

VIETNAMNET JSC.,

# RATE CARD 2017

**PR Solution** 

“Goc nhin thang” Talk show

## “GÓC NHÌN THẰNG” TALK SHOW ON VIETNAMNET.VN

- Cost of sponsoring a “Góc nhìn thẳng” talk show: 90,000,000VND

| No   | Contents  | Notes   |
|--|---|---|
| <b>I Sponsor’s name and logo are shown</b> |   |   |
| 1  | In the article introducing the topic and time of the show (article 1)   | <ul style="list-style-type: none"> <li>• Published 03 days before the day of the show</li> <li>• 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</li> </ul>           |
| 2  | In the article embedding Video clip of the show (article 2)   | <ul style="list-style-type: none"> <li>• Published on the day the show taking place</li> <li>• 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</li> </ul>             |
| 3  | At the bottom right corner of screen during the show  | <p><b>Notes for items 1.3, 1.4, 1.5, 1.6:</b></p> <ul style="list-style-type: none"> <li>• Video clip is embedded in the article</li> <li>• Video clip is published on the Top News of VietnamnetTV after the show is published on Vietnamnet.vn</li> </ul>                 |
| 4  | At studio’s background or outside scene’s background (if recording outside)   |   |
| 5  | In the show’s intro and credit as Sponsor   |   |
| 6  | Sponsor’s name is mentioned by MC in the introduction and at the end of the show  |   |
| <b>II About advertisement and PR</b>       |   |   |
| 1  | A PR article introduces sponsor   | <ul style="list-style-type: none"> <li>• Published 03 days before the day the show taking place</li> <li>• 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</li> </ul> |
| 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 | <ul style="list-style-type: none"> <li>• Banner includes information as: ABC - Pleased to sponsor the “Góc nhìn thẳng” talk show No..: [Name of the show]</li> </ul>  |
| 3  | Preroll ad in the Video clip of the show, maximum 30 seconds  | <p><b>Notes for items 1.3, 1.4, 1.5, 1.6:</b></p> <ul style="list-style-type: none"> <li>• Video clip is embedded in the article</li> <li>• Video clip is published on the Top News of VietnamnetTV after the show is published on Vietnamnet.vn</li> </ul>                 |
| 4  | Overlay Ad in the Video clip of the show , appears during broadcasting time the program   |   |