

PR ARTICLES



Applied since 07/2024

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1. Benefits of PR Articles



1

Improve the company's standing

A PR article post about products or services on VietNamNet can increase firms' reputation with consumers because VietNamNet is one of the most popular online newspapers in Vietnam



2

Brand's story telling

The PR article effectively communicates the brand identity with engaging language, making it simple to draw the target consumers to the company's narrative.



3

Variety and adaptability

The PR posting service provided by VietNamNet offers a selection of posting opportunities that are suitable for a wide range of organizations in numerous fields and industries.



2. Rate card of **PR Articles**

[View Demo](#)

POSITION	DESCRIPTION	DISPLAY TIME	PRICE (VND)
Headline 1	Published on Headline 1 on homepage and co-published on Top 1 - 3 of an appropriate category .	2 hours	20.000.000
Headline 2 - 5	Published on Headline 2 - 5 on homepage and co-published on Top 1 - 3 of an appropriate category .	2 hours	15.000.000
Headline 6 - 12	Published on Hot news 6 - 12 on homepage and co-published on Top 1 - 3 of an appropriate category .	2 hours	12.000.000
Hot news 1 - 15	Published on Hot news 1 - 15 on homepage and co-published on Top 1 - 3 of an appropriate category .	2 hours	10.000.000
Top 1 - 3 of category	Published on Top 1 - 3 of category category on homepage and co-published on Top 1 - 3 of an appropriate category .	2 hours	8.000.000
Subcategory	Published on an appropriate subcategory, do not displayed on homepage .	-	4.000.000

3. General regulations

- Price **does not include** VAT and article writing fee.
- **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 VietNamNet. 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 VietNamNet.
- **Plus 100% fee** for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- **Plus 20% publishing fee** for each brand, from the second one and owned by different people or corporations, mentioned.

4. Other costs

ITEMS	PRICE (VND)
Content writing rates	From 3.000.000 (*)
Attach video clip (shorter than 3 minutes, maximum size 250Mb) to the article	1.000.000
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.
A published article is moved to the same position when being re-published	+ 30%
Editing published articles: date, time, title, lead, content of an articles - Edited content must be approved by VietNamNet - Rules: Do not edit more than 10 words and 2 corrections maximum	500.000
1 post on Fanpage Infonet	2.000.000

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

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