

VIETNAMNET JSC.,

RATE CARD 2017

PR Solution 

HotFace Talk show

HOTFACE SHOW ON VIETNAMNET.VN

- 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) | <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • 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) | <p>Notes for items 1.3, 1.4, 1.5, 1.6:</p> <ul style="list-style-type: none"> • 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 |
| 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 | |
| II About advertisement and PR | | |
| 1 | A PR article introduces sponsor | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 | <p>Notes for items 1.3, 1.4, 1.5, 1.6:</p> <ul style="list-style-type: none"> • 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 VIP SHOW ON VIETNAMNET.VN

- 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 |
|----------|--|---|
| 1 | Sponsor's name and logo are shown | |
| 1 | In the article introducing the topic and time of the show (article 1) | <ul style="list-style-type: none"> • 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 links to introduction article (article 1) | <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • Posted 02 days before the day of the show • Pin Top on Fanpage during 6 hours, http://facebook.com/vietnamnet.vn |
| 8 | Video clip of VIP HotFace show is posted on VietNamNet's fanpage | <ul style="list-style-type: none"> • Posted on the day of the show • Pin Top on Fanpage during 6 hours, http://facebook.com/vietnamnet.vn |