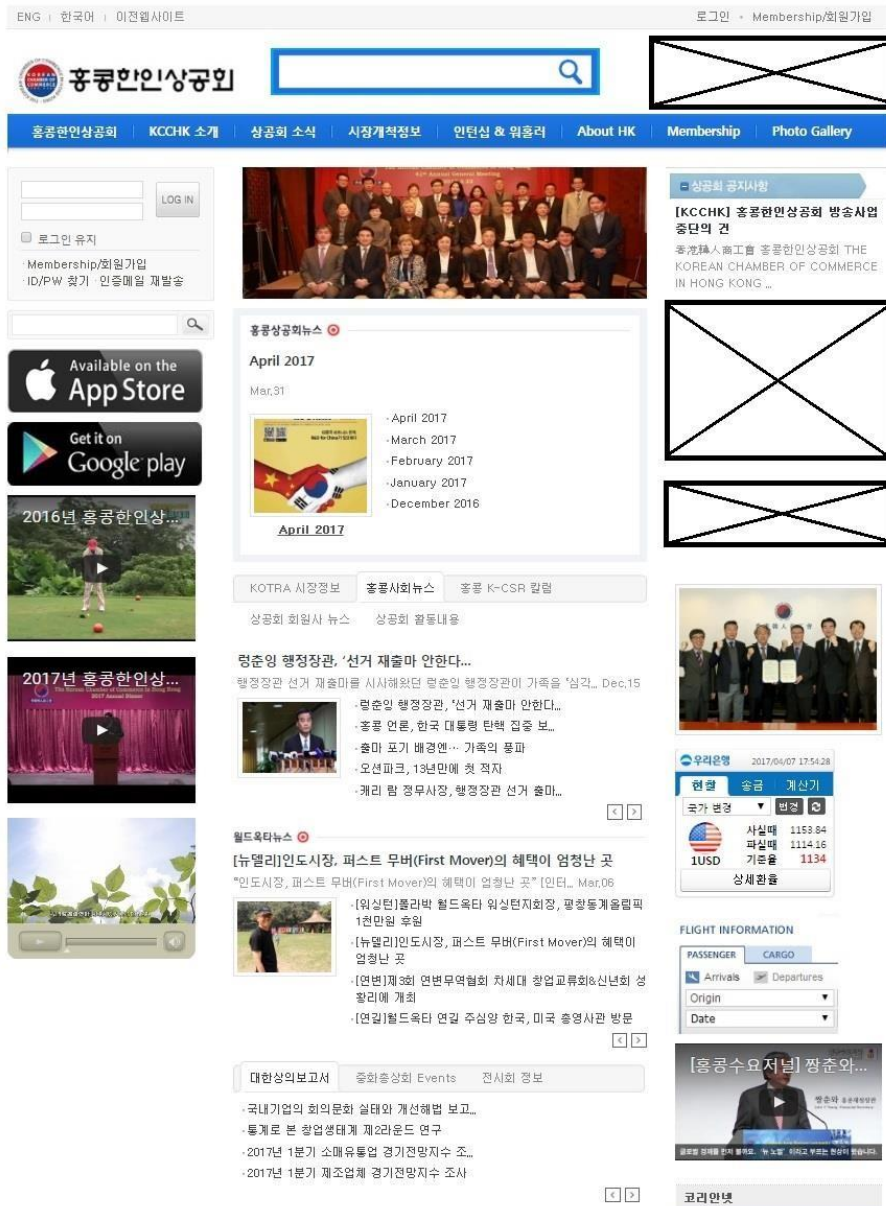
Korean Chamber

MB Total (Companies)	No. of Monthly Visitor
220	30,000



2. WEBSITE ADVERTISING

Website Advertisement Specifications



Premium Banner

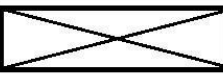
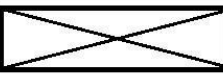
→ Cm : W8.64 x H 2.3
Px : W 245 x H 65

Flash adv

→ Cm : W 7.16x H 5.3
Px : W 200x H 150

Banner

→ Cm : W 5.3x H 1.2
Px : W 150x H 35



원율	승금	계산기
국가 변경	비율	
1USD	사실대 1153.84 파실대 1114.16 기준율 1134	
상세환율		

FLIGHT INFORMATION	
PASSENGER	CARGO
Arrivals	Departures
Origin	
Date	



코리안넷
재외동포재단, 제6기 OKFri..
외교부 주OECD공사(개발형 직)..
팩 소식 | 광화문화물림픽 인증 ..
2017 세계한인회장대회 운영위..



2. WEBSITE ADVERTISING

❑ Advertisement Rates

- Payments are either monthly or one off
- Non-members will be charged an extra 10%

	1 month	6 month (5% DC)	12 month (10% DC)
Flash adv. (Cm : W 7.16x H 5.3)	HKD 1,500	HKD 1,425	HKD 1,350
Premium Banner (Cm : W8.64 x H 2.3)	HKD 1,000	HKD 950	HKD 900
Banner (Cm : W 5.3x H 1.2)	HKD 800	HKD 760	HKD 720

Other Chamber (in HK)

No.	Foreign Chamber in HK	No. of Monthly Visitor	Adv. Rate (Monthly) – Only MB
1	American Chamber	26,000	HKD 6,000 (Banner or Flash)
2	Italian Chamber	18,000	HKD 5,500 (Only Banner)



3. KCCHK WEEKLY NEWS ADVERTISING

- ❑ The Korean Chamber e- newsletter(Weekly News) is sent out every end of the week to our members and business partners.
- ❑ It is a newsletter with Chamber's News, current local affairs and our upcoming events.

2018.03.16 Fri 홍콩한인상공회는 유익한 정보를 위해 노력하고 있습니다

◆ 상공회 활동 소식

금주의 활동 소식

3월 13일 : 원광보건대 국제개발원 김을기 원장, 육선미 실무관 홍콩한인상공회 방문하여 향후 홍콩한인상공회 인턴십 사업 업무 협조 방안에 대하여 윤봉희 회장, 김녕 과장과 대담

3월 13일 : 2018년 신규 회원사 DRAGONGENEBOX LIMITED / 이재환 대표 홍콩한인상공회 방문하여 향후 상공회 업무 협조 방안에 대하여 윤봉희 회장, 김용대 부회장, 박원근 이사와 대담

다음주의 활동 소식

3월 20일 : 2018년 제1차 임원, 명예회장, 자문위원단 연석 회의 개최

3월 21일 : 주홍콩총영사관의 하유정 관세관홍콩한인상공회 방문

3월 21일 : 홍콩무역발전국(HKTDC)의 주관 '2018 Marketing Pulse' 포럼 개최

3월 22일 : The Bangladesh Chamber of Commerce & Industry HK의 '1st Anniversary Networking Dinner' 개최

◆ 금주의 상공회 회원사 소식

Top Banner
Px : W 140x H 201

Special Banner
Px : W 334x H 218



3. KCCHK WEEKLY NEWS ADVERTISING

Weekly News Advertisement Specifications

In either clickable Banner, which redirect to your website

- **Top Banner**
(Px size : W 140 x H 201) / 50 words (max)
- **Special Banner**
(Px Size : W 334 x H 218) / 100 words (max)

Artwork Material Requirement:

For Static format: JPEG or GIF files are acceptable however images must be in 300dpi resolution or higher

Advertisement Rates

- Payments are either monthly or one off
- Non-members will be charged an extra 10%

	1 Per week
Top Banner	HKD 500
Special Banner	HKD 700