

# SPONSORED CATEGORY



Applied since 03/2022



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# 1.WEBSITE TRAFFIC

230.000.000

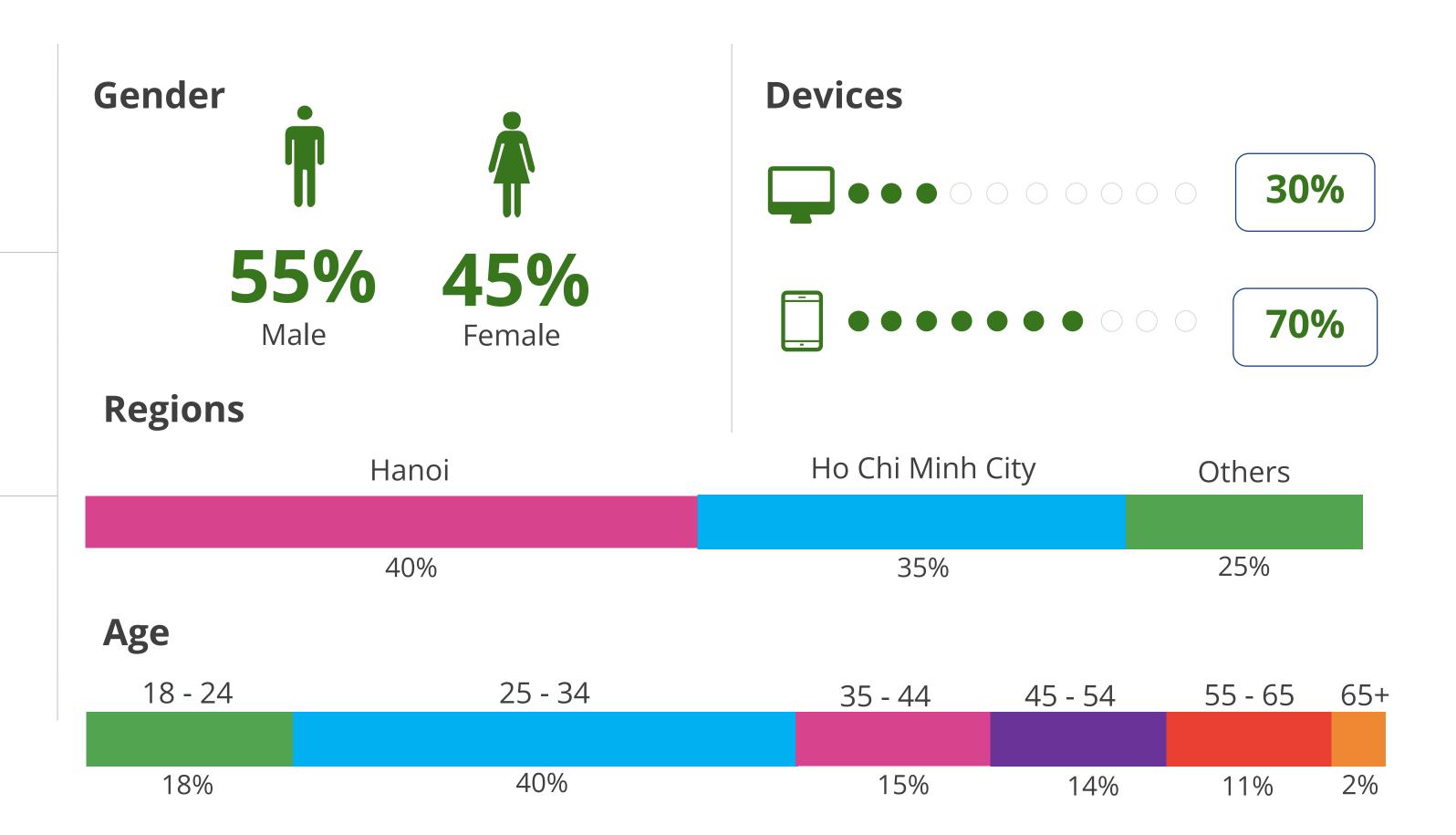
Pageviews

00:04:30

Time on site

30.000.000

Users/Month

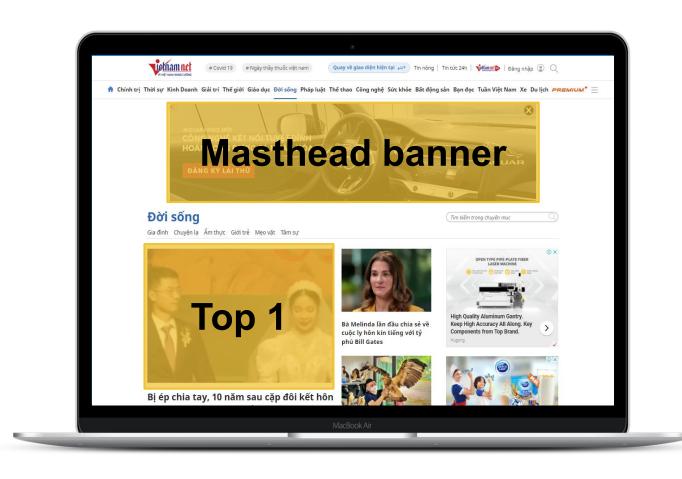


(\*) Data from Google Analytics

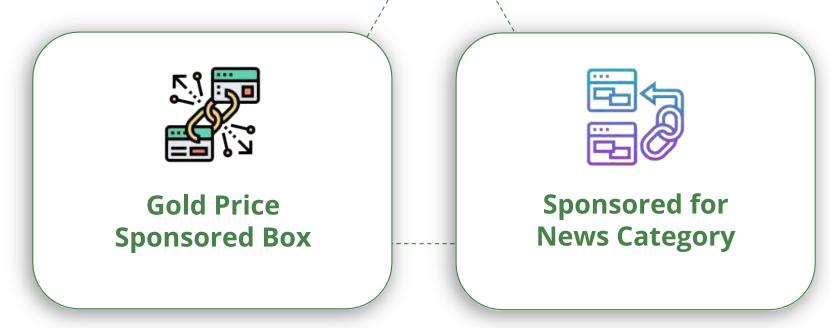
#### 2. INTRODUCTION OF SPONSORED CATEGORY



**Sponsored Category** is a collaboration between company and reputable VietNamNet online newspaper in terms of content based on available categories



#### **Sponsored Category**



#### **CLIENTS' BENEFITS**



Increase brand awareness in customers' mind in long-term



Establishing a prestigious company image through collaboration with top Vietnamese newspapers.



Affordable budget for company while maintaining large, long-lasting coverage



## 3. RATE CARD & DEMO



#### SPONSORED BOX GOLD PRICE - CURRENCY



#### 1. Sponsor's benefits:

- The sponsor's logo is displayed in Gold price Currency Box that is below Business section on VietNamNet homepage (both in Desktop and Mobile).
- Each Gold price or Currency position contains 1 sponsor and their currency/gold price information.

#### 1. The height of Logo:

- Desktop platform: 30px
- Mobile platform: 17px

45.000.000 VND/Month

**Demo Desktop** 

**Demo Mobile** 



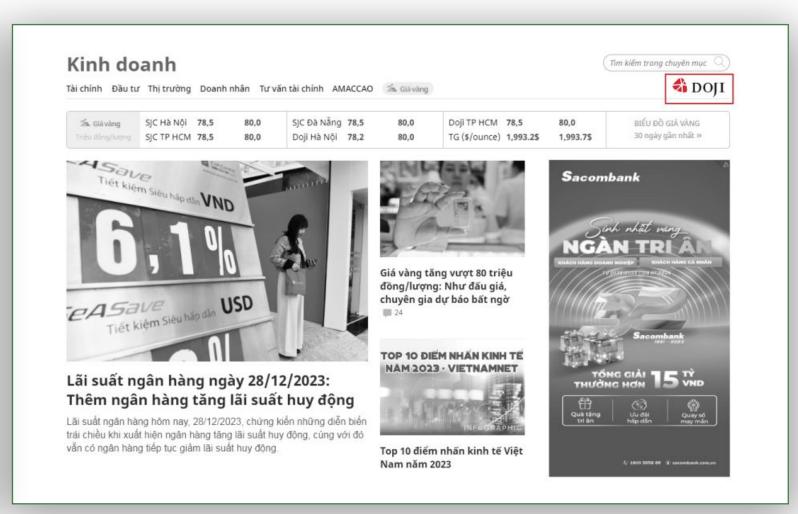


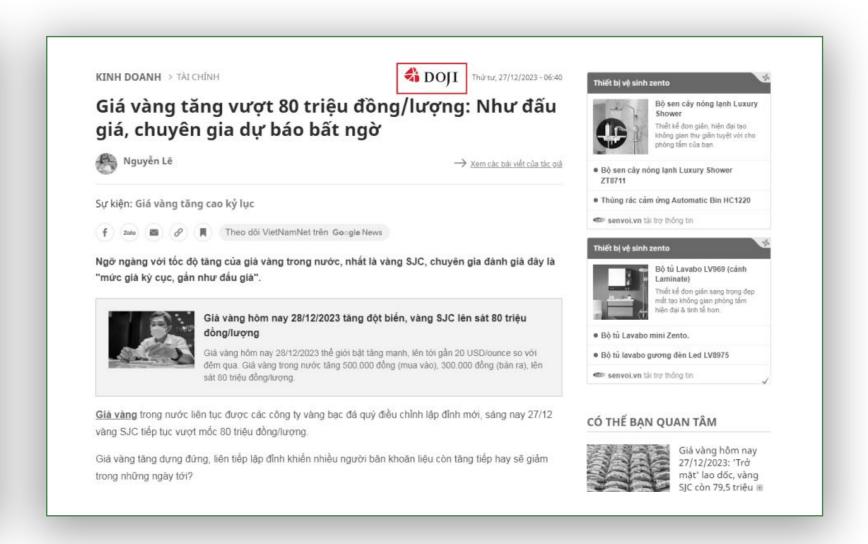
#### SPONSORED FOR NEWS CATEGORY



#### 1. Sponsor's Logo







- The sponsor's logo is placed in a section's name area on VietNamNet homepage.
- Height of Logo: 24px

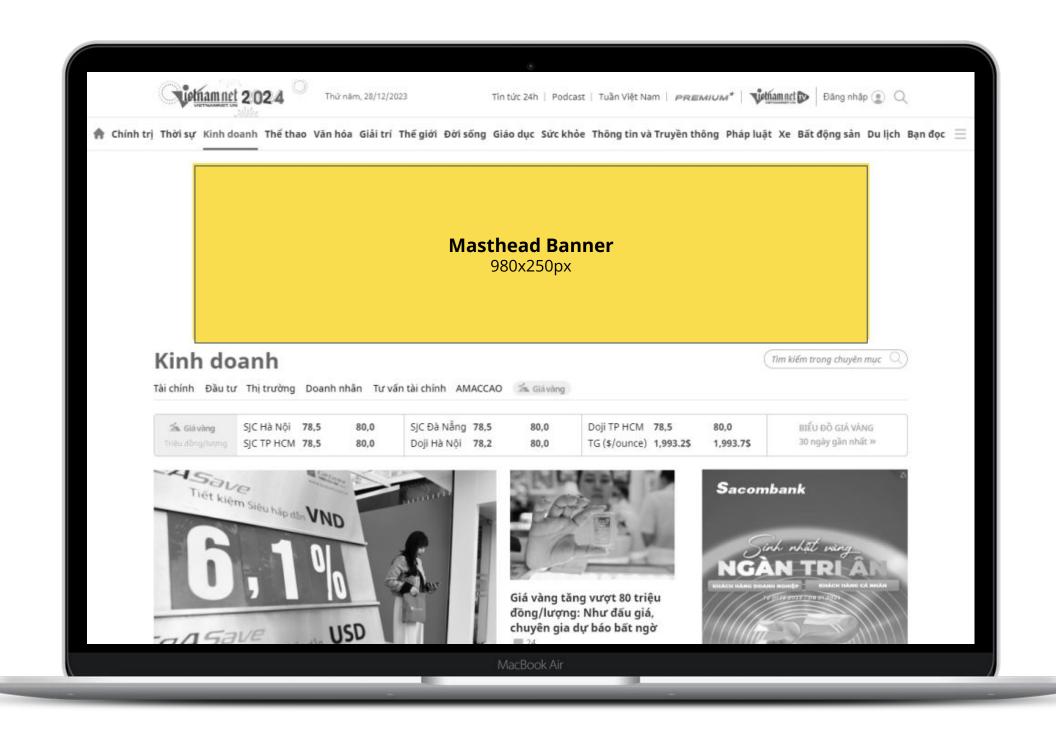
- The sponsor's logo is placed in breadcrumb of every detail article in the sponsored category.
- Height of Logo: 28px

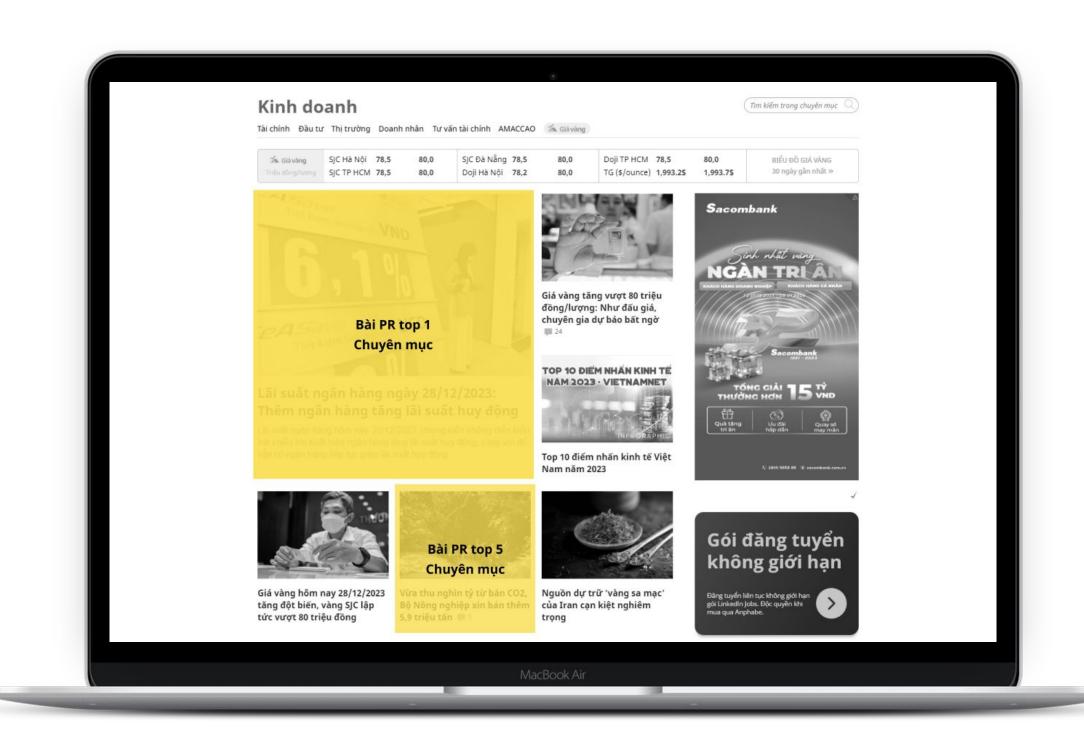
- The sponsor's logo is placed in breadcrumb of every detail article in the sponsored category.
- Height of Logo: 15px

#### SPONSORED FOR NEWS CATEGORY



2. Sponsor's benefits related to Banner and PR articles





**01 Masthead Banner** at Sponsored Category

1 PR article Top 1 and 1 PR article Top 5 at Sponsored Category

#### RATE CARD OF SPONSORED FOR NEWS CATEGORY



Content	Sponsors' benefits	Price (VND)	
Sponsor's logo on the homepage	<ul> <li>The logo is placed in the title bar of the Sponsored section Box on the homepage of VietNamNet.</li> <li>Logo height: 24px.</li> </ul>		
Sponsor's logo on sponsored category	<ul><li>The logo is placed in the title bar of the Sponsored category</li><li>Logo height: 28px</li></ul>		
Sponsor's logo on detail articles of the sponsored category	<ul> <li>The logo is attached in the title bar of the detailed news page of the sponsored category.</li> <li>Logo height: 15px</li> </ul>	140.000.000/Month	
Posting Banner	<ul><li>1 Top Banner Desktop at sponsored category in 1 month.</li><li>Dimension of banner: 980x90px</li></ul>		
PR articles	1 PR article Top 1 và 1 PR article Top 5 at Sponsored Category		

<u>Demo Desktop</u>

<u>Demo Mobile</u>





Content	Detail	Price
	Standard Banner Flash	2.000.000 VND/Banner
costs	Resize banner	1.000.000 VND/Banner
	Hosting video in banner	5.000.000 VND/Banner/Week, Maximum size: 3Mb/ Video

#### **NOTES**

- Price does **not include VAT tax**
- Sponsorship does **not apply to special categories** including: Politics (Chính trị), Tuần Việt Nam, Straight View (Góc nhìn thẳng).
- Sponsored Box must be **submitted 03 days before** publishing day
- Advertising contract with **display duration** less than 7 days will be rounded **up to 1 week**



#### **Contact Information**

### VietNamNet Media Joint Stock Company



#### Hanoi

C'Land Building,

156 Xa Dan 2 St., Dong Da Ward

**Phone:** 024 37 727 988



#### **Ho Chi Minh City**

27 Nguyen Binh Khiem St., Sai Gon Ward

**Phone:** 028 38 181 436