

CUSTOMIZED SUBCATE



Applied since 02/2025

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1. WEBSITE TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

30.000.000

Users

Gender



55%
Male



45%
Female

Devices



30%



70%

Regions



Age



(*) Data from Google Analytics

2. INTRODUCTION OF CUSTOMIZED SUBCATE

✓ What is Customized Subcate?

1

Is a collection of PR content of the brand, located in a compatible category, representing a unified theme.

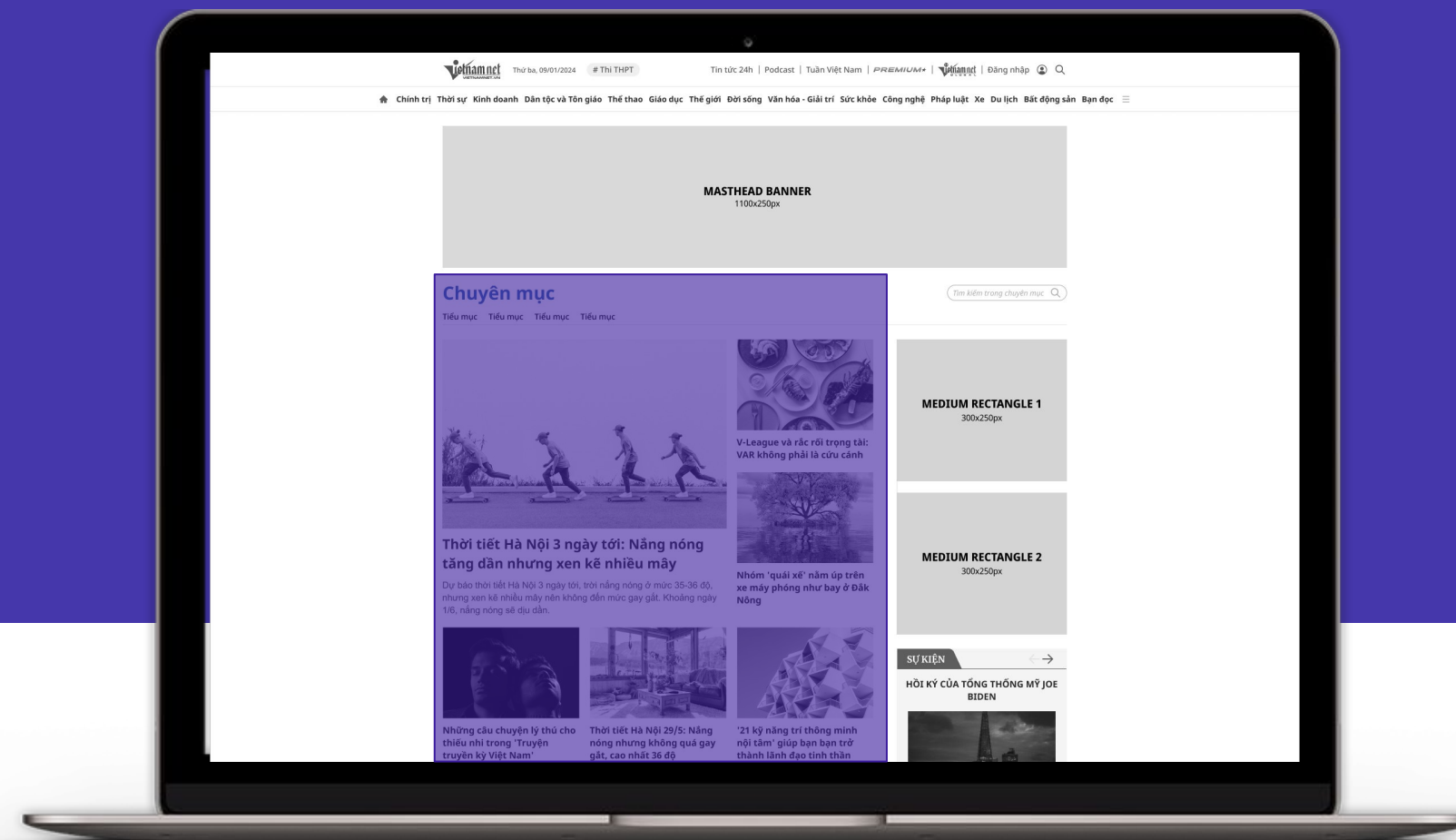
2

Customized subcate helps to increase brand awareness, credibility and coverage of the content to the target audience.



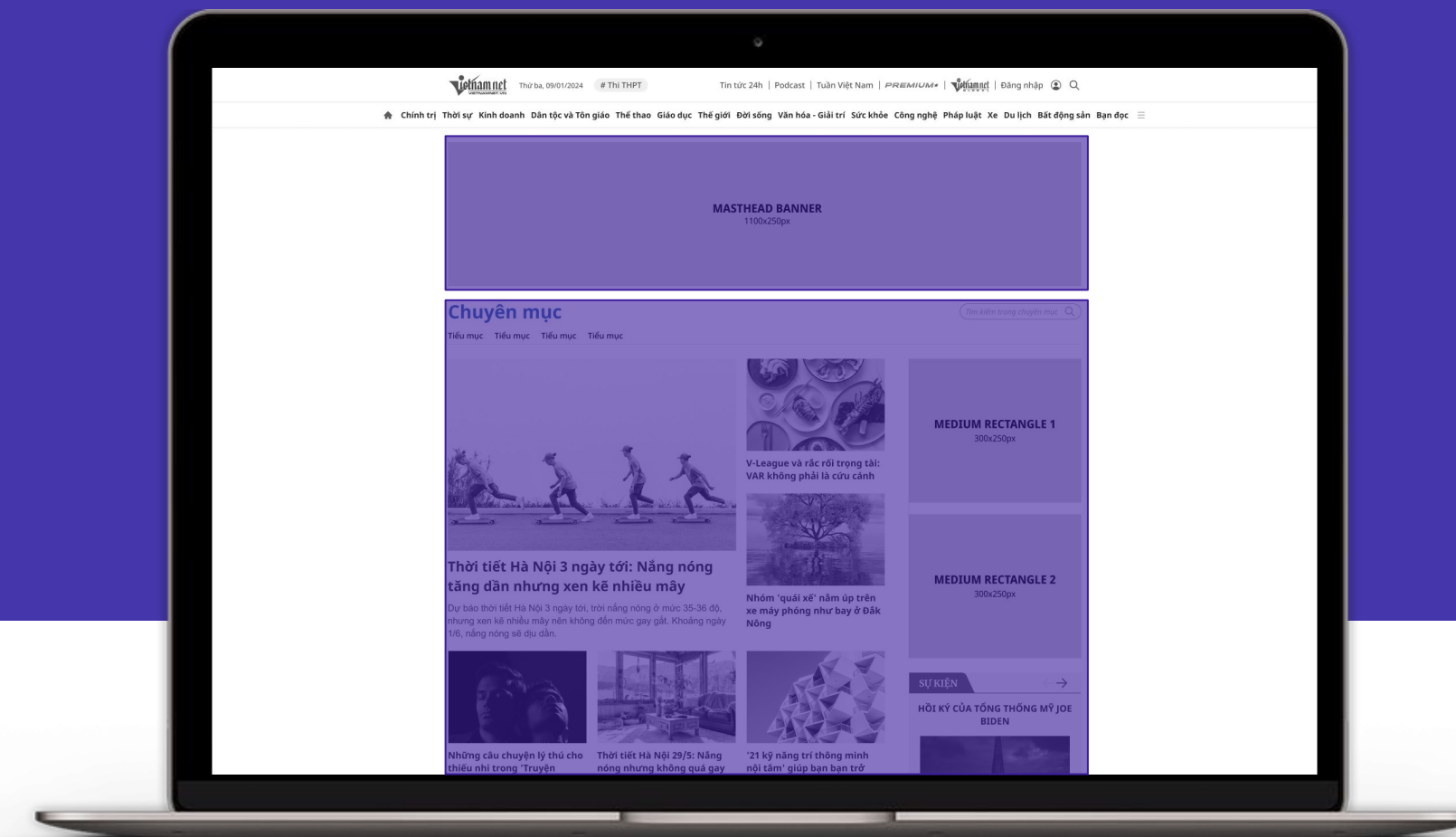
STANDARD PAGE & EXCLUSIVE PAGE

What is a private page? It is a collection of PR content of a brand in a compatible category, representing a unified content theme to increase brand awareness and credibility and coverage of content to targeted readers.



STANDARD PAGE

- Content display interface (excluding Header, Footer and right column areas)
- VietNamNet is allowed to advertise on this subcategory, ensuring no effect on customers' content.



EXCLUSIVE PAGE

- Content display interface (including all areas displayed on this category, except Header, Footer to identify VietNamNet)
- VietNamNet does not post ads on this Subcate

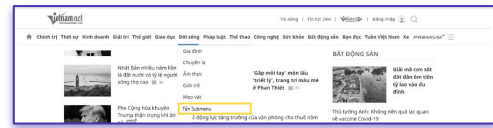
3. RATE CARD & DEMO



3. 1. STANDARD PAGE ON VIETNAMNET

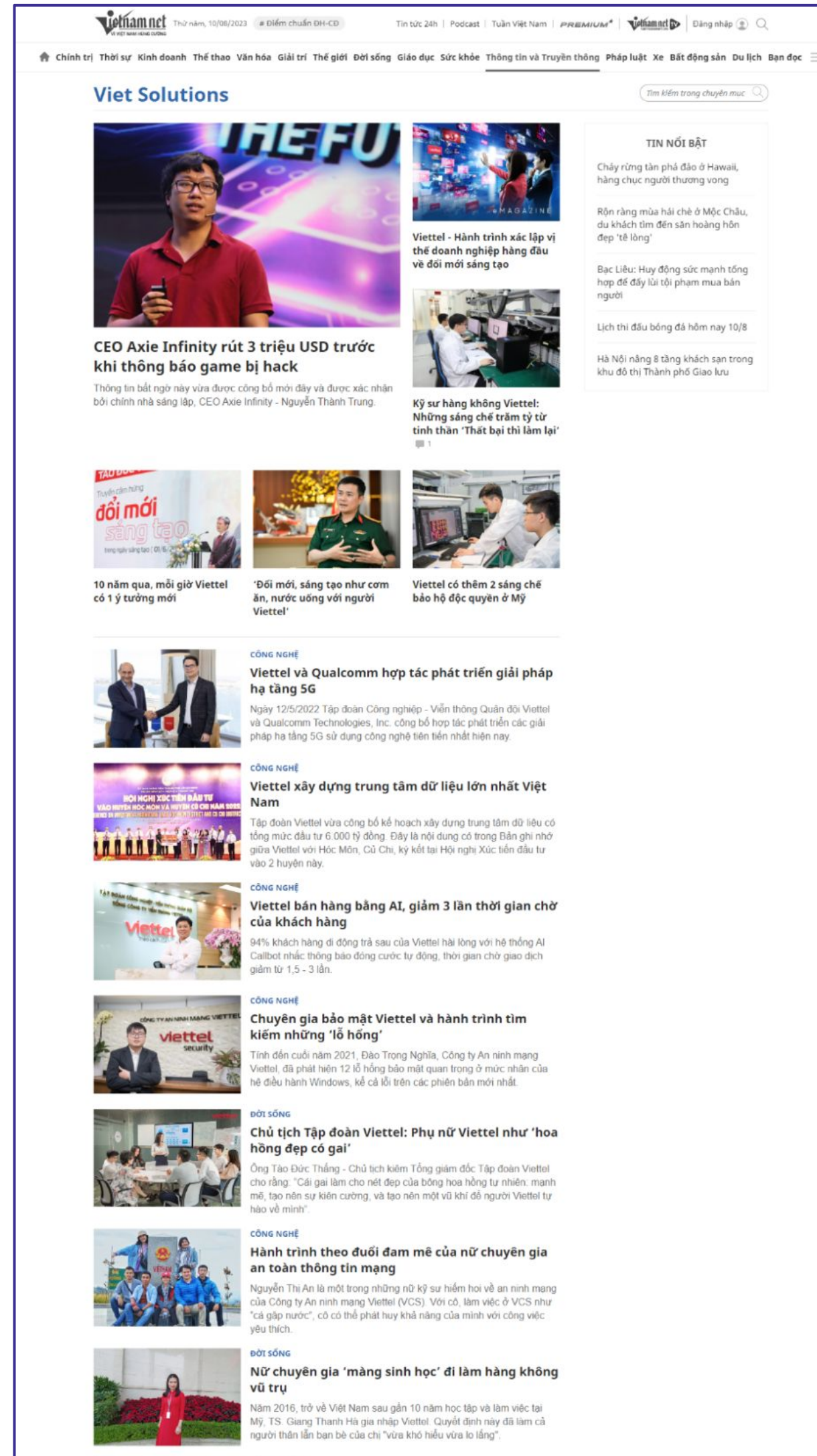


01 menu link on all page without homepage is the sub menu of the appropriate category



10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View demo](#)



CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by VietNamNet. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - VietNamNet manages advertising slots on this Sub-Cate, not affect to customer content 	<p>80.000.000 VND/month</p>
PR article	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by VietNamNet. 	
Page link placed on the main menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.	

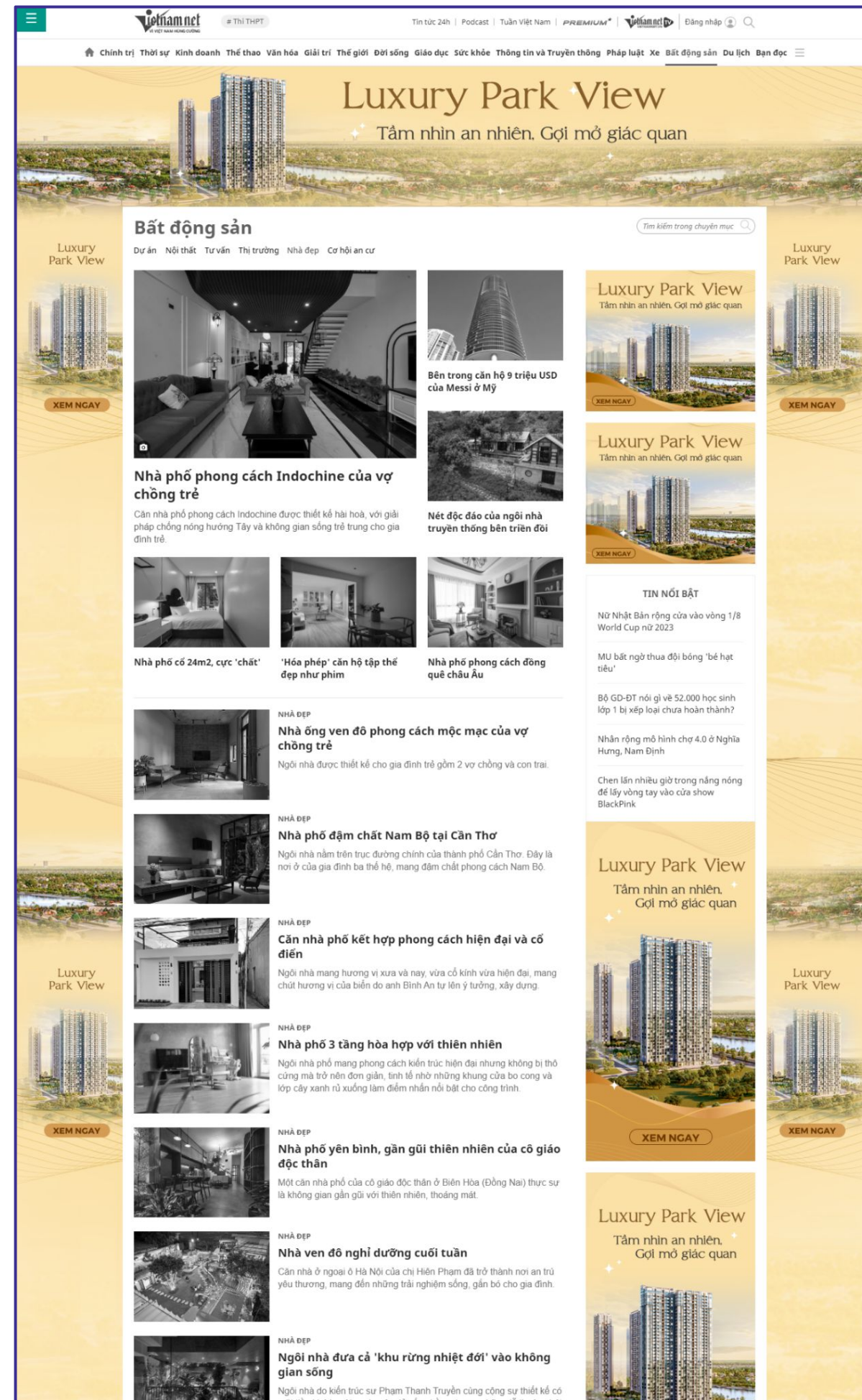
3. 2. EXCLUSIVE PAGE ON VIETNAMNET

01 menu link on all page without homepage is the sub menu of the appropriate category



10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View demo](#)



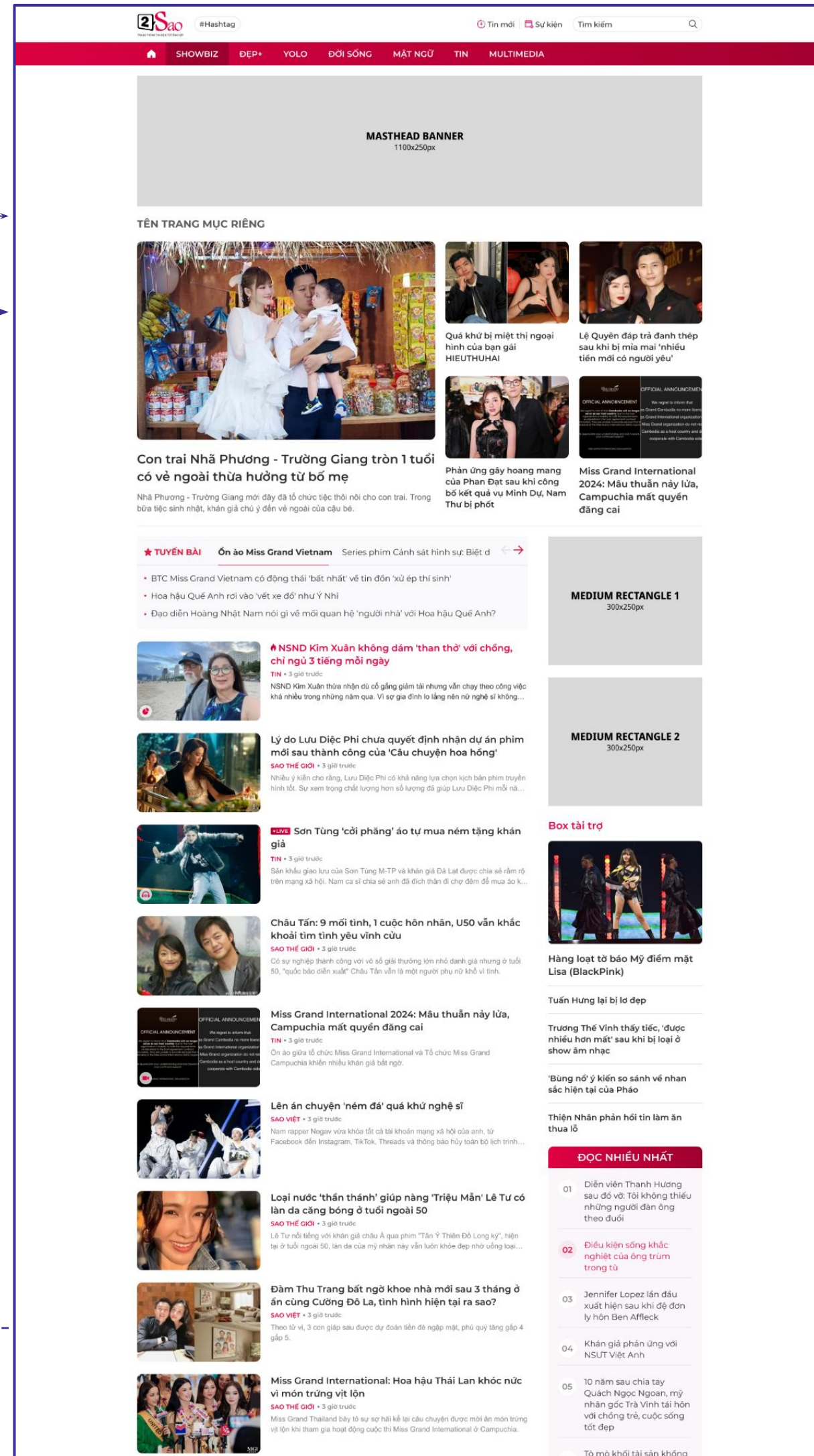
CONTENT	DETAILS	PRICE
<p>Category with brand name</p>	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by VietNamNet. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - VietNamNet is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles. 	<p>120.000.000 VND/month</p>
<p>PR article</p>	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by VietNamNet. 	
<p>Page link placed on the main menu</p>	<p>The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.</p>	
<p>Page link placed on menu item</p>	<p>The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.</p>	

3. 3. STANDARD PAGE ON 2SAO

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View Demo](#)



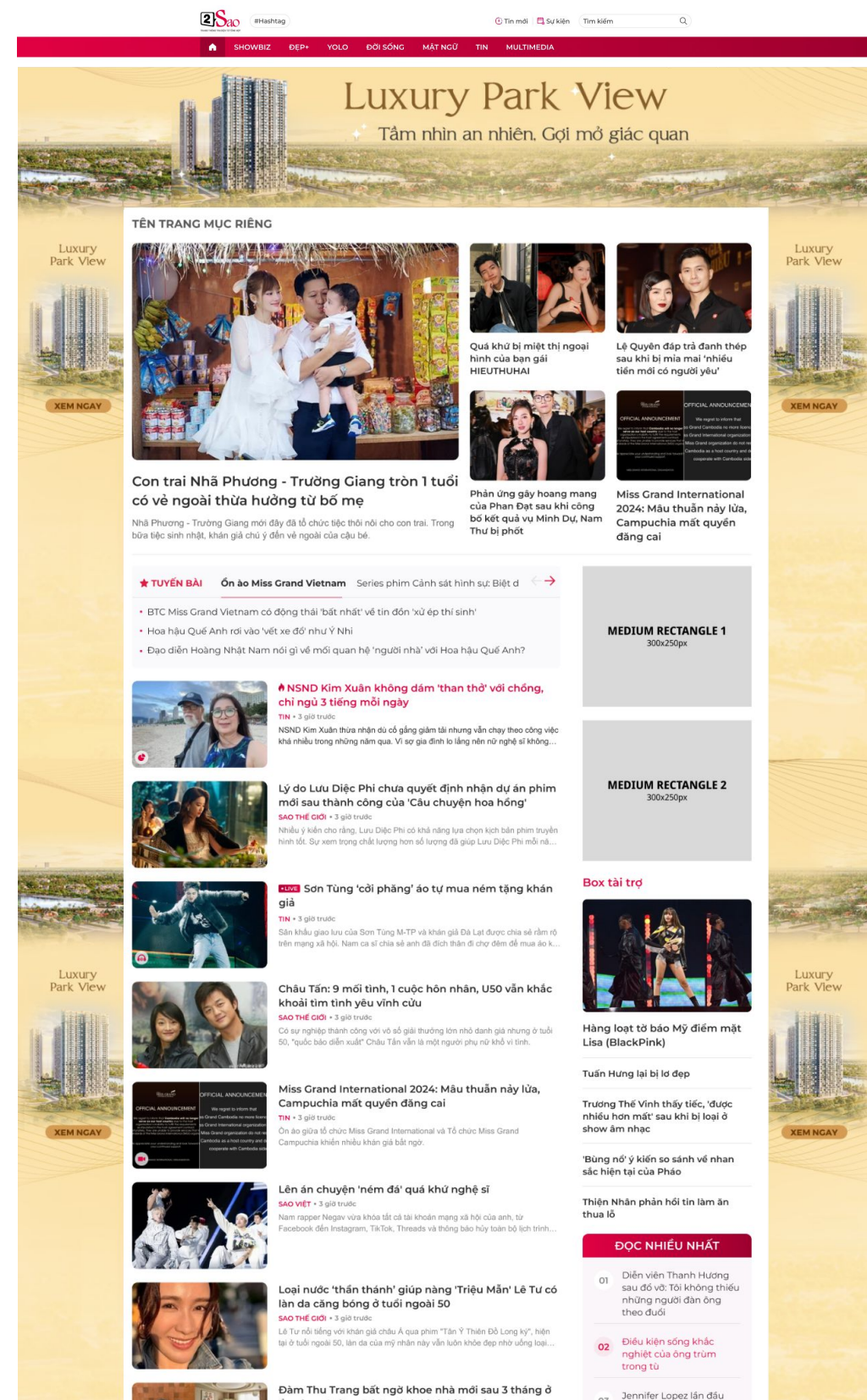
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by 2sao. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - 2sao manages advertising slots on this Sub-Cate, not affect to customer content 	<p>40.000.000 VND/month</p>
PR article	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by 2sao. 	
Page link placed on the main menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category..	

3. 4. EXCLUSIVE PAGE ON 2SAO

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View Demo](#)



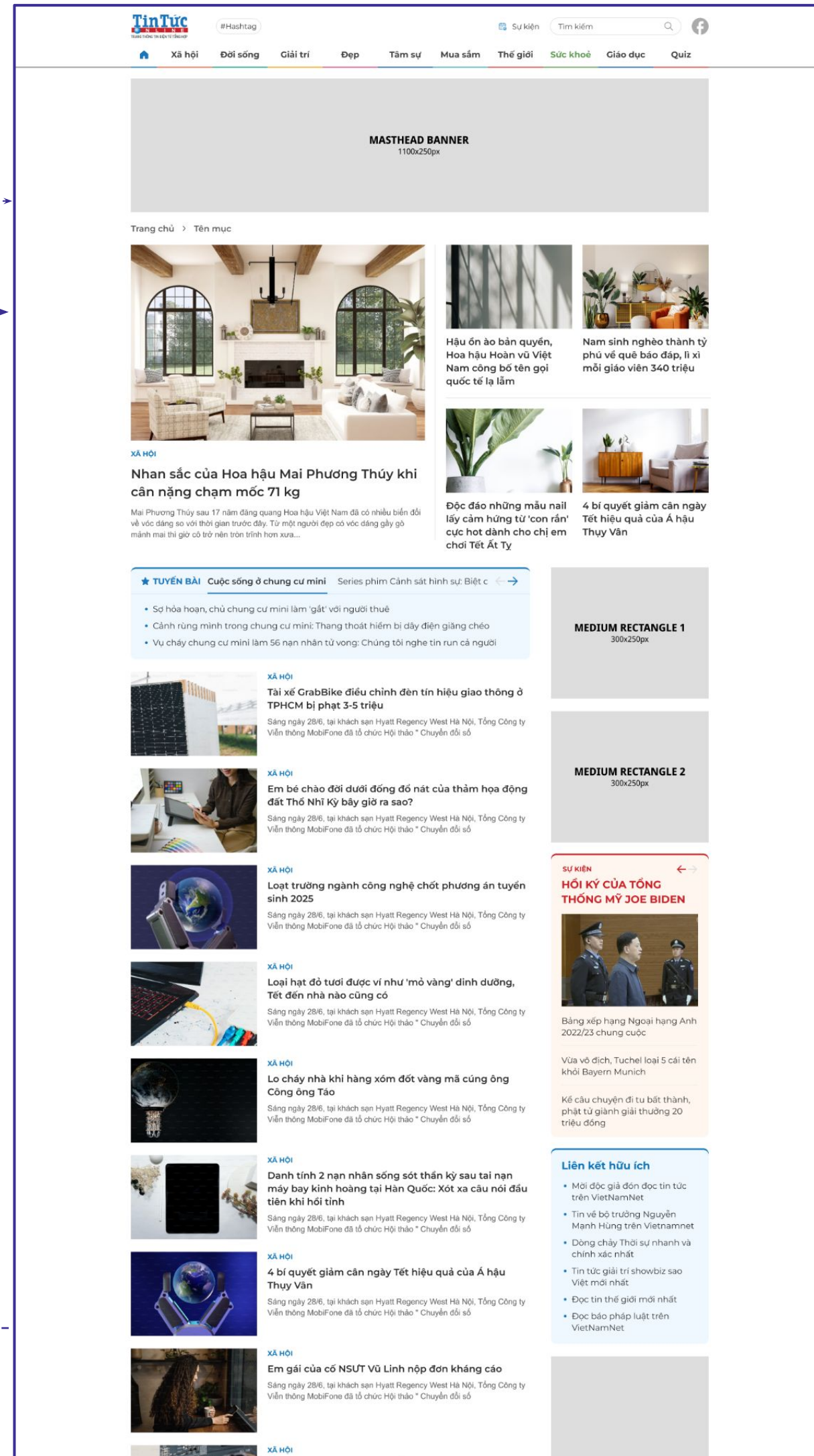
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by 2sao. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - 2sao is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles. 	<p>60.000.000 VND/month</p>
PR article	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by 2sao. 	
Page link placed on the main menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.	
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by 2sao. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - 2sao is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles. 	

3. 5. STANDARD PAGE ON TINTUONLINE

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View Demo](#)



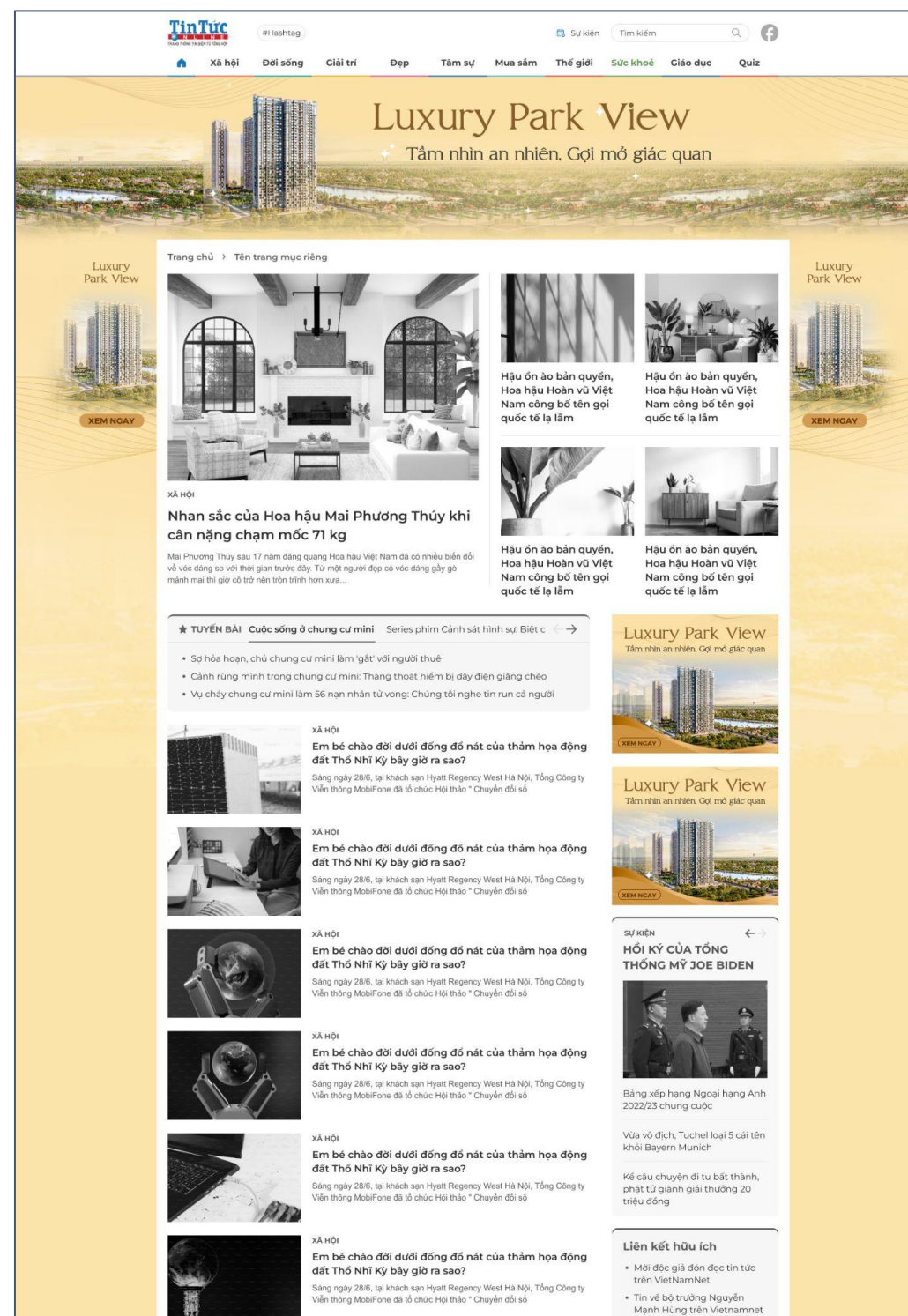
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by Tintuonline. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - Tintuonline manages advertising slots on this Sub-Cate, not affect to customer content 	<p>40.000.000 VND/month</p>
PR article	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by Tintuonline. 	
Page link placed on the main menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category..	

3. 6. EXCLUSIVE PAGE ON TINTUCONLINE

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View Demo](#)



CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by Tintuconline. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - 2sao is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles. 	<p>60.000.000 VND/month</p>
PR article	<ul style="list-style-type: none"> - To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity: - 10 articles are available as soon as the page is published. - 5 articles are published weekly. - The post is approved and published by Tintuconline. 	
Page link placed on the main menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.	
Category with brand name	<ul style="list-style-type: none"> - The item page name is requested by the customer and approved by Tintuconline. - Customers are allowed to use the content area of the item page. - Content display interface (excluding Header, Footer and right column areas) - Tintuconline is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles. 	

III. OTHER COSTS

Content	Price
Design Standard HTML5 banner	2.000.000 VND/Banner
Resize banner	1.000.000 VND/Banner
Host video in banner (no more than 6Mb/Video)	5.000.000 VND/Banner/week

IV. GENERAL REGULATIONS

- Ads are not displayed on special pages including Politics (Chính trị), Tuần Việt Nam, Straight View (Góc nhìn thẳng)
- Price **does not include** VAT tax

Contact

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