

# VietNamNet JSC.,

Hanoi: 4th Floor, C'land Building, 156 Xa Dan II St., Dong Da Dist. – Tel: 024 37 727 988

HCM City: 4th Floor, TF Building, 408 Dien Bien Phu St., Ward 11, Dist. 19 - Tel: 028 38 180 436

## RATE CARD FOR ADVERTISING ON VIETNAMNET VIDEO

# 1. Video production:

Name	Description	Price/clip (VND)
Produce video to promote, advertise products/services for business	- Apply for video length of 1-3 minutes	10,000,000
	- From the bigin of 4 minutes onwards, charge	
	1,000,000 VND additional for each minute	
	- Price has included cost of filming and producing;	
	not included additional fee if recording outside of	
	Hanoi or Ho Chi Minh City.	

# 2. Publishing video on VietNamNet Video

Position	Description	Price (VND)
Top 1 of Homepage	- Video clip is published on Top 1 of VietNamNet Video Homepage during 2 hours then stored on an appropriate cate	10,000,000
Top 2-4 of Homepage	<ul> <li>Video clip is published on Top 2-4 of</li> <li>VietNamNet Video Homepage during 2 hours</li> <li>then stored on an appropriate cate</li> </ul>	6,000,000
Hottest of the day	- Video clip is published on "Hottest of the day" section of VietNamNet Video Homepage during 2 hours then stored on an appropriate cate	4,000,000
Top of cate: Thời sự (News), Đời sống (Life), Giải trí (Entertainment), Pháp luật (Law)	- Video clip is published on cate: Thời sự (News), Đời sống (Life), Giải trí (Entertainment), Pháp luật (Law) on VietNamNet Video Homepage during 2 hours then stored on an appropriate cate	3,000,000
Top of cate: Du lịch (Travel), Thể thao (Sport), Thế giới động vật (Animal world), Mạng xã hội (Social Network)	- Video clip is published on cate: Du lịch (Travel), Thể thao (Sport), Thế giới động vật (Animal world), Mạng xã hội (Social Network) on VietNamNet Video Homepage during 2 hours then stored on an appropriate cate	2,000,000
Top of Cates	- Video clip is published on Top position of cate on VietNamNet Video during 2 hours then	2,000,000

	stored on an appropriate cate	
Top 1 of Box Vietnamnet Video on Vietnamnet Homepage	- Video clip is published on Top 1 of box Vietnamnet Video on VietNamNet Homepage during 2 hours then stored on an appropriate cate on Vietnamnet Video	15,000,000
Top 2-4 of Box Vietnamnet Video on Vietnamnet Homepage	- Video clip is published on Top 2-4 of box Vietnamnet Video on VietNamNet Homepage during 2 hours then stored on an appropriate cate on Vietnamnet Video	10,000,000

### General regulations :

- Price: not includes 10% VAT
- Each video clip can have an introduction (text) maximum 150 words.
- Video length is 1-3 minutes. Charge additional fee for longer length:
  - o Charge 500,000VND additional for video length >3-5 minutes
  - o Charge 1,000,000VND additional for video length >5-10 minutes
  - o Charge 2,000,000VND additional for video length >10 minutes
- 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.

#### **DEMO**

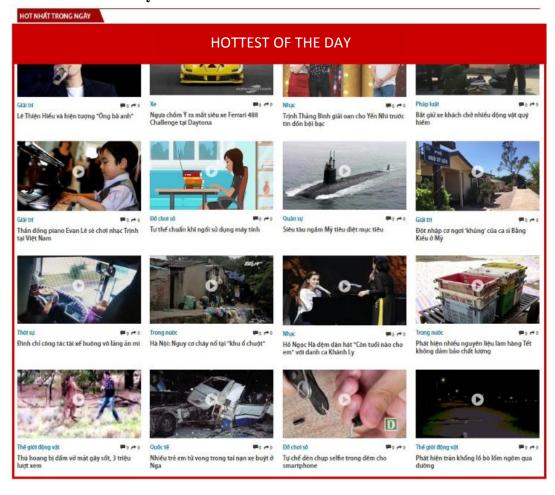
# 1. Top 1 of Homepage



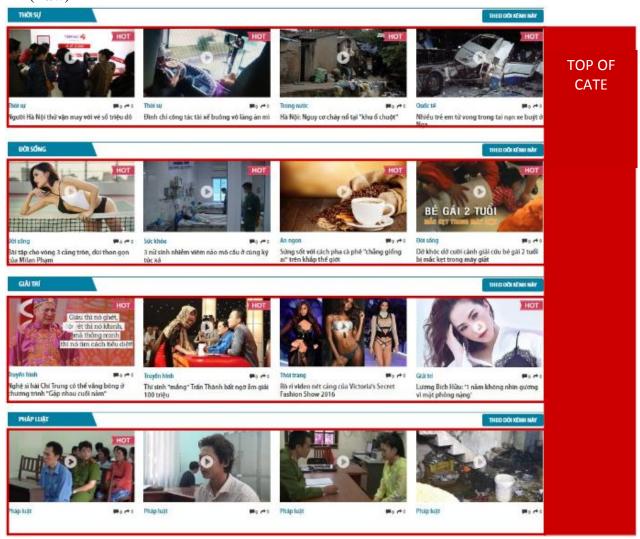
## 2. Top 2-4 of Homepage



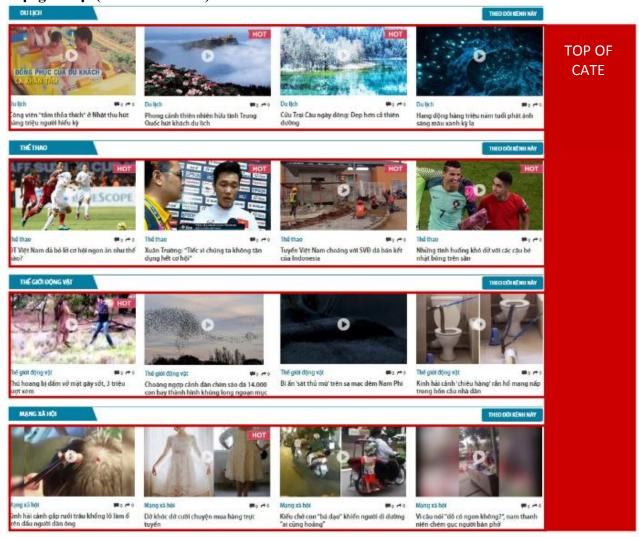
## 3. Hottest of the day



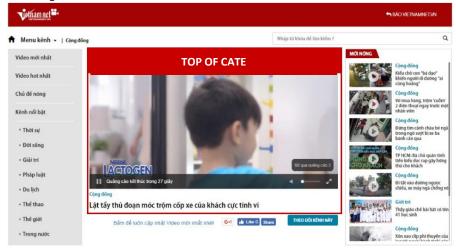
4. Top of cate: Thời sự (News), Đời sống (Life), Giải trí (Entertainment), Pháp luật (Law)



5. Top of cate: Du lịch (Travel), Thể thao (Sport), Thế giới động vật (Animal world), Mạng xã hội (Social Network)



6. Top of Cate



### 7. Top 1 of Box Vietnamnet Video on Vietnamnet Homepage



Mgười Hà Nội thử vận may với vé số triệu đô



Công viên "tắm thỏa thích" ở Nhật thu hút hàng có thể vắng bóng ở triệu người hiếu kỳ



A Nghệ sĩ hải Chí Trung chương trình "Gặp nhau cuối năm"



Tư thế chuẩn khi ngồi sử dụng máy tính

#### 8. Top 2-4 of Box Vietnamnet Video on Vietnamnet Homepage



Mgười Hà Nội thử vận may với vé số triệu đô

