

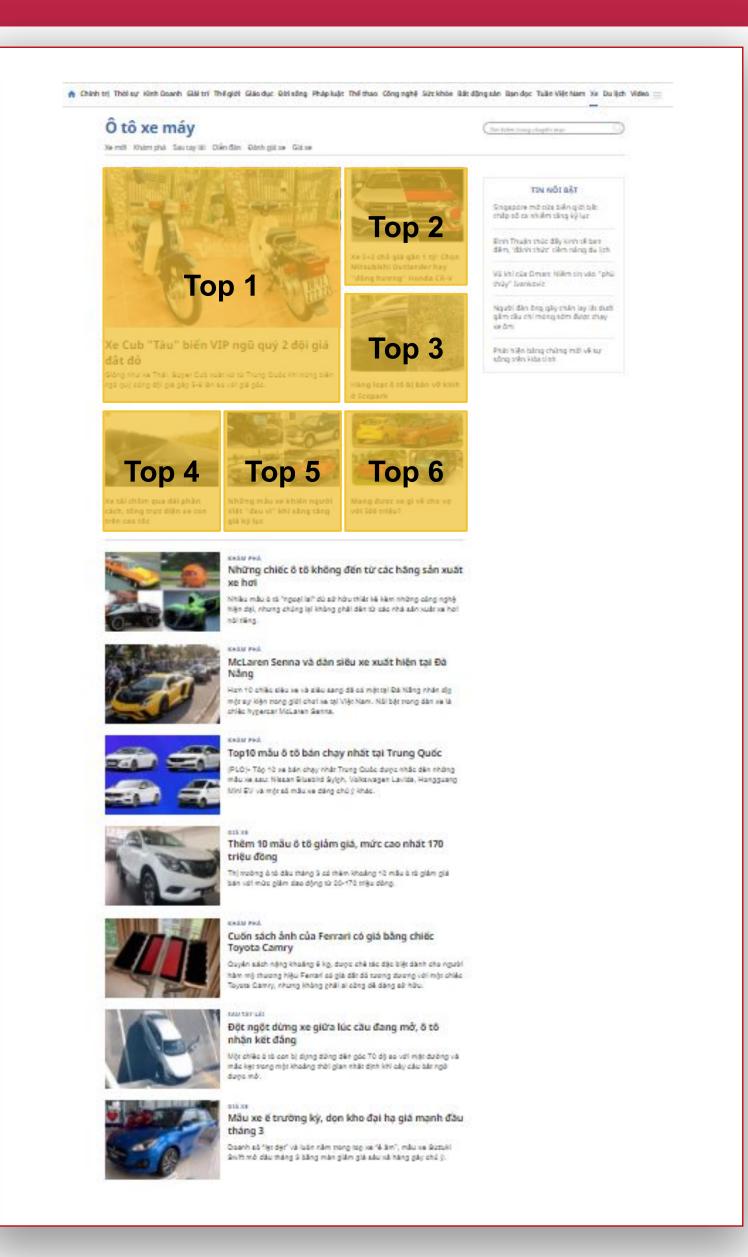


#### PR ARTICLES OF CAR REVIEWS



A PR article is published in Hot News section on VietNamNet Homepage





Co-published on top positions of an appropriate category

## TYPE OF CAR ARTICLES TO REVIEW



#### Experiences, evaluations, and introductions of automotive products provided by VietNamNet's journalists and guests



Video News – The 1<sup>st</sup> script

01 car experiencing character in a static context, no driving scenes



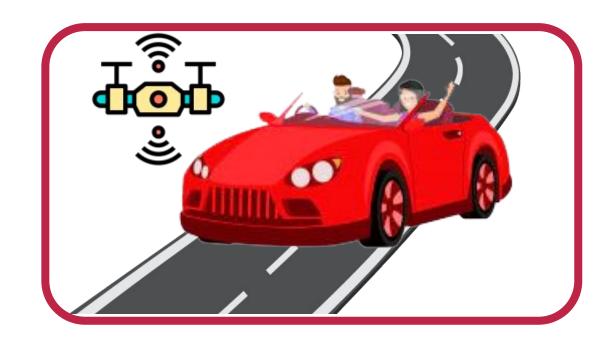
Video News – 2<sup>nd</sup> script

01 car experiencing character in a dynamic context, with driving scenes



Video News – 3<sup>rd</sup> script

02 car experiencing characters (02 journalists or 01 journalist + 01 guest) driving cars are put in a dynamic context



Video News – 4<sup>th</sup> script

02 experiencing characters (02 journalists or 01 journalist + 01 guest) driving cars are put in a dynamic context with visual effects added



**Text News** 

Does not include writing costs

## RATE CARD CAR REVIEW



Experiences, evaluations, and introductions of automotive products provided by VietNamNet's journalists and guests

Unit: VND

Position of articles	1 <sup>st</sup> Video Script*	2 <sup>nd</sup> video script*	3 <sup>rd</sup> video script*	4 <sup>th</sup> video script*	Text News
Top 7-14 of Hot news section & Top 1 of "Car" category	69.000.000	74.000.000	83.000.000	95.000.000	52.000.000
Top 7-14 of Hot news section & Top 2 of "Car" category	63.000.000	68.000.000	77.000.000	89.000.000	51.000.000
Top 7-14 of Hot news section & Top 3-5 of "Car" category	61.000.000	66.000.000	75.000.000	87.000.000	50.000.000
Top 1 of "Car" category	49.000.000	54.000.000	63.000.000	75.000.000	28.000.000
Top 2-5 of "Car" category	41.000.000	46.000.000	55.000.000	67.000.000	20.000.000
Top 6 of "Car" category	37.500.000	42.500.000	51.500.000	63.500.000	9.000.000

<sup>\*</sup> Price does not include VAT tax



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