

VIETNAMNET JSC.,

RATE CARD 2017

PR Solution 

PR Advertorial

English.vietnamnet.vn

RATE CARD

Positions	Descriptions	Price (VND)
Top stories	Published on Top Stories section of VietNamNet Bridge home page during 2 hours	8,000,000
Business	Published on Business section of VietNamNet Bridge home page during 2 hours	5,000,000
Other Cates	Published on a specific Cate section of VietNamNet Bridge home page during 2 hours	3,000,000
For published article demands to change to a similar position at the time of re-publishing		Charge 30% additional
For article re-published more than 1 time on the same position during 2 hours		Charge 30% additional
Editing a published article about date, time, title, lead and contents (Changed contents must be approved by the VietNamNet editorial office)		Charge 20% additional

- **Notes:** Translation price is not included. This fee will be informed depends on specific case.

GENERAL REGULATIONS FOR PR ARTICLES ON VIETNAMNET BRIDGE

- 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 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.

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	10,000,000VND per month
2	Additional 01 survey placed in an article		1,000,000VND per article

Demo positions for PR articles on Homepage

ABOUT US | VIETNAMESE | RSS | Update 15/04/2015 18:38:00 (GMT+7)

HOME | SPECIAL REPORTS | VIETNAM IN PHOTOS | WHAT'S ON | VIETNAM REFERENCE | Search

Government Business Society Art & Entertainment Travel Education Science & IT Environment Sports World News Your Vietnam Odd News Vietnam's marine sovereignty

Is the East Sea going to be covered with China's artificial islands?

VietNamNet Bridge – Contrary to the cooling-off statements of Chinese leaders, what has been happening in the East Sea since the end of 2014 is quite different from what has been stated.

TOP STORIES

- Foreign banks begin third wave of investment in Vietnam
- In pictures: Hanoi streets carpeted with yellow leaves
- Hillary Clinton's historic visits to Vietnam
- Music Events in Hanoi in April
- World's largest Vietnamese diaspora
- Image: Pack your bags and leave for Vietnam
- In pictures: HCM City hosts dog beauty contest
- Endangered animals rescued in Vietnam

LATEST NEWS

- One million signatures to protect dogs
- HCM City on fire alert as peak dry season approaches
- Classical show to celebrate Vietnam – Norway harmony
- New flights to Chu Lai from HCM City
- Hanoi anti-corruption programme cracks down on graft
- Vietnam, RoK extend MoU on labour cooperation
- Vietnamese defence official greets Russian defence attaché
- Norwegian leader visit to foster multi-faceted ties with Vietnam
- BIDV negotiates with seven to eight foreign investors
- The three-horn buffalo in Ben Tre

GOVERNMENT

Vietnam, RoK extend MoU on labour cooperation

Vietnam and the Republic of Korea (RoK) on April 10 extended a Memorandum of Understanding (MoU) on supplying and receiving Vietnamese workers to the RoK under the Employment Permit System (EPS).

- Norwegian leader visit to foster multi-faceted ties with Vietnam
- Hanoi anti-corruption programme cracks down on graft
- Vietnamese defence official greets Russian defence attaché

BUSINESS

BIDV negotiates with seven to eight foreign investors

VietNamNet Bridge – The Hanoi-based Bank for Investment and Development of Vietnam (BIDV) hopes to choose a foreign strategic investor later this year or next year, said...

- VietinBank rejects rumor about its merger with OceanBank, GPBank
- Foreign retail giants compete for big projects in Vietnam
- Indian company to promote oil and gas drilling in Vietnam

VIDEO

The man with the longest fingernails in Vietnam

Vietnam looks gorgeous in Russian tourists' video clip

US Ambassador chats with VietNamNet's readers

Vietnam architecture introduced on CNN

36 hours in Hanoi