

RATE CARD PR ADVERTORIAL





Hanoi: 4th Floor, C'land Building, 156 Xa Dan II St., Dong Da Dist. – Tel: 024 37 727 988 HCM City: 4th Floor, TF Building, 408 Dien Bien Phu St., Ward 11, Dist. 19 – Tel: 028 38 180 436

TOP OF CATEGORY PAGE

Position	Descriptions	Price of Group 1	Price of Group 2
Position	Descriptions	(VND)	(VND)
	Published on two positions at the same time:		
Top 1	Top 1 of Cate page during 2 hours	20,000,000	16,000,000
	Top 1 of Cate section on VietNamNet Homepage during 2 hours		
	Published on two positions at the same time:		
Top 2	Top 2 of Cate page	14,000,000	11,000,000
	Top 2 of Cate section on VietNamNet Homepage during 2 hours		
	Published on two positions at the same time:		7,000,000
Top 3-5	Top 3-5 of Cate page	9,000,000	
	Top 3-5 of Cate section on VietNamNet Homepage during 2 hours		
Top 6	Published on Cate page from Top 6 downward during 2 hours	5,000,000	4,000,000
Top Sub-cate	Published on Top 1 of Sub-cate page during 2 hours	4,000,000	3,000,000
Articles in Sub-cate	Published on Sub-cate page from Top 2 downward	3,000,000	2,000,000
	Published on Top 1 of Sub-cate section on VietNamNet Homepage during 2 hours	-	00,000VND tional
Top of Sub-cate section on VietNamNet Homepage	Published on Top 2 of Sub-cate section on VietNamNet Homepage during 2 hours	g Charge 6,000,000VND additional	
	Published on Top 3-5 of Sub-cate section on VietNamNet Homepage during 2 hours	Charge 4,000,000VND additional	

NOTES:

- Categories in Group 1 are: News, Law, Technology, Business, Life, Education, Entertainment, Consumer Protection, World News
- Categories in Group 2 are: Readers, Sports, Health, Vehicles

SPECIAL ARTICLES

Position	Descriptions	Price
TOSITION	Descriptions	(VND)
	Published on "Top stories" section on Homepage, and co-published on Top 1 of Cate page during 2 hours	38,000,000
"Top stories" section on Homepage	Published on "Top stories" section on Homepage, and co-published on Top 2 of Cate page during 2 hours	33,000,000
	Published on "Top stories" section on Homepage, and co-published on Top 3-5 of Cate page during 2 hours	30,000,000
	Published on "Highlights" section on Homepage, and co-published on Top 1 of Cate page during 2 hours	43,000,000
"Highlights" section 5-6-7	Published on "Highlights" section on Homepage, and co-published on Top 2 of Cate page during 2 hours	38,000,000
	Published on "Highlights" section on Homepage, and co-published on Top 3-5 of Cate page during 2 hours	35,000,000
	Published on Hot stories section in central Homepage, and co-published on Top 1 of Cate page during 2 hours	30,000,000
Hot stories section in central Homepage	Published on Hot stories section in central Homepage, and co-published on Top 2 of Cate page during 2 hours	28,000,000
	Published on Hot stories section in central Homepage, and co-published on Top 3-5 of Cate page during 2 hours	25,000,000
Top 1 of Tuần Việt Nam Cate	Published on Top 1 of Tuần Việt Nam section on VietNamNet Homepage, and co- published on Top 1 of Tuần Việt Nam Cate page during 2 hours	20,000,000
Top 2-3 of Tuần Việt Nam Cate	Published on Top 2-3 of Tuần Việt Nam section on VietNamNet Homepage, and co- published on Top 2-3 of Tuần Việt Nam Cate page during 2 hours	14,000,000
Tuần Việt Nam Cate page	Published on Top 4 downward of Tuần Việt Nam Cate page	5,000,000

Next page continued

SPECIAL ARTICLES

Position	Position Descriptions		
Top 1 of Real estate Cate	eal estate Cate Published on Top 1 of Real estate section on VietNamNet Homepage, and co- published on Top 1 of Real estate Cate page during 2 hours		
Top 2-3 of Real estate Cate	Published on Top 2-3 of Real estate section on VietNamNet Homepage, and co- published on Top 2-3 of Real estate Cate page during 2 hours		
Published in Real estate Cate	Published on Top 4 downward of Real estate Cate page	4,000,000	
Top Sub-cate of Real estate	Published on Top 1 of Sub-cate page in Real estate Cate page	3,000,000	
Published in Sub-cate of Real estate Cate	Published on Top 2 downward of Sub-cate page in Real estate Cate page	2,000,000	
Top 1-5 of "Thị trường tiêu	Published on "Thị trường tiêu dùng" box of VietNamNet Homepage during 2 hours	5 000 000	
dùng"	Published on Top 1-5 of "Thị trường tiêu dùng" page during 2 hours	- 5,000,000	
Top 6 of "Thị trường tiêu dùng"	Published on Top 6 of "Thị trường tiêu dùng" page during 2 hours	2,000,000	
Published on "Recommended" Box	Published on "Recommended" Box in Cate page of Group 1 during 2 hours 6,000,		
Published on "Recommended" Box in Cate page of Group 2 during 2 hours		5,000,000	
For published article demands to change to a similar position at the time of re-publishing			
For article re-published more than 1 time on the same position during 2 hours			
Editing a published article about date, time, title, lead and contentsC(Changed contents must be approved by the VietNamNet editorial office)20% at			

"Bàn tròn trực tuyến" Talk show

- Cost of sponsoring a "Bàn tròn trực tuyến" Talk show (in studio): 130,000,000VND
- Additional cost of recording outside of VietNamNet office (equipments & recording team): 50,000,000VND
- Travel expenses if recording in other city are covered by sponsor
- Detail benefits for sponsor:

No	Contents	Time	Details
			The first PR article:
1	1An article introduces the topic and time of the event03-07 days before the day of the event (based on sponsors' requirements)		Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate
2	MC hosts the event	The day of the event	MC hosts the event is VietNamNet's journalist
			The second PR article:
3	An article introduces the event is published on Homepage (adding more details from the first PR article)	Half of day before the day of the event	Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate
4	Center banner links to the introduction article	During 03 days until the day of the event	Center banner 980x50 px expands into 980x 480 px
			The third PR article:
5	An article reports the event	On the day the event is taking place	Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate
			The fourth PR article:
6	An article summarizes the event	t After the event completed	Published on Top 3 of Top stories section and suitable Cate page during 2 hours, then stored on an appropriate Sub-cate
	7 Video clip of the event (live) On the day the event is taking place		Video embedded in the article updating the event
7		Video co-published on Top News in VietnamnetTV Homepage during 2 hours	

LIVE Q&A

- Cost of sponsoring a Live Q&A: 90,000,000VND
- Detail benefits for sponsor:

No	Contents	Time	Details
1	An article introduces the topic, brand name and the urgency of the event, receives questions from audiences	03-07 days before the day of the event (based on sponsor's requirements)	The first PR article: Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate
2	An article introduces the event published on Homepage (adding more details from the first PR article)	Half of day before the day of the event	The second PR article: Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate
3	Center expand banner links to the introduction article	During 03 days until the day of the event	Center banner 980x50 expands into 980x 480
4	An article reports and summarizes the event	On the day the event is taking place	The third PR article: Published on Top stories section on VietNamNet Homepage (co-published on Top 3 of suitable Cate) during 2 hours, then stored on an appropriate Sub-cate

HOTFACE SHOW ON VIETNAMNET.VN Cost of sponsoring a regular HotFace show

- Cost of sponsoring a regular HotFace show: 90,000,000VND
- Detail benefits for sponsor:

No	Contents	Notes
I	Sponsor's name and logo are shown	
1	In the article introducing the topic and time of the show (article 1)	 Published 03 days before the day of the show Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate
2	In the article embedding Video clip of show (article 2)	 Published on the day the show taking place Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate
3	At the bottom right corner of screen during the show	Center banner 980x50 expands into 980x 480
4	At studio's background or outside scene's background (if record outside)	
5	In the show's intro and credit as Sponsor	 Notes for items 1.3, 1.4, 1.5, 1.6: Video clip is embedded in the article Video clip is published on the Top News section on VietnamnetTV after the show is published on Vietnamnet.vn
6	Sponsor's name is mentioned by MC in the introduction and at the end of the show	
II	About advertisement and PR	
1	A PR article introduces sponsor	 Published 03 days before the day the show taking place Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate
2	A banner for sponsor in "Center Banner 3" position of VietNamNet Homepage displays within 07 days until the day the show is taking place	 Banner includes information as: ABC - Pleased to sponsor the Hotface show No: [Name of show]
3	Preroll ad in the Video clip of the show, maximum 30 seconds	Center banner 980x50px expands into 980x 480px
4	Overlay Ad in the Video clip of the show , appears during broadcasting time the program	 Notes for items 1.3, 1.4, 1.5, 1.6: Video clip is embedded in the article Video clip is published on the Top News of VietnamnetTV after the show is published on Vietnamnet.vn

HOTFACE SHOW ON VIETNAMNET.VN Cost of sponsoring a VIP HotFace show

- A VIP HotFace show is based entirely on sponsor's requirements such as guests, scene,...
- Cost of sponsoring a VIP HotFace show (in studio): 130,000,000VND
- Additional fee for recording outside of VietNamNet office (equipments & recording team): 50,000,000VND
- Travel expenses if recording in other city are covered by sponsor
- Detail benefits for sponsor:

No	Contents	Notes	
I	Sponsor's name and logo are shown		
1	In the article introducing the topic and time of the show (article 1)	 Published 03 days before the day of the show Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate 	
2	Mentioned by MC hosting the event		
3	Banner designed for VIP HotFace show linkes to introduction article (article 1)	 Published 07 days before the day of the show Placed in Center Banner 3 banner position of VietNamNet Homepage 	
4	Banner hosting Video trailer of the VIP HotFace show (not available for live HotFace show)	 Placed in Medium Rectangle 1 banner position of VietNamNet Homepage Published 02 days before the day of the event 	
5	Article embedding Video clip of VIP HotFace show	 Published on the day the show taking place Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate 	
6	Video clip of VIP HotFace show	 Video clip is embedded in the article Video clip is published on Top News of VietnamnetTV after the show is published on VietNamNet.vn 	
7	Video trailer of VIP Hotface show is posted on VietNamNet's official fanpage (not available for live HotFace show)	 Posted 02 days before the day of the show Pin Top on Fanpage during 6 hours, <u>http://facebook.com/vietnamnet.vn</u> 	
8	Video clip of VIP HotFace show is posted on VietNamNet's fanpage	 Posted on the day of the show Pin Top on Fanpage during 6 hours, <u>http://facebook.com/vietnamnet.vn</u> 	

"GÓC NHÌN THẰNG" TALK SHOW ON VIETNAMNET.VN

• Cost of sponsoring a "Góc nhìn thẳng" talk show: 90,000,000VND

No	Contents	Notes	
I	Sponsor's name and logo are shown		
1	In the article introducing the topic and time of the show (article 1)	 Published 03 days before the day of the show Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate 	
2	In the article embedding Video clip of the show (article 2)	 Published on the day the show taking place Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate 	
3	At the bottom right corner of screen during the show		
4	At studio's background or outside scene's background (if recording outside)	Notes for items 1.3, 1.4, 1.5, 1.6:	
5	In the show's intro and credit as Sponsor	 Video clip is embedded in the article Video clip is published on the Top News of VietnamnetTV after the show is published on Vietnamnet.vn 	
6	Sponsor's name is mentioned by MC in the introduction and at the end of the show		
II	About advertisement and PR		
1	A PR article introduces sponsor	 Published 03 days before the day the show taking place Published on Top stories section on VietNamNet Homepage, co-published on Top 3 of Cate section during 2 hours, then stored on an appropriate Sub-cate 	
2	A banner for sponsor in Center Banner 3 position of VietNamNet Homepage displayed within 07 days until the day the show is taking place	 Banner includes information as: ABC - Pleased to sponsor "Góc nhìn thẳng" talk show No: [Name of the show] 	
3	Preroll ad in the Video clip of the show, maximum 30 seconds	 Notes for items 1.3, 1.4, 1.5, 1.6: Video clip is embedded in the article 	
4	Overlay Ad in the Video clip of the show , appears during broadcasting time the program	• Video clip is published on the Top News of VietnamnetTV after the show is published on Vietnamnet.vn	

E-MAGAZINE (static)

- Time to design: 3 days (after contents are confirmed)
- Cost: **5,000,000VND** (not including cost of booking position to publish)

Demo eMagazine >> <u>Click</u>



GIFOGRAPHIC (animated)

- Time to design: 4 days (after contents are confirmed)
- Cost: **6,000,000VND** (not including cost of booking position to publish)



Demo Gifographic >> <u>Click</u>

INFOGRAPHIC (static)

- Time to design: 1 day (after contents are confirmed)
- Cost: **2,000,000VND** (not including cost of booking position to publish)



Demo Infographic >> Click

VALUE-ADDED SERVICES

Tag Keywords (marking keywords):

- Tag Keywords are keywords related to article and placed in the end of the article
- Number of keywords can be up to 10 keywords maximum

Package	ge Number of keywords	Prices (VND)
I attage		10% VAT is not included
Package 1	Maximum 3 keywords	500,000
Package 2	Maximum 5 keywords	1,000,000
Package 3	Maximum 10 keywords	1,500,000

Demo



VALUE-ADDED SERVICES

Embedded hyperlinks in article's content:

a. Descriptions:

A hyperlink is a link to another landing page off the article site

Hyperlink is embedded in the article as two forms:

+ As a highlighted word in the article (also called Anchor text)

+ As a full link in the article (also called Link Full)

b. Price: Charge 6,000,000VND additional for 01 embedded hyperlink in PR article

Notes:

Price is not included 10% VAT

Maximum 3 embedded hyperlinks in a article.

1 link is inserted in one position only (Anchor text or Link Full).

Links must be censored depending on specific case

Survey, Poll:

Helping businesses do market research

Contents of survey or poll include questions and answer options.

Ne	Positions	Maximum size	Price	
No			10%VAT not included	
1	Survey, Poll Box places in Cate page	300 x 250	30,000,000VND per month	
2	Additional 01 survey placed in an article		2,000,000VND per article	

Fanpage Vietnamnet:

No	Services	Price
INO		10%VAT not included
1	Share link of a published PR article on VietNamNet to official fanpage	2,000,000VND per article
2	Boost a published PR article posted in Fanpage	1,500VND per engagement

General regulations for PR articles on VietNamNet.vn

- Price: not including 10%VAT and writing fee for the article.
- Writing fee: 3,000,000 VND per article.
- Maximum 1000 words for content, 12 words for title, and 5 photos per article.
- Photo article: maximum 300 words and 9 photos per article.
- In case the number of photos exceeds the number allowed, each additional photos will be charged 5% additional of unit price. Maximum total additional fee is 40% of unit price.
- Charge 2,000,000VND additional for publishing a video (under 3 minutes) embedded in an article.
- Charge 3,000,000VND additional for publishing a video (from 3 to 5 minutes) embedded in an article.
- Charge 5,000,000VND additional for publishing a video (over 5 minutes) embedded in an article.
- Co-publishing policy: for articles have the same content and co-published on the same day on different positions, categories, sub-cates in VietNamNet: Discount 50% of publishing fee for a co-published article which has equal or lower price than the original publishing article.
- Content of PR articles must not violate the regulations of State of VietNam about Press and Cultural. The Editorial Board has the right to edit contents, photos to meet criteria of VietNamNet Editorial office.
- Charge 100% additional publishing fee for articles related to alcohols that allowed to be advertised by Vietnam laws.
- For articles mentions more than 01 brand name owned by different person/organizations: From the second brand mentioned, charged 20% additional publishing fee per brand.

Demo positions for PR articles on Homepage



Demo positions for PR articles on Homepage



Demo positions for PR articles on Homepage



Bố vợ hằm hằm đòi hủy hôn vì lễ hỏi thiếu 'phong bi'

Ông thắc mắc với mình rằng tại sao trong tráp không thấy cải phong bị nào và bảo minh hỏi bổ

CONG NGHE



HLV Lê Thụy Hải: 'Không nên giữ Miura vì durore tài tro'

Nhà cầm quân từng 3 lần vô địch V.League cho rằng, HLV người

SÚ'C KHÓE



MC Nguyên Khang khoe chiêu giư dang, dep da

Dành it nhất 1 tiếng cho việc tập luyện thể thao, ăn



Vợ có đủ quyền để lên án kê thứ 3

- *Al bảo các chị thích lấy chồng đẹp trai, tài giỏi?
- "Phụ nữ Việt chịu đựng và chấp nhân nên ngoại tính mới nở rộ!" Thực hư người đàn bà dọa tiêm sida trấn tiền ở Phạm Văn Đồng

Tự vấn - Làm đẹp I Hiếm muốn I Các loại bệnh



Neymar bị đuối, Brazil thua bě mát Becker

Choảng: Ronaldo được đặt tên cho thiên hà mới

Cầu thủ U19 không phù hợp với HLV Miura?

Ánh Viên gây sốt trong buổi giao lưu ở Sài Gòn

Gia đình | Thời trang | Mẹ và bẻ | Du lịch | Giới trẻ



Vợ có đủ quyền để lên án kẻ thứ 3

"Ai bảo các chị thích lấy chồng đẹp trai, tài giới?"

"Phụ nữ Việt chịu đựng và chấp nhận nên ngoại tính mới nở rộ!" - Thực hư người đàn bà dọa tiêm



10/10/2015 HOT

Goldmark City ra hàng tòa Ruby 3 với lãi suất chi 3.99% NEW

RIGHT **BANNER 6** (Floating) 160x600

Demo positions for PR articles on Cate page



Demo positions for PR articles on Entertainment and Sports Cate pages



🏠 🔲 Xã hội Công nghệ Kinh doanh Giáo dục Chinh trị Giải trí Sức khỏe Thể thao Đời sống Thế giới Bắt động sản Bạn đọc Infographic 24h qua

