

CAR REVIEWS



Applied since 05/2024

PR ARTICLES OF CAR REVIEWS

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

The screenshot shows the VietNamNet homepage layout. At the top, there are navigation menus for 'Chính trị', 'Thế giới', 'Kinh doanh', 'Giáo dục', 'Thể thao', 'Giải trí', 'Thời sự', 'Giao thông', 'Pháp luật', 'Sức khỏe', 'Bất động sản', 'Bản đồ', 'Tuần Việt Nam', 'Xe', 'Du lịch', and 'Video'. The main content area is divided into several sections: 'THỜI SỰ', 'KINH DOANH', 'BẤT ĐỘNG SẢN', 'THỂ THAO', 'THẾ GIỚI', and 'GIÁO DỤC'. A prominent 'Hot News' banner is located in the center, featuring a yellow background and the text 'Hot News 7-14'. Below the banner, there are several news items with images and titles. A large 'BIG BANNER 1' is positioned on the right side of the page, and a 'CENTER BANNER 2' is located at the bottom center.

The screenshot shows a car review article titled 'Ô tô xe máy'. The article features a list of the top 6 cars, each with a small image and a title. The cars are ranked from Top 1 to Top 6. Below the list, there are detailed reviews for each car, including images and text. The reviews cover various aspects of the cars, such as performance, design, and value. The article is well-organized and easy to read, with clear headings and sub-headings.

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 1st script

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



Video News – 2nd script

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



Video News – 3rd script

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



Video News – 4th 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 st Video Script*	2 nd video script*	3 rd video script*	4 th 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

* Price does not include VAT tax

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