

VIETNAMNET JSC.,

# RATE CARD 2017

**PR Solution** 

"Ban tron truc tuyen" Talk show

## “BÀN TRÒN TRỰC TUYẾN” TALKSHOW

- 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
1	An article introduces the topic and time of the event	03-07 days before the day of the event (based on sponsors' 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	MC hosts the event	The day of the event	MC hosts the event is VietNamNet's journalist
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	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
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
5	An article reports 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
6	An article summarizes the event	After the event completed	The fourth PR article:
			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
			Video co-published on Top News in VietnamnetTV Homepage during 2 hours