

VIETNAMNET JSC.,

# RATE CARD 2017



NativeAds

Sponsored Cate

## RATE CARD OF SPONSORING CATEGORY ON VIETNAMNET.VN

### 1. Sponsor for Box: Weather – Gold price – Currency :

- Sponsor's logo:
  - is placed in Box: Weather-Gold price-Currency, displayed on every pages of Vietnamnet.vn
  - Logo dimensions: 160x36
- Gold price/Currency information of Sponsor is included in "Gold price" or "Currency" ad slot
- Notes: "Gold price" ad slot can contain up to 03 information of 03 sponsors. "Currency" ad slot can contain up to 01 information of 01 sponsor.
- 02 sponsors are maximum
- Price: **45,000,000 VND/month /sponsor**

HÀ NỘI (Trời nắng)			
NGOẠI TỆ			
Mã	Mua	CK	Bán
USD	21780	21780	21780
THB	21780	21780	21780
GIÁ VÀNG			
Loại	Mua	CK	
Vàng SJC	21780	21780	
Vàng Rồng TL	21780	21780	
LOGO TÀI TRỢ			
LOGO TÀI TRỢ			
LOGO TÀI TRỢ			

### 2. Sponsor for Category

- Price: **100,000,000 VND/month**
- Benefits :
  - Sponsor's logo is placed on the category title bar, appears on sponsored category and every article pages in that category.
  - Sponsor will have 02 PR articles in Top 6th of sponsored category, published simultaneously in "Mới nóng" (Hot news) section on that category;
  - Sponsor will be given 01 "Article Banner 2" displayed in 1 week.

#### ❖ Mô tả vị trí "Logo tài trợ"

The screenshot illustrates the layout of the Vietnamnet.vn website, specifically the 'XÃ HỘI' (Society) category page. The header includes navigation links such as 'XÃ HỘI', 'CNTT-Viễn thông', 'Giáo dục', 'Chính trị', 'Giải trí', 'Đời sống', 'Kinh tế', 'Quốc tế', 'Khoa học', and 'Bạn đọc'. The main content area is divided into several sections, including a large article titled 'Từ 15h: Xăng giảm giá lần thứ 2 liên tiếp' (From 15h: Gasoline price reduction for the 2nd time in a row) and a sidebar with 'MỚI NÓNG' (Hot News) and 'DUYỆC QUAN TÂM' (Of Interest) sections. The 'XÃ HỘI' category title bar prominently displays the 'LOGO TÀI TRỢ' (Sponsor Logo) for 'NGOẠI TỆ' (Foreign Exchange).