

VIETNAMNET JSC.,

# RATE CARD 2017

**PR Solution** 

PR Advertorial

[Echip.com.vn](http://Echip.com.vn)

## RATE CARD

Position	Description	Price (million VND)
Top stories of Homepage	Published on Top Stories section on Homepage during 2 hours	Charge 3,000,000 VND additional
Top stories of Cate page	Published on Top Stories section on Cate page during 2 hours	Charge 2,000,000 VND additional
Top 1	Published on Top 1 of Cate page during 2 hours	5
Top 2-7	Published on Top 1 of Cate page during 2 hours	3
Top 1 of Box Echip on Vietnamnet homepage during 2 hours		8
Top 2 of Box Echip on Vietnamnet homepage during 2 hours		7
Top 3-5 of Box Echip on Vietnamnet homepage during 2 hours		5
For published article demands to change to a similar position at the time of re-publishing	Charge 30% additional	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	Charge 30% additional	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 contents (Changed contents must be approved by the VietNamNet editorial office)	Charge 20% additional	Editing a published article about date, time, title, lead and contents (Changed contents must be approved by the VietNamNet editorial office)

## GENERAL REGULATIONS FOR PR ARTICLES ON ECHIP.COM.VN

- Price: not including 10%VAT and fee for writing the article.
- Writing fee: 2,000,000VND 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 1,000,000VND additional for publishing a video (under 3 minutes) embedded in an article.
- Charge 1,500,000VND additional for publishing a video (from 3 to 5 minutes) embedded in an article.
- Charge 2,000,000VND 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 mention more than 01 brand name owned by different person/organizations: From the second brand mentioned, charged 20% additional publishing fee per brand.

## 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	Number of keywords	Prices (VND)
		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

Hòa, Cầu Giấy, Hà Nội do có các hành vi vi phạm Nghị định 72 của Chính phủ về quản lý, cung cấp và sử dụng dịch vụ Internet và thông tin trên mạng. Cụ thể, qua công tác kiểm tra hoạt động thông tin điện tử trên mạng, Cục phát hiện 2 trang [www.edaily.vn](http://www.edaily.vn) và [www.tinhay.vn](http://www.tinhay.vn) của Công ty NetLink đã đăng một số bài viết có nội dung không đúng sự thật, hoạt động bình luận, chia sẻ và trao đổi thông tin dưới các bài đăng, sử dụng nguồn tin không đúng quy định... Cục đã đề nghị Sở TT&TT Hà Nội báo cáo kết quả sau khi xử lý theo thẩm quyền đối với NetLink trước ngày 15/11/2014.

Trọng Cẩm

Tag keywords



Từ khóa: [trang thông tin điện tử](#), [diễn đàn](#), [mạng xã hội](#)

0 Thích 20

Đánh giá: ★★★★★

## 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

No	Positions	Maximum size	Price
			10%VAT not included
1	Survey, Poll Box places in Cate page	300 x 250	20,000,000VND per month
2	Additional 01 survey placed in an article		1,000,000VND per article

Demo positions for PR articles

