

PR Solution

PR Advertorial

Gamesao.vn

RATE CARD

Positions	Descriptions	Price (VND)		
Top Stories section				
Top 1	 Published on Top 1 of Homepage during 2 hours Co-published on Top 1 of of an appropriate cate page during 2 hours 	3,500,000		
Тор 2	 Published on Top 2 of Homepage during 2 hours Co-published on Top 2 of of an appropriate cate page during 2 hours 	3,000,000		
Тор 3	 Published on Top 3 of Homepage during 2 hours Co-published on Top 3 of of an appropriate cate page during 2 hours 			
Тор 4	 Published on Top 4 of Homepage during 2 hours Co-published on Top 4 of of an appropriate cate page during 2 hours 			
Тор 5	 Published on Top 5 of Homepage during 2 hours Co-published on Top 5 of of an appropriate cate page during 2 hours 			
Top 6 downward	 Published on Top 6 downward of Homepage Co-published on an appropriate cate page Not fixed position for article, and depended on the number of articles at publishing time 			
Top 1 of Game	Top 1 of Gamesao Box on VietNamNet Homepage during 2 hours			
Top 2 of Game	7,000,000			
Top 3-5 of Gar	5,000,000			
For published a	Charge 30% additional			
For article re-p	Charge 30% additional			
Editing a public	Charge 20% additional			



RATE CARD FOR PR PACKAGE

Package	Descriptions	Price (VND)
Launching new game	- 05 PR articles published on Gamesao during the first month of launching a new game, which are: + 01 article published on Top Stories section on Homepage, and co-published on Top 1 of an appropriate cate section during 2 hours + 04 articles published on Top 6 downward * Valid time: 30 days	4,500,000
Monthly package		

additional fee (1)

Fee for improving level of packet

New position	Additional fee to change position (1) (VND)	
Top Stories section	4,500,000	
Top 1	3,100,000	
Top 2	2,700,000	
Тор 3	2,200,000	
Top 4	1,300,000	
Top 5	630,000	
Top 6 downward	Not applying	



GENERAL REGULATIONS FOR PR ARTICLES ON GAMESAO

- 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

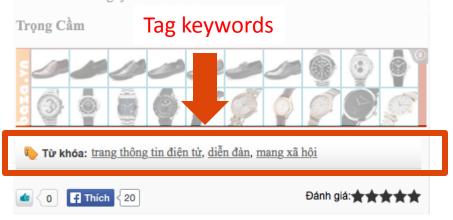
Tag Keywords (marking keywords):

- 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)	
, actuage		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 và 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.





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
No			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 on Homepage

