

SPONSORED BOX



Applied since 02/2025

INTRODUCTION OF SPONSORED BOX

A **sponsored box** is an advertisement that is expressed in a article box with a thumbnail and has a natural and friendly layout. **By clicking on it**, it links to a detailed article or a separate page.

Some **advantages of Sponsored Box**:

- ✓ **Convey the messages naturally to your target audiences.**
- ✓ **Increase brand awareness:** By clicking on Banner and Articles, customers can browse another pages or brand websites to have more information about products/services
- ✓ **Optimize SEO and improve website rankings:** High quality traffic from VietNamNet website will help brand's websites improve rankings on search engines.

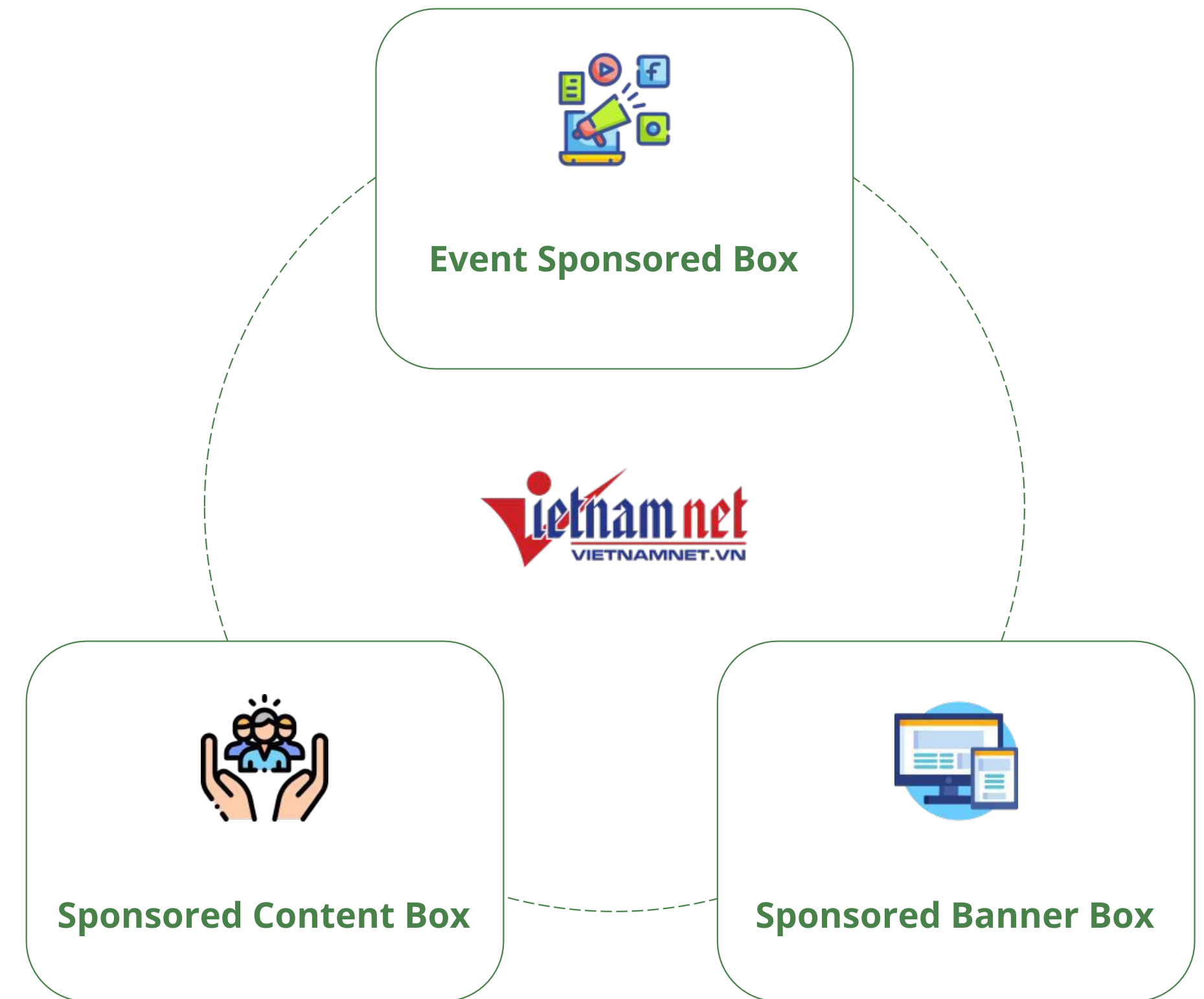
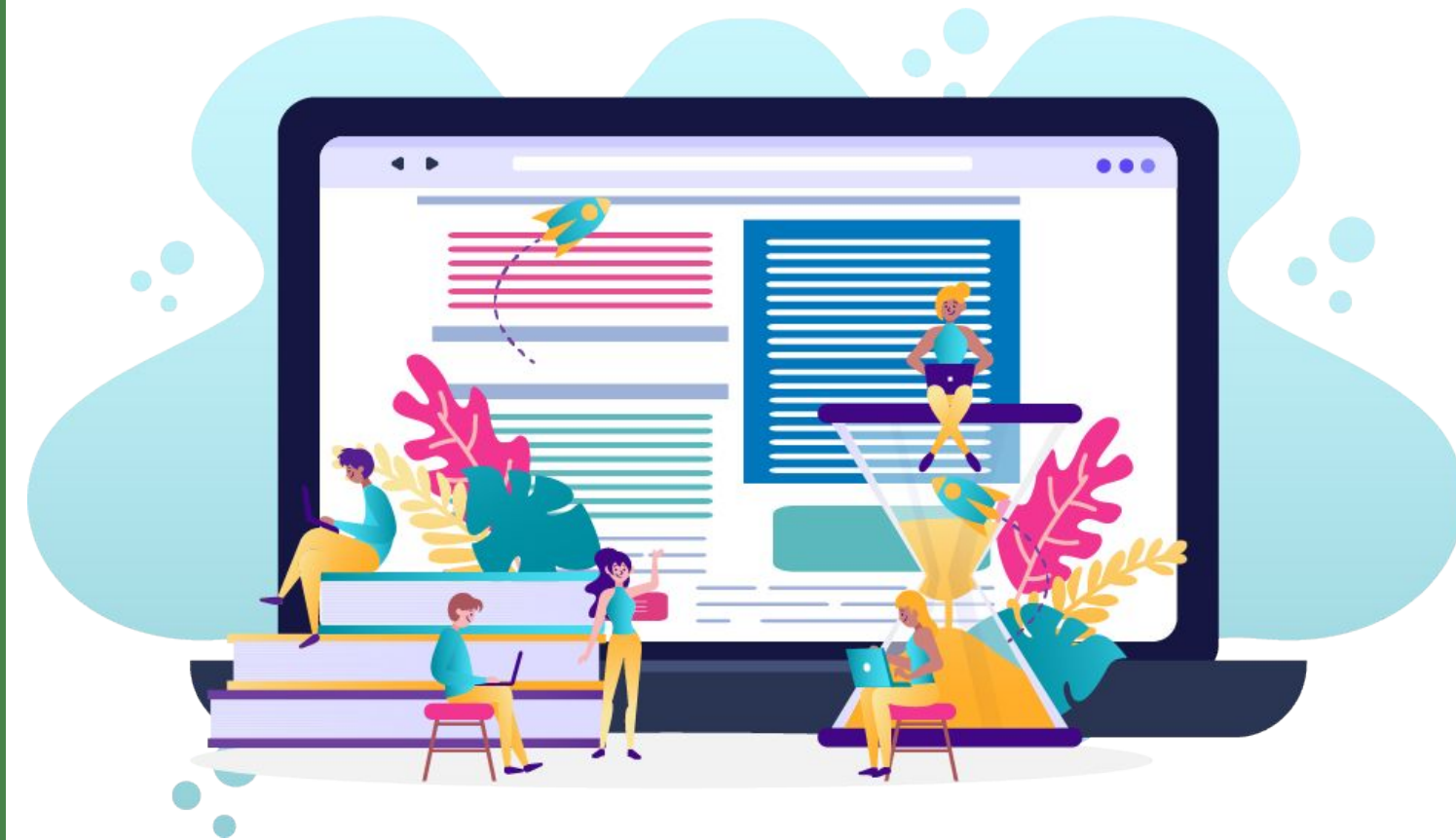


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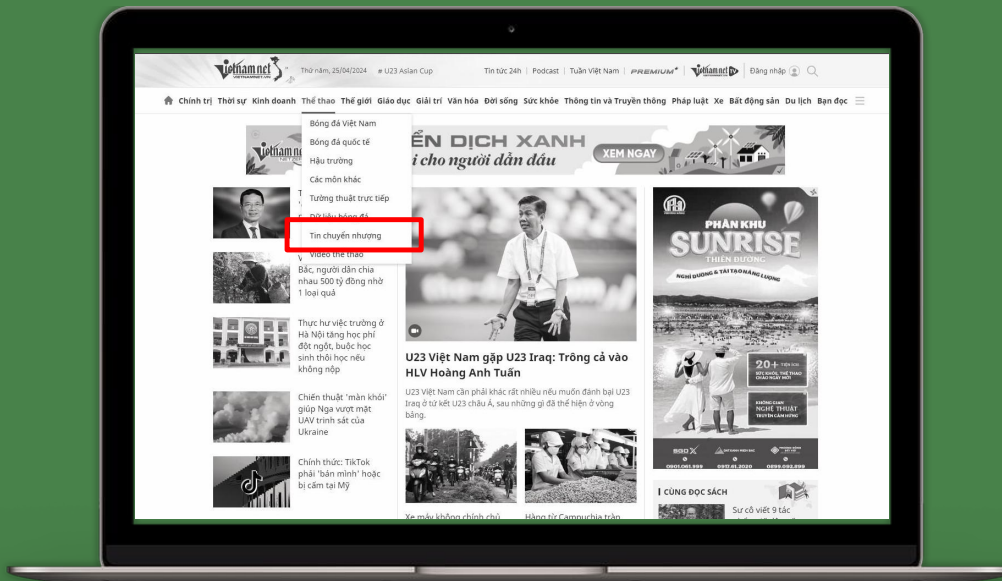
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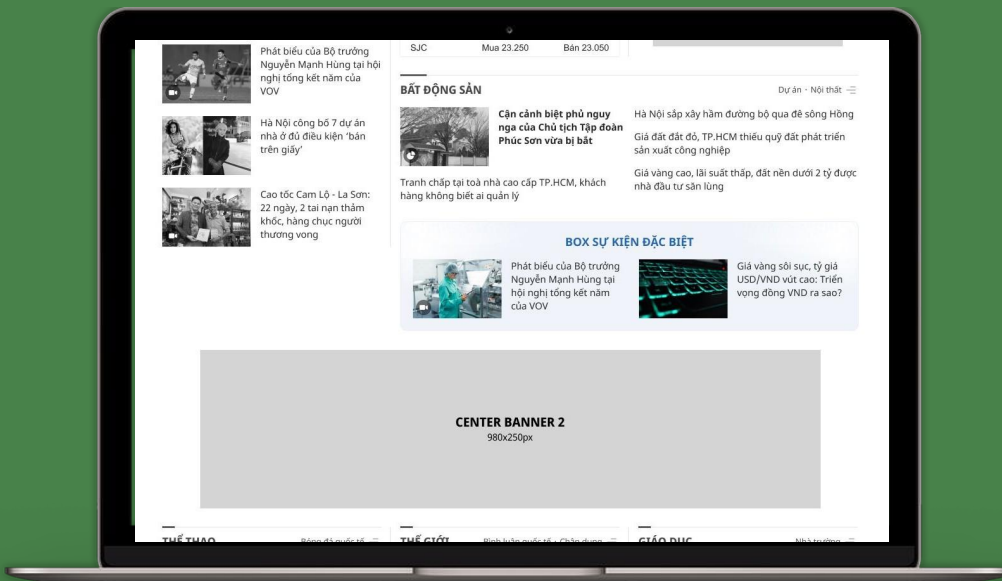
I. SPONSORED BOX ON DESKTOP



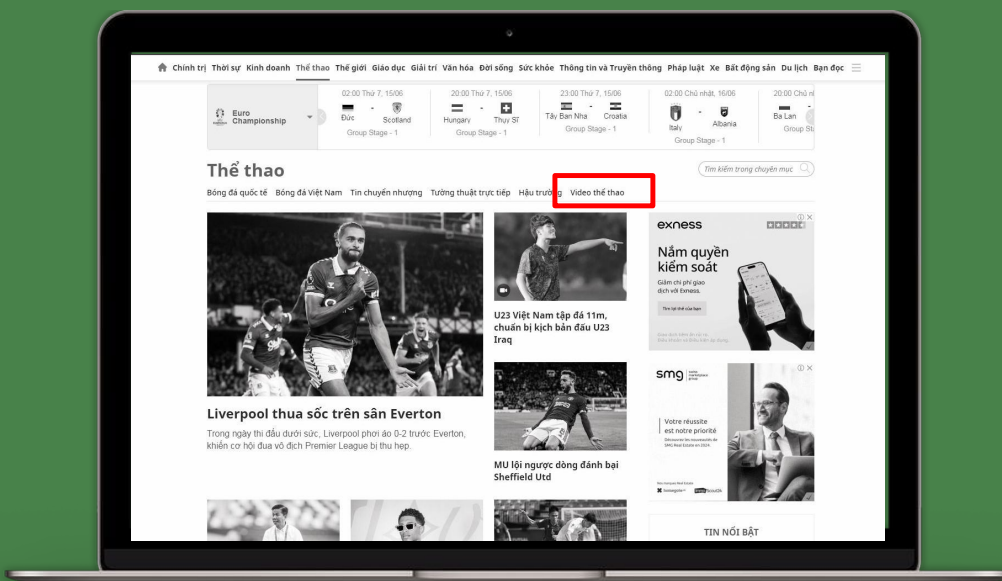
1. SPONSORED EVENT BOX ON VIETNAMNET



Submenu at header bar



Box includes 2 articles, all 2 has a thumbnail photo. The box links to a detailed articles or a sub-cate.

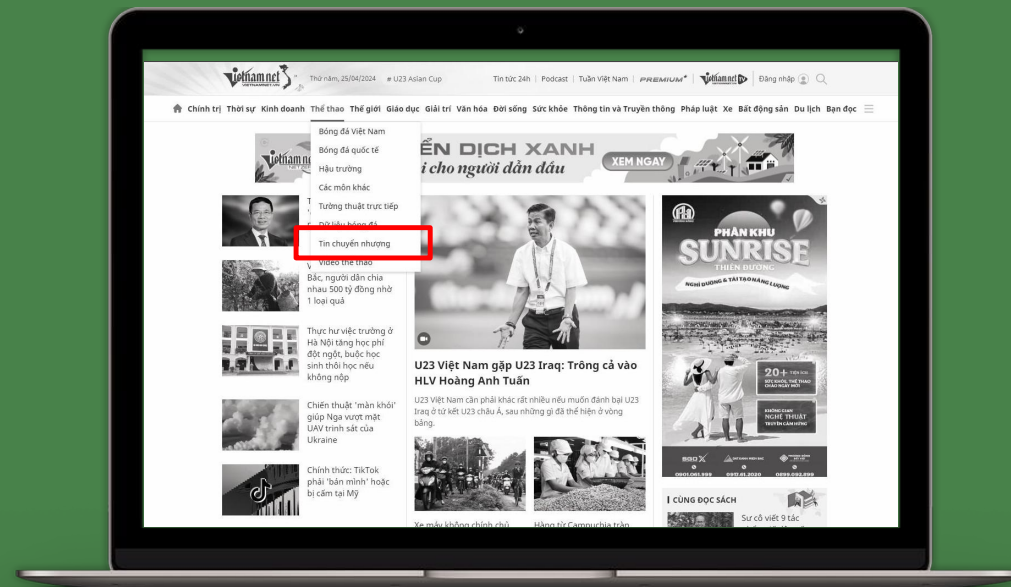


1 submenu at menu bar + 1 subcate in appropriate section

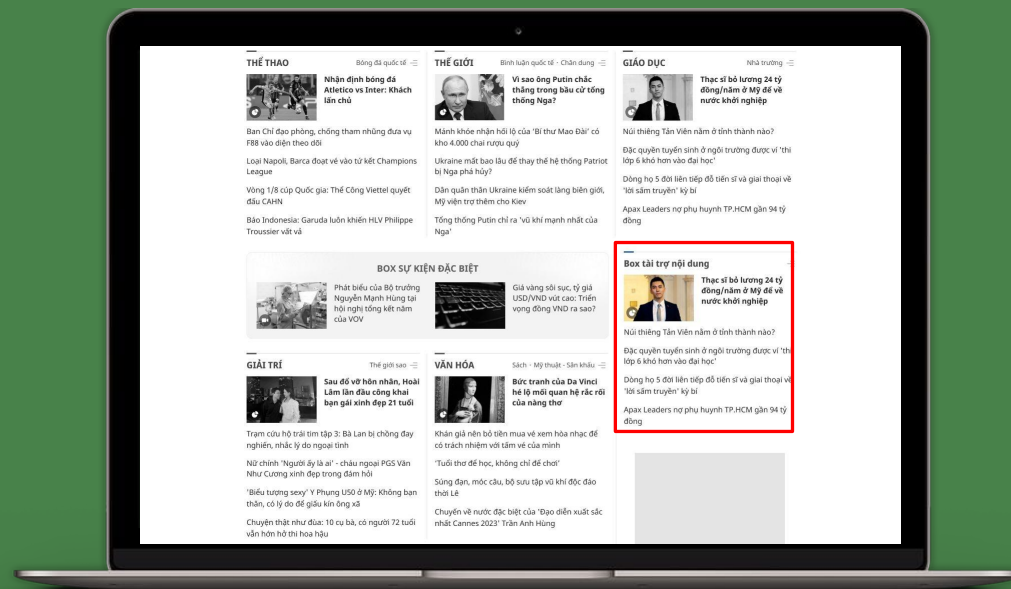
- Sponsored Event Box is displayed on the Desktop Home page
- Dimension: 760x188px
- Packages:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VND/month)	Demo
Event Box home 1	350.000.000	Demo
Event Box home 2	300.000.000	
Event Box home 3	250.000.000	

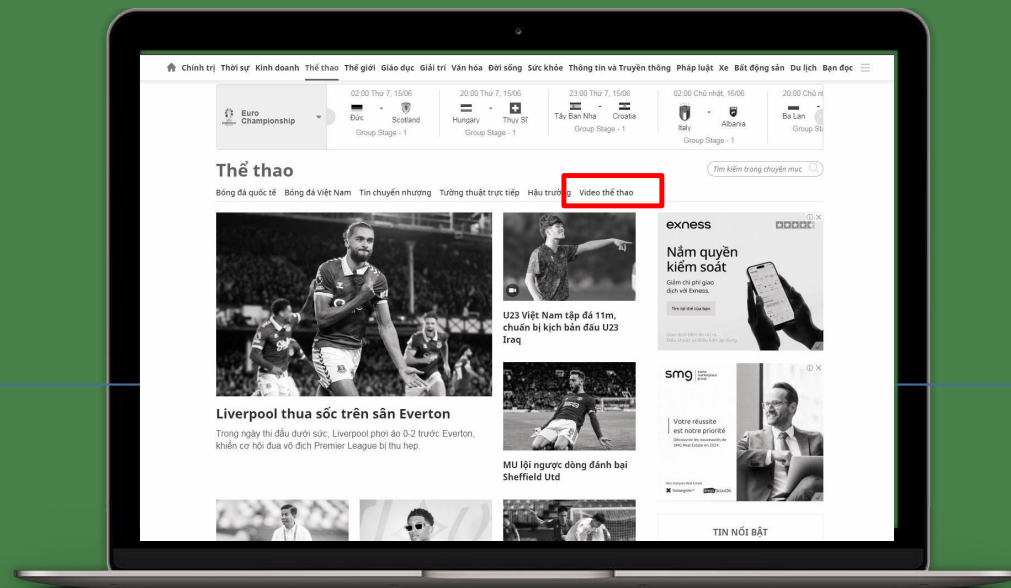
2. SPONSORED CONTENT BOX ON VIETNAMNET



Submenu at header bar



Box includes 1-5 articles, 1 of which has a thumbnail photo. The box links to a detailed articles or a sub-cate.



1 submenu at menu bar + 1 subcate in appropriate section

- Sponsored Content box is displayed on the Home page or Category page on the Desktop, and shares 01
- Dimension: 300x400px
- Packages:
 - 1 content box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Dimension (px)	Price (VND/month)	Demo
Sponsored Content Box home	300x400	200.000.000	
Sponsored Content Box at top 6 Consumers Market home	377x153	100.000.000	Demo
Sponsored Content Box cate	300x400	120.000.000	Demo

3. SPONSORED BOX ON 2SAO.VN



- **Sponsored Event Box** is displayed on the Desktop Home page
- **Size:** 760x188px

[Demo](#)

Position	Price (VND/month)
Event Box home 1	60.000.000
Event Box home 2	50.000.000

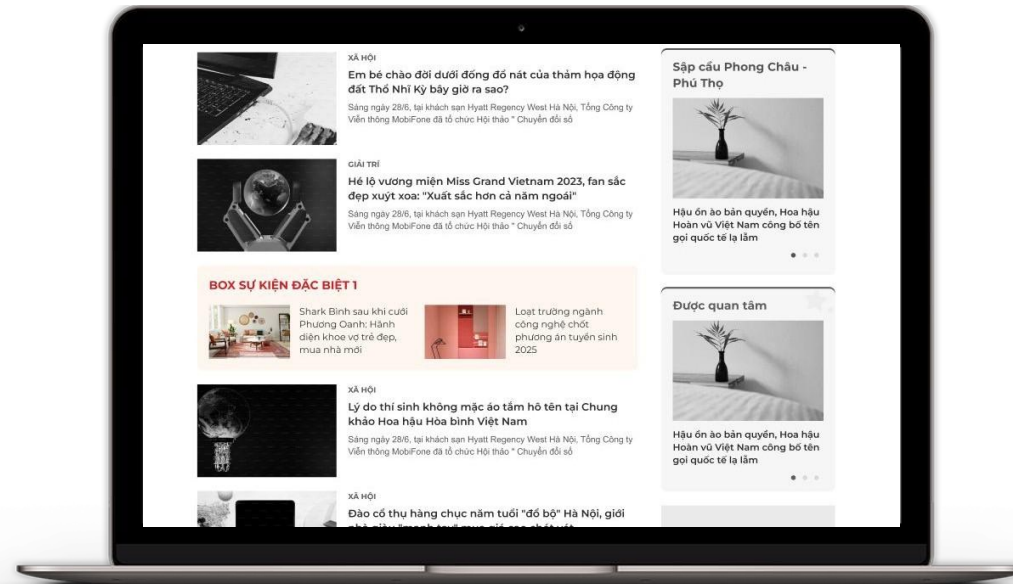


- **Sponsored Content Box** is displayed on the Home page or Category page on the Desktop
- **Size:** 760x490px

[Demo](#)

Position	Price (VND/month)
Content Box homepage	50.000.000
Content Box category page	30.000.000

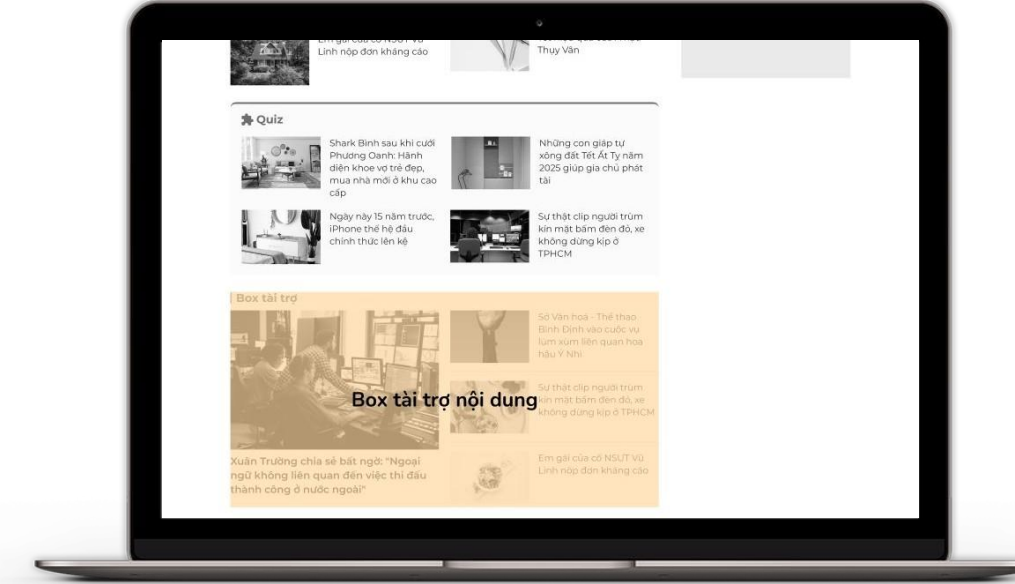
4. SPONSORED BOX ON TINTUCONLINE.COM.VN



- **Sponsored Event Box** is displayed on the Desktop Home page
- **Size:** 760x188px

[Demo](#)

Position	Price (VND/month)
Event Box home 1	60.000.000
Event Box home 2	50.000.000

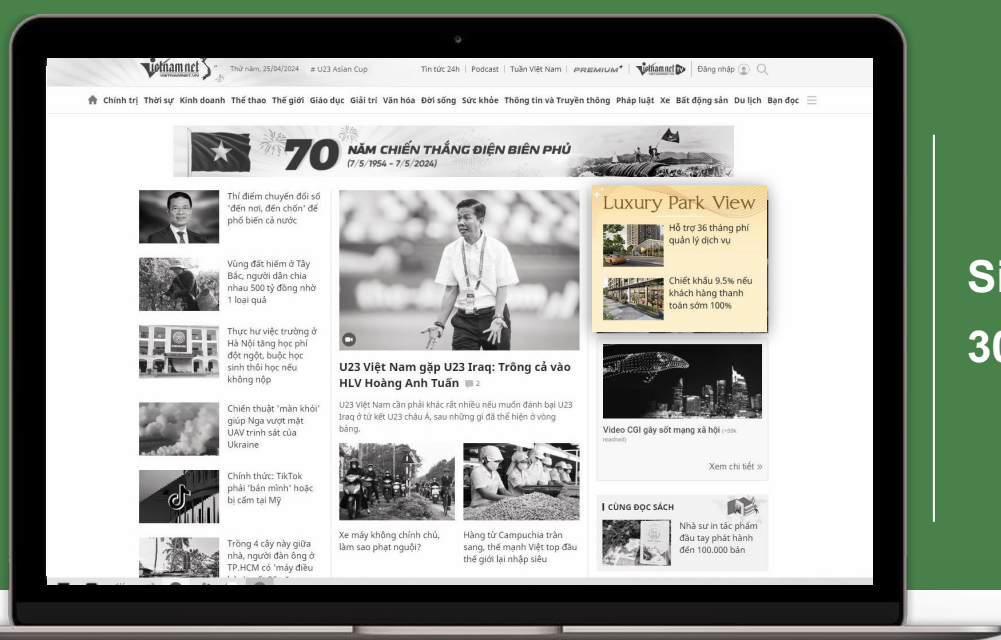


- **Sponsored Content Box** is displayed on the Home page or Category page on the Desktop
- **Size:** 760x382px

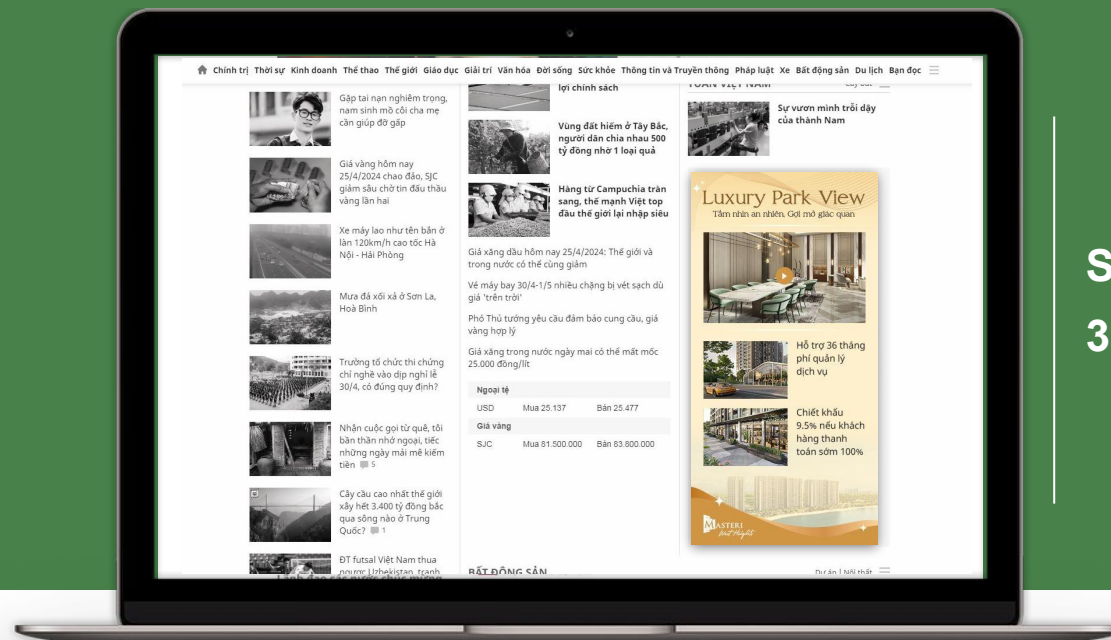
[Demo](#)

Position	Price (VND/month)
Content Box homepage	50.000.000
Content Box category page	30.000.000

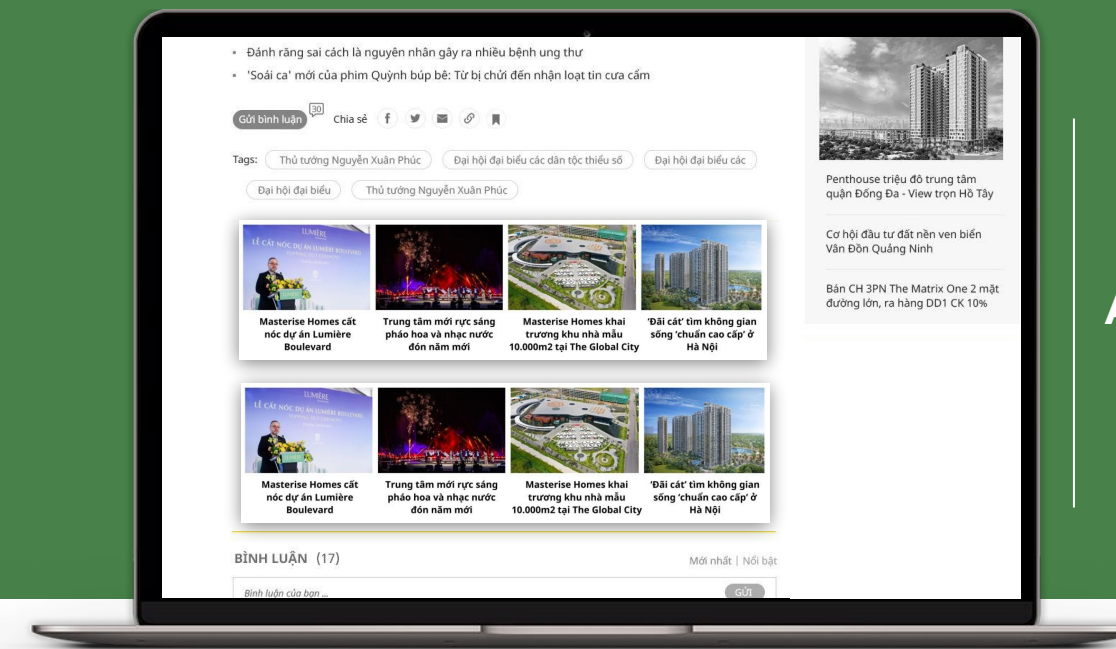
5. SPONSORED BOX BANNER ADS SLOT



Size
300x250



Size
300x600



Article Banner

- The box is displayed at chosen banner position. The box includes articles with thumbnail photos
- Sponsored box is designed in accordance with the brand and VietNamNet interface
- Three user sharing mode - the same with regulations of display ads
- **Price = Price of banner ad slot x 1.2**

Dimension	VietNamNet	2Sao	TTOL
300x250	✓	✓	✓
300x600	✓	✓	✓
Article Banner	✓	✓	✓
Demo	Demo Banner Demo Article	Demo Banner Demo Article	Demo Banner Demo Article

II. SPONSORED BOX ON MOBILE



1. SPONSORED EVENT BOX ON VIETNAMNET



Box includes 3 articles with thumbnails. The box links to articles or a sub-cate.

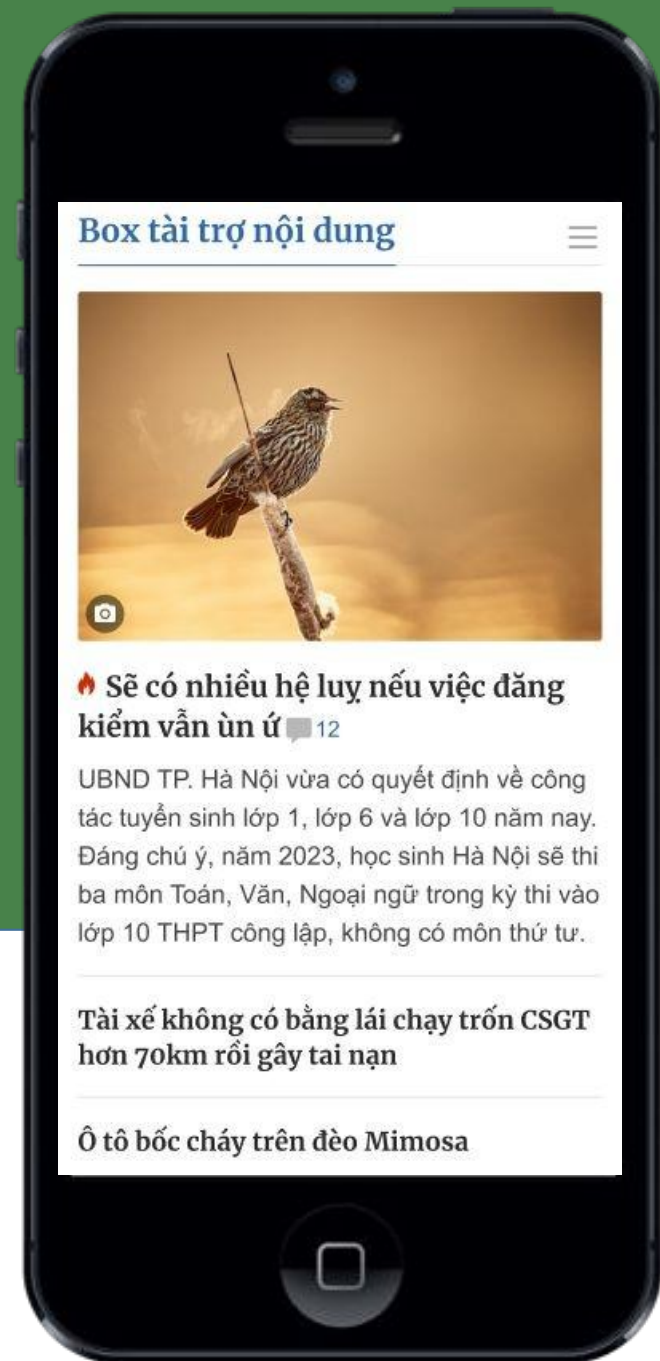


1 submenu at Header bar + 1 subcate in an appropriate category

- Sponsored Event Box is displayed on the Mobile Home page
- Dimension: 640x336px
- Packages:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VNĐ/month)	Demo
Event box home 1	400.000.000	Demo
Event box home 2	350.000.000	
Event box home 3	300.000.000	

2. SPONSORED CONTENT BOX ON VIETNAMNET



Box includes 5 articles.
1 article has a thumbnail photo.

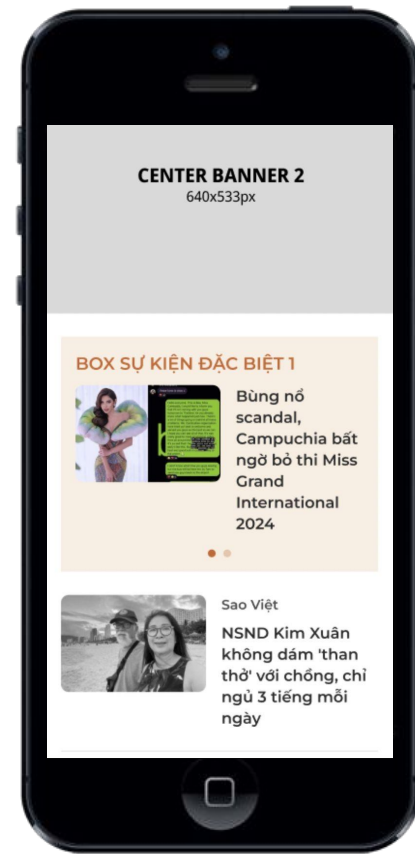


1 submenu
+ 1 subcate in an appropriate cate

- Sponsored content box is displayed on the Home page or Category page on Mobile and shares 01.
- Packages:
 - 1 content box
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Dimension (px)	Price (VNĐ/month)	Demo
Sponsored content box home	640x1090	200.000.000	Demo
Sponsored Content Box at top 6 Consumers Market home	360x119	100.000.000	
Sponsored content box cate	640x1090	120.000.000	Demo

3. SPONSORED BOX ON 2SAO.VN



- **Sponsored Event Box** is displayed on the **Mobile Home page**

- **Size: 640x336px**

[Demo](#)



- **Sponsored Content Box** is displayed on the **Home page or Category page on Mobile**

- **Size: 640x1334px**

[Demo](#)

Position	Price (VND/month)
Event box home 1	80.000.000
Event box home 2	70.000.000

Position	Price (VND/month)
Content box homepage	60.000.000
Content box category page	40.000.000

3. SPONSORED BOX ON TINTUCONLINE.COM.VN



- **Sponsored Event Box** is displayed on the **Mobile Home page**

- **Size: 640x336px**

[Demo](#)



- **Sponsored Content Box** is displayed on the **Home page or Category page on Mobile**

- **Size: 640x1506px**

[Demo](#)

Position	Price (VND/month)
Event box home 1	80.000.000
Event box home 2	70.000.000

Position	Price (VND/month)
Content box homepage	60.000.000
Content box category page	40.000.000

4. SPONSORED BOX BANNER ADS SLOT

Increase user-friendly experience for readers using mobile devices to access VietNamNet

Vị trí banner	VietNamNet	2Sao	TTOL
Center Banner Mobile	✓	✓	✓
Bottom Banner Mobile	✓	✓	✓

- Displayed in banner ad slot on mobile version. Custom layout includes lists of news and their thumbnail photos.
- Maximum 3 news .
- Sponsored box is designed to suit brand and Vietnamnet interface, and may include videos.
- **Price: Price of banner ad slot x 1.2**
- Share the same as regulations of display ads
- Only sell for Cross-page (Including Homepage + Cross-detailed page).



DEMO SPONSOR BOX BANNER ADS SLOT

[VietNamNet](#)

[2Sao](#)

[TTOL](#)

III. OTHER COSTS

ITEMS	DESCRIPTION	PRICE
Banner design costs	Banner Flash Standard	2.000.000 VND/Banner
	Resize banner	1.000.000 VND/Banner
	Hosting video in banner	5.000.000 VND/Banner/Week Capacity is not over than 3Mb/ Video

IV. GENERAL REGULATIONS

- Prices exclude VAT.
- For Sponsored Content Boxes in categories, customers may choose one category that best fits the product/service to be promoted.
- Submission deadline for Sponsored Box: At least 3 days in advance.
- Weekly content updates, up to 5 posts per week.
- Content displayed in the box may be changed up to 2 times per week.
- Sponsored Box banner specifications: Designed in JPG/GIF/FLASH format, with a file size of less than 50KB. Special ads may have a file size of up to 100KB.
- For Sponsored Boxes featuring more than one brand from different legal entities, a 20% surcharge per additional brand will be applied based on the box value.

Contact Information

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