

PR ARTICLES





Applied since 01/2025



TABLE OF CONTENTS

- 1. WEBSITE TRAFFIC
- 2. BENEFITS OF PR ARTICLES
- 3. RATE CARD & DEMO
- 4. GENERAL REGULATIONS
- 5. CONTACT INFORMATION



1. WEBSITE TRAFFIC



50.000.000

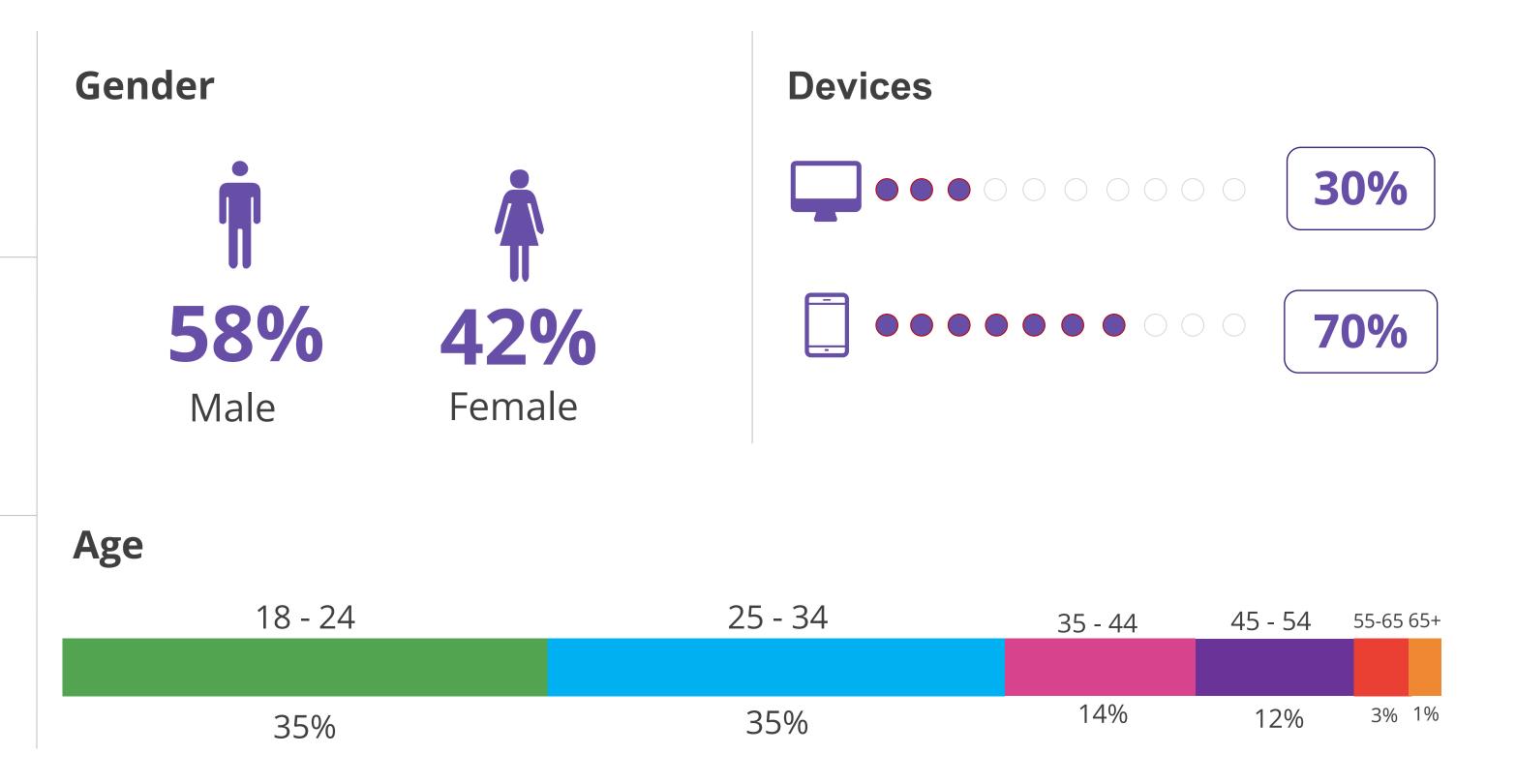
Pageviews/month

00:03:00

Time on site

9.000.000

Users/month



(*) D Google Analytics

2. BENEFITS OF PRARTICLES





Improve the company's standing

2Sao is a long-standing and reputable electronic information platform in Vietnam; therefore, brands and individuals can enhance their credibility and strengthen brand awareness.



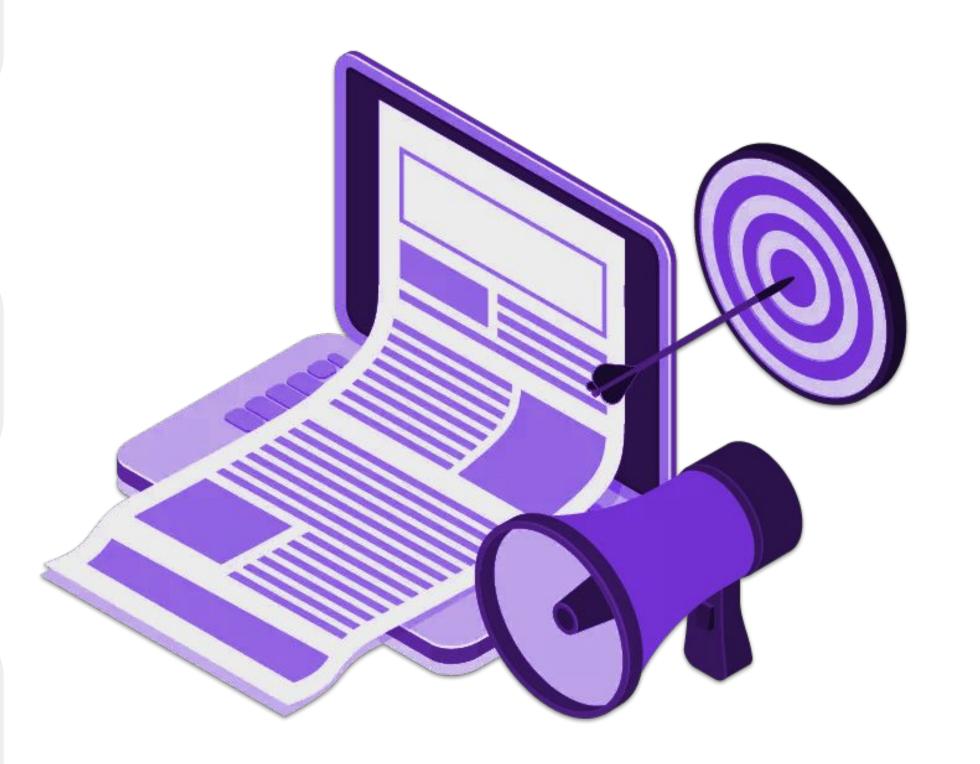
Reaching target customers

With content focused on entertainment and aimed at a young readership, businesses can easily reach this potential customer group.



Diverse and flexible

2Sao's PR posting service offers a variety of posting positions, suitable for many brands across different fields and industries.



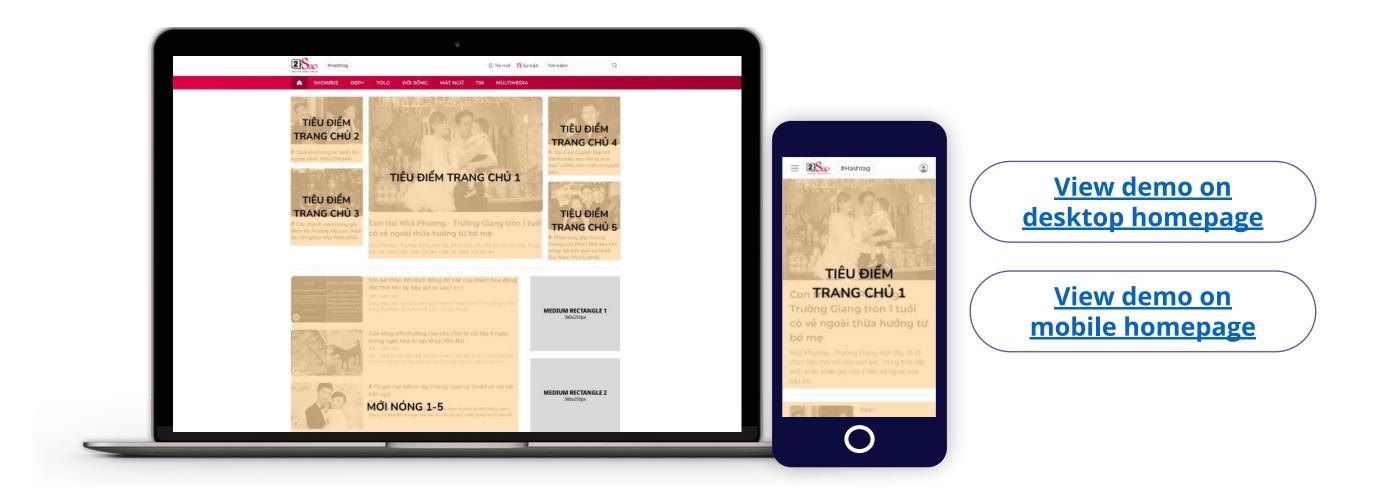


3. RATE CARD & DEMO



PR ARTICLES AT HOMEPAGE FEATURE, HOT NEWS SECTION ON 2SAO

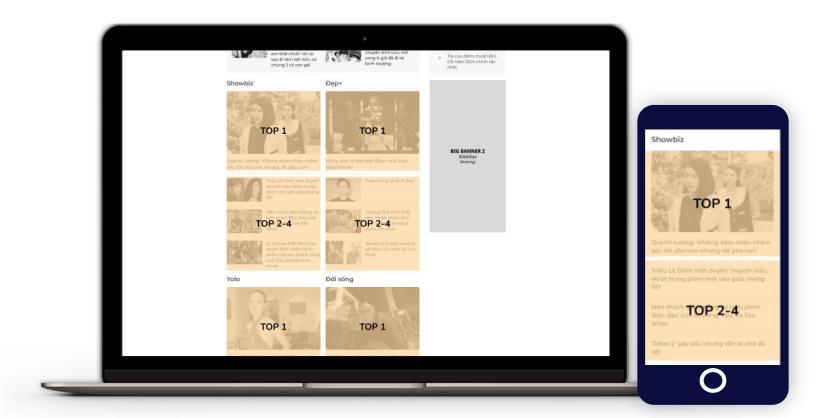




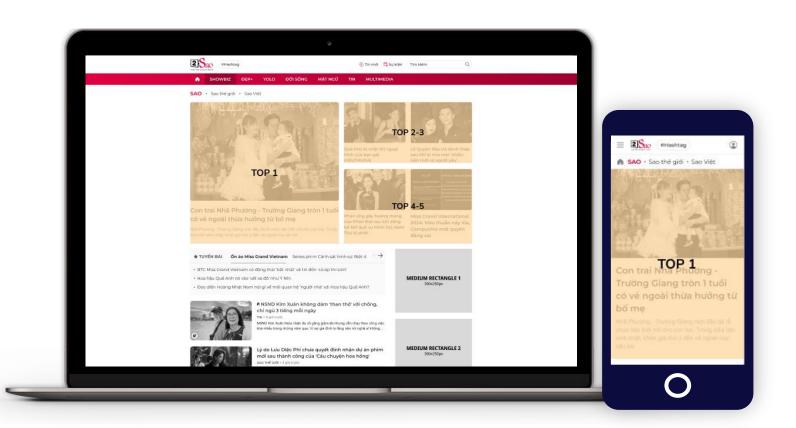
POSITION	DESCRIPTION	PRICE (VND)
HOMEPAGE FEATURE 1	Publish in the Homepage feature 1 position with the largest thumbnail for 2 hours , then save the post in the appropriate category.	10.000.000
HOMEPAGE FEATURE 2-5	Publish in the Homepage feature 2-5 position for 2 hours , then save the post in the appropriate category.	7.000.000
TOP 1-5 HOT NEWS	Publish in the Hot news 1-5 position for 2 hours , then save the post in the appropriate category.	6.000.000
TOP 6-15 HOT NEWS	Publish in the Hot news 6-15 position for 2 hours , then save the post in the appropriate category.	5.000.000

PR ARTICLES ON TOP CATEGORY





PR article posted in the **Top category position** on the **2Sao homepage**



Published on the **Top section** of the **2Sao category page**

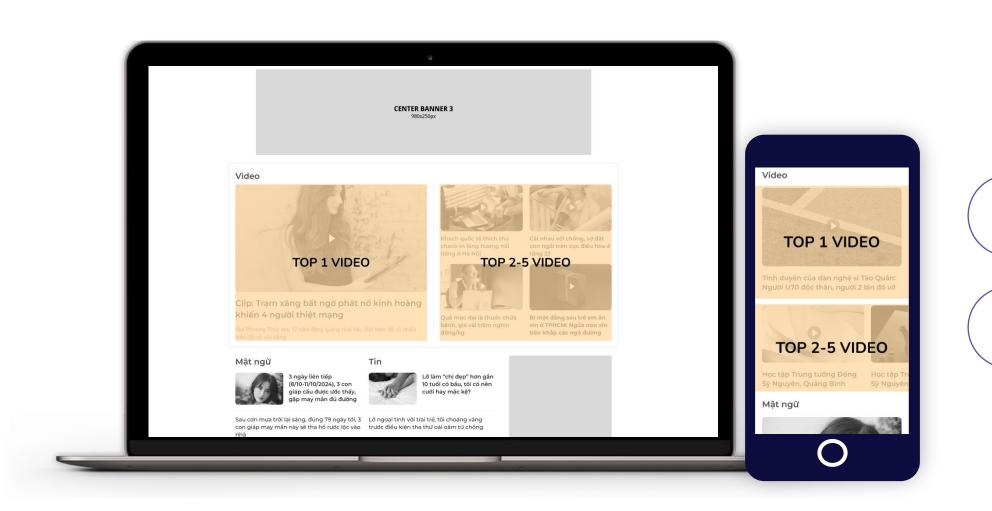
View demo on desktop category page

View demo on mobile category page

POSITION	DESCRIPTION	PRICE (VND)
TOP 1	Publish in the Top 1 of Category page for 2 hours , then save the post in the appropriate category.	4.000.000
TOP 2 – 5	Publish in the Top 2-5 of Category page for 2 hours , then save the post in the appropriate category.	3.500.000
TOP 6-11	Publish in the Top 6-11 of Category page for 2 hours , then save the post in the appropriate category.	3.000.000
TOP 12 DOWNWARD	Publish in the Top 12 downward of Category page for 2 hours , then save the post in the appropriate category.	2.500.000

PR ARTICLES ON VIDEO BOX AT 2SAO HOMEPAGE





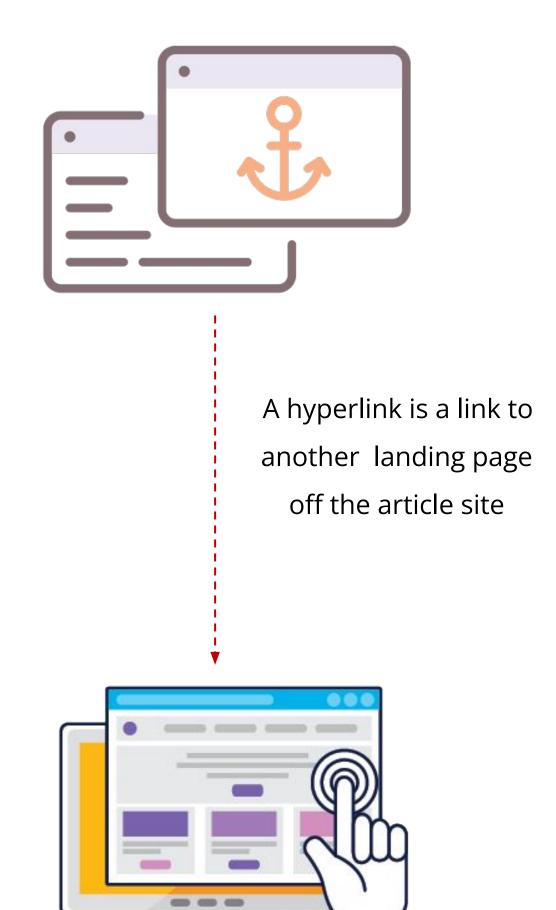
<u>View demo on</u> <u>Desktop Homepage</u>

<u>View demo on</u> <u>Mobile Homepage</u>

POSITION	DESCRIPTION	PRICE (VND)
TOP 1	Publish in the Top 1 of Video box of 2sao Homepage for 2 hours , then save the post in the appropriate category.	5.000.000
TOP 2-5	Publish in the Top 2-5 of Video box of 2sao Homepage for 2 hours , then save the post in the appropriate category.	3.000.000



HYPERLINKS



1. Description:

- Hyperlinks are electronic links providing direct access from one distinctively marked place to a different site.
- They are embedded in an article in two forms:
 - Text Hyperlink or Anchor Text
 - Full link
- Display time on 2Sao page: 3 month

2. Price: Plus 5.000.000 VND/hyperlink in a PR article

3. Notes:

- Price does not include VAT
- Maximum 3 hyperlinks in an article.
- Each Link can only be inserted in 1 position (Anchor text or Link Full).
- Links are moderated on a case-by-case basis



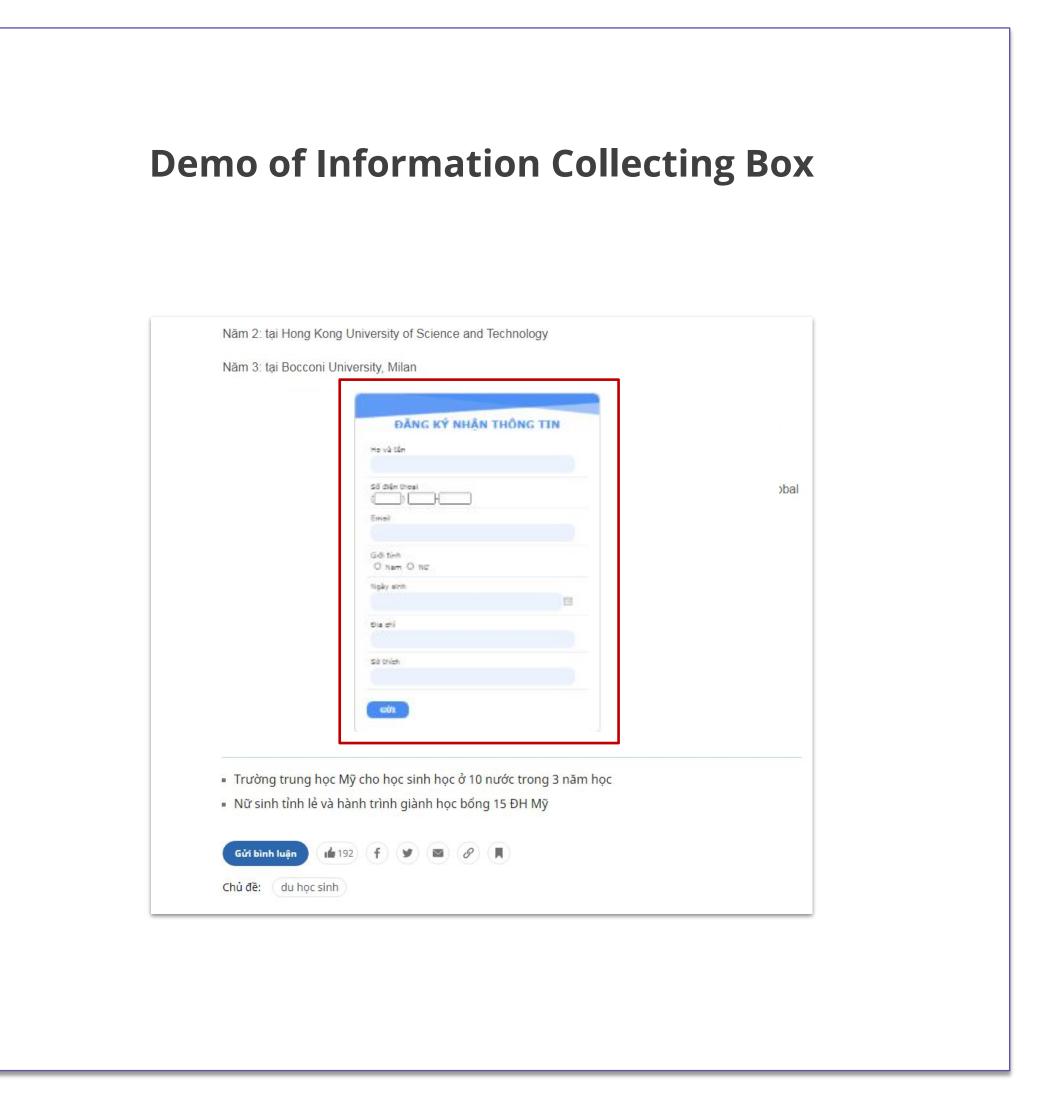


BOX	DESCRIPTION	PRICE (VND)
Branding box	 Quantity: 1 box/1 article Position: The box is inserted above the author's name at the bottom of an article Description: Provide information on products and brands. The box with 2Sao's template-based design has one photo and a maximum length of 200 words. 	2.000.000 VND/box
Information Collecting Box	 Quantity: 1 box/1 article Position: The box is inserted above the author's name at the bottom of each detailed article footer. Description: Fields in the box allow readers filling information to register or receive gifts. The submit button is designed based on 2Sao's template. 	2.000.000 VND/box
Survey Box	 Survey Box in an article: Position: The box is inserted above the author's name at the end of each article Description: Multiple choice checkbox. A question with a group of answer choices that the reader can select. The box and its submit button are designed based on 2Sao's template. 	2.000.000 VND/box
	 Survey Box in a category: Position: The box is inserted in a category with a fixed position Description: Multiple choice checkbox. A question with a group of answer choices that the reader can select. The box and its submit button are designed based on 2Sao's template. 	30.000.000 VND/month/ category

READERS INTERACTIVE BOX



Demo of Branding Box Năm 2: tại Hong Kong University of Science and Technology Năm 3: tại Bocconi University, Milan Năm 4: Có thể tùy chọn 1 trong 3 trường trên Khi tốt nghiệp sẽ được nhận bằng tốt nghiệp từ cả 3 trường. Trong 4 năm nhận 3 bằng, quá hời đúng không nào? Vậy tại sao lại 4 châu lục nhỉ? Đó là vì sau năm nhất, sinh viên có thể tới Nam Mỹ cho chương trình Global Social Impact Program nữa đó. Nguyễn Thị Ánh Tuyết - Sinh viên Đại học Minerva (Mỹ) pulls, himp many, Mr. of Str. posit returning eldern son shifter pili pily var emple, andre processing region makes and region and region and malt small rating wholey tell and pales 200 rates all regarded etc. using that had treat Physics other ir adi man Simenarang Pistole. Non-Long Inc. ton July Alon Adv. Polic that short tidy ofting raped conditioned strates arrange metro along. Throsto and raise along man annot sell, and ricing rate at to rate it also may be set may all during set rate, air Trường trung học Mỹ cho học sinh học ở 10 nước trong 3 năm học Nữ sinh tỉnh lẻ và hành trình giành học bổng 15 ĐH Mỹ Gửi bình luận (🖆 192) (f) 👿 🐼 🔗 🔲 Chủ đề: du học sinh

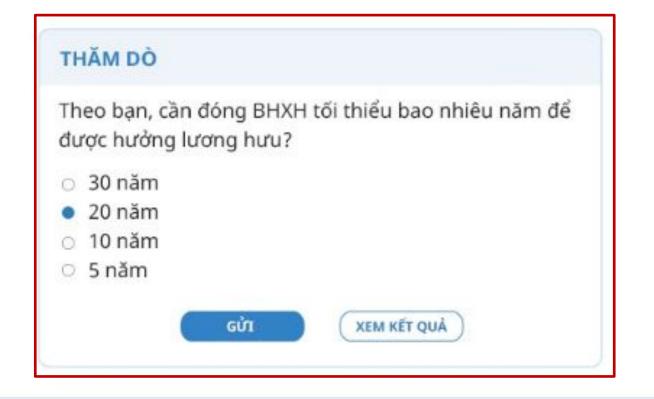






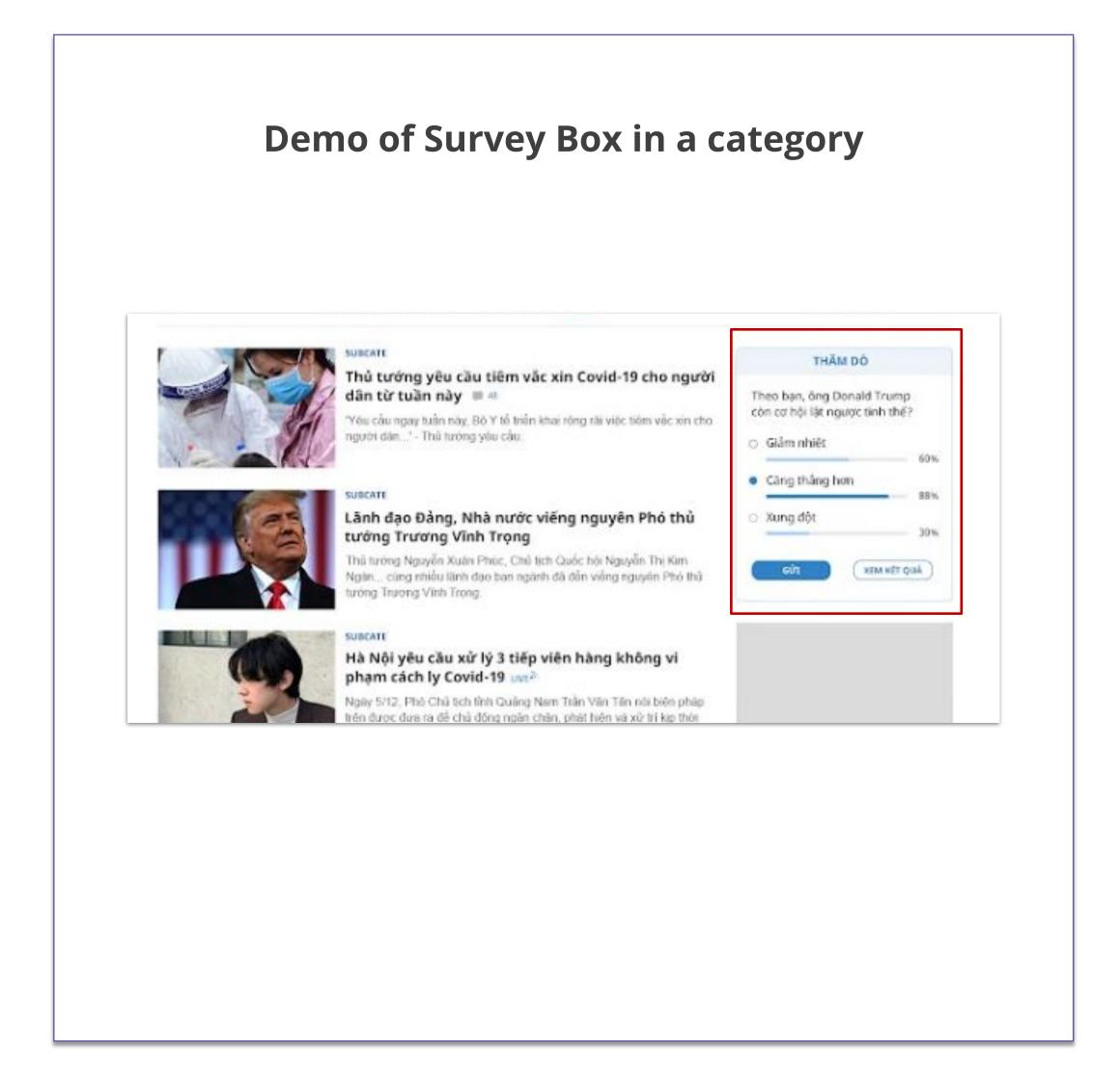
Demo of Survey Box in an article

Theo ông, các giá trị truyền thống, văn hóa tốt đẹp của đồng bào dân tộc thiểu số được quan tâm bảo tồn và phát huy, không chỉ trở thành một tài sản



- Xuất hiện hotboy Hàn Quốc tự tin 'cân' cả 5 ca sĩ ở Giọng ca bất bại
- Đánh răng sai cách là nguyên nhân gây ra nhiều bệnh ung thư
- 'Soái ca' mới của phim Quỳnh búp bê: Từ bị chửi đến nhận loạt tin cưa cẩm





OTHER COSTS



SERVICES	DESCRIPTION	
Content writing rates	From 2.000.000 VND/article (*)	
In case of the number of photos exceeds 5 in normal articles or 9 in photo articles	 Plus 500,000 VND for each additional photo The number of additional photos must not exceed 8 photos. 	
Attach a video clip (shorter than 3 minutes, maximum size 250Mb) to the article	Plus 1.000.000 VND	
Attach a video clip (from 3 - 5 minutes, maximum size 250Mb) to the article	Plus 1.500.000 VND	
Attach a video clip (longer than 5 minutes, maximum size 250Mb) to the article	Plus 2.000.000 VND	
A published article is moved to the same position when being re-published	Plus 30% of the price	
An article is re-published more than 1 time on the same position in 2 hours	Plus 30% of the price	
Editing published articles: date, time, title, lead, content of an articles (Edited content must be approved by 2Sao)	Costs: 500.000 VND/correction Rules: Do not edit more than 10 words and 2 corrections maximum	

^{*} The price may vary depending on operational requirements and the complexity of the article's topic



4. GENERAL REGULATIONS

- PR articles are displayed for 2 hours.
- Costs are in VND, excluding VAT and writing costs. Writing costs do not include out-of-province travel costs and additional costs. Articles with complex content and structure will have separate quotes.
- A normal article has a maximum length of 1,000 words for content, of 12 words for the title, and no more than 5 photos.
- A photo article has a maximum length of 300 words and no more than 9 photos.
- In **the co-publishing policy**, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories in 2Sao. The cost of a co-publishing article must be equal to or lower than the first article.
- Article content must **comply with Vietnamese regulations on Press and Fine Customs**. The Editorial Board can edit content, photos to meet the general criteria of 2Sao.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.



Contact Information

VietNamNet Media Joint Stock Company



Hanoi

C'Land Building, 156 Xa Dan 2 St.,
Dong Da Ward

Phone: 0919 405 885



Ho Chi Minh City

27 Nguyen Binh Khiem St., Saigon Ward

Phone: 0919 405 885