

SPONSORED CATEGORY



Applied since 03/2022

TABLE OF CONTENT

1. WEBSITE TRAFFIC
2. INTRODUCTION OF SPONSORED CATEGORY
3. RATE CARD & DEMO
4. CONTACT INFORMATION

1. WEBSITE TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

30.000.000

Users/Month

Gender



55%

Male



45%

Female

Devices



30%



70%

Regions



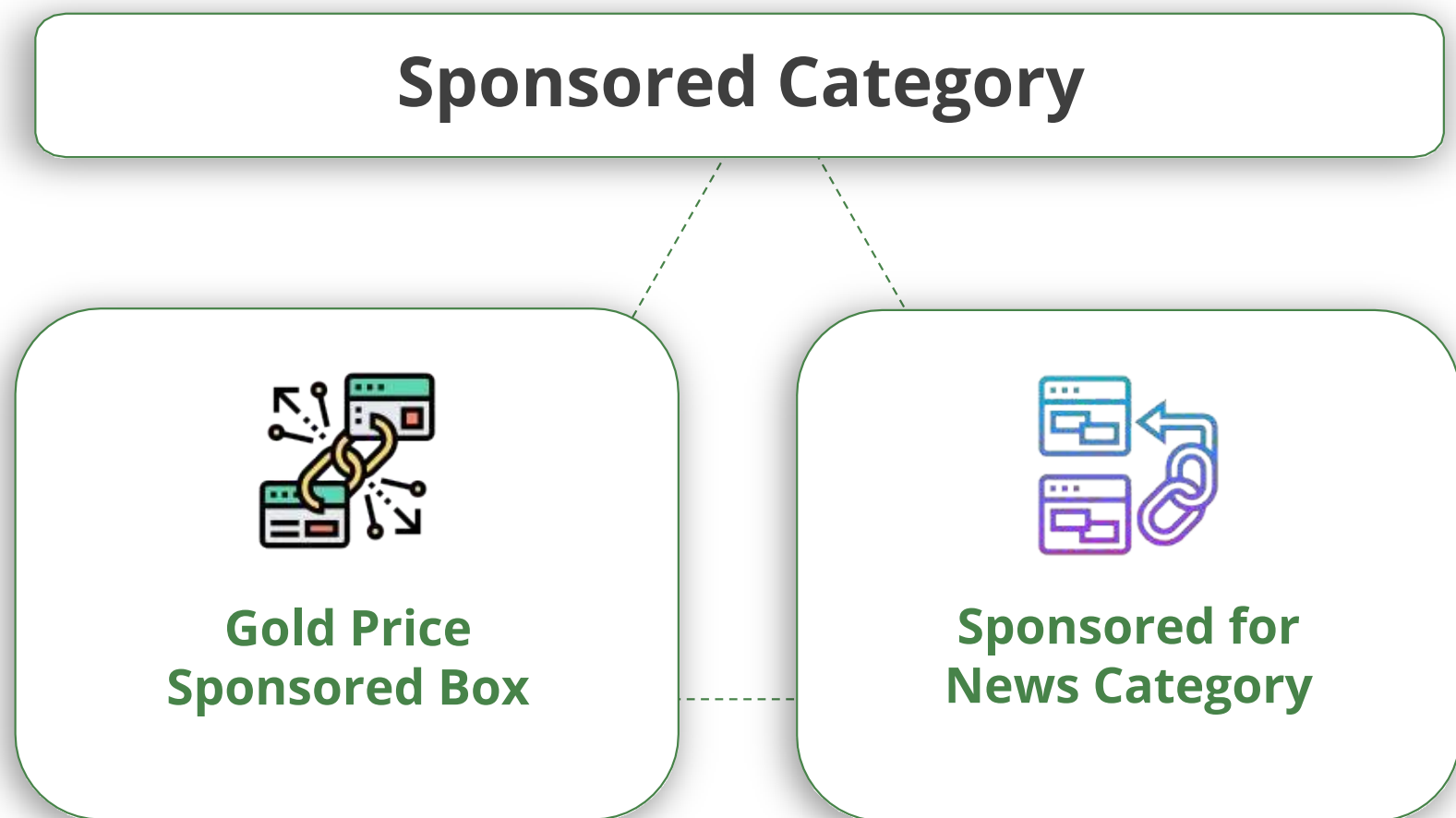
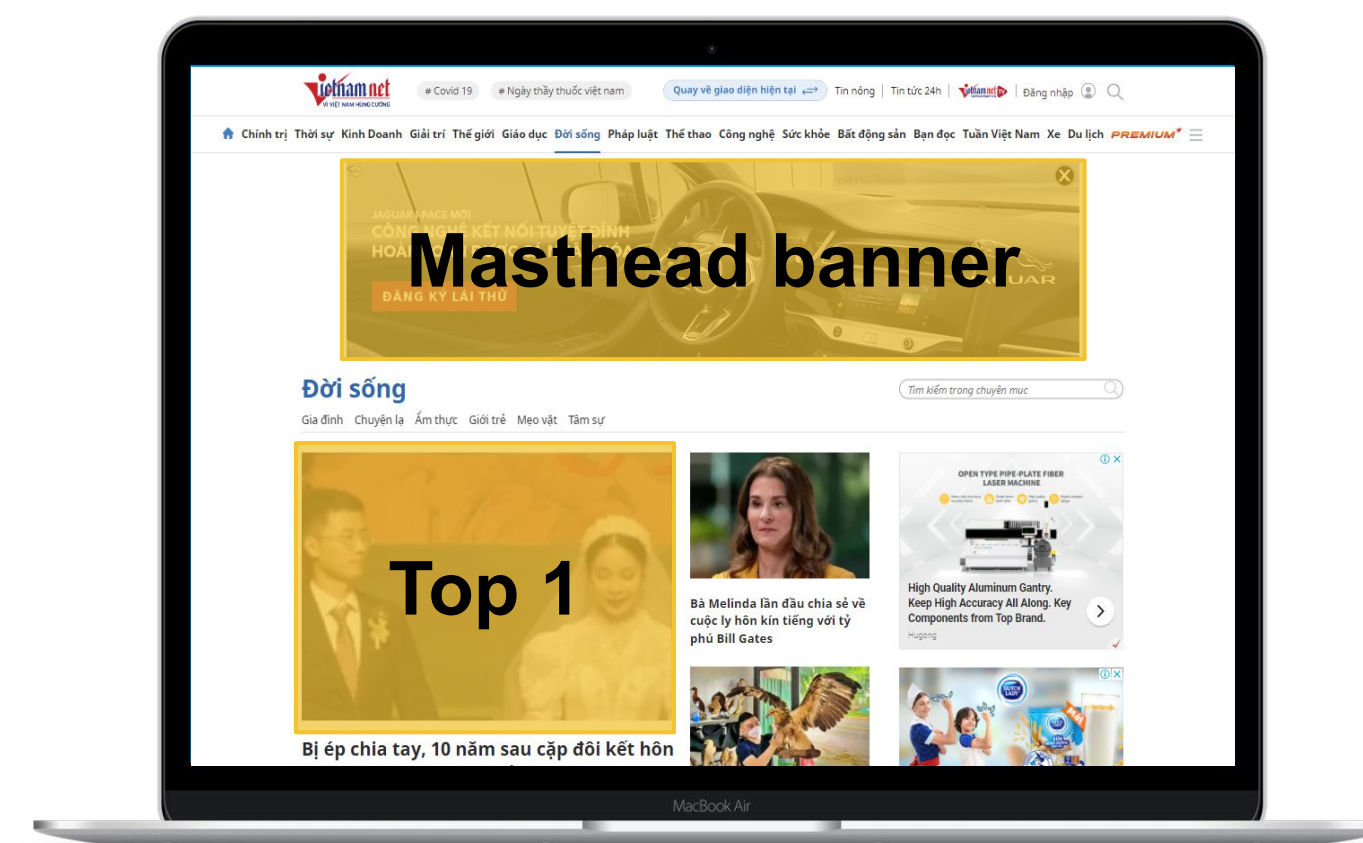
Age



(*) 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



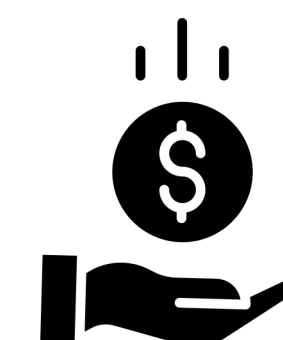
CLIENTS' BENEFITS



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](#)

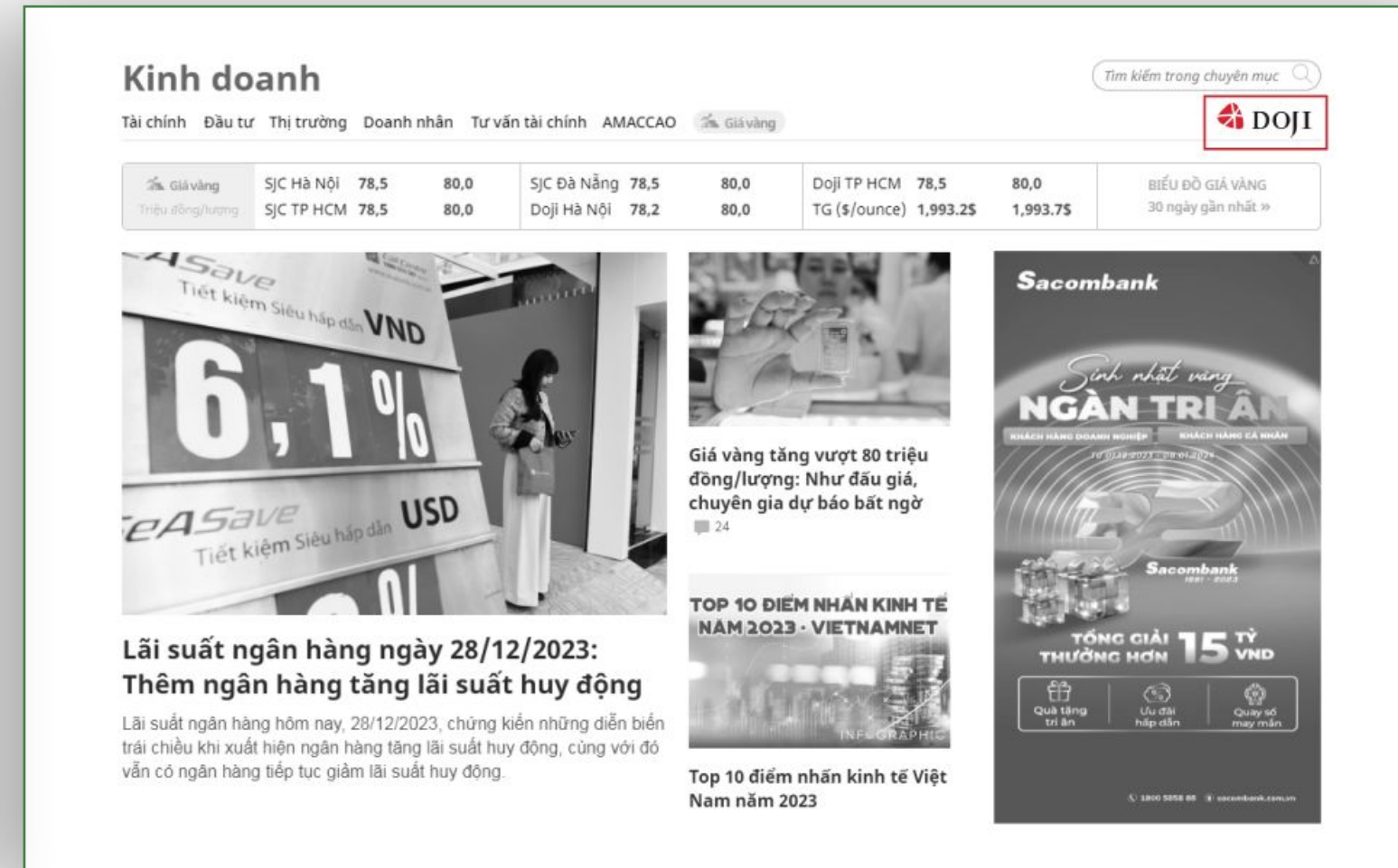


SPONSORED FOR NEWS CATEGORY

1. Sponsor's Logo



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



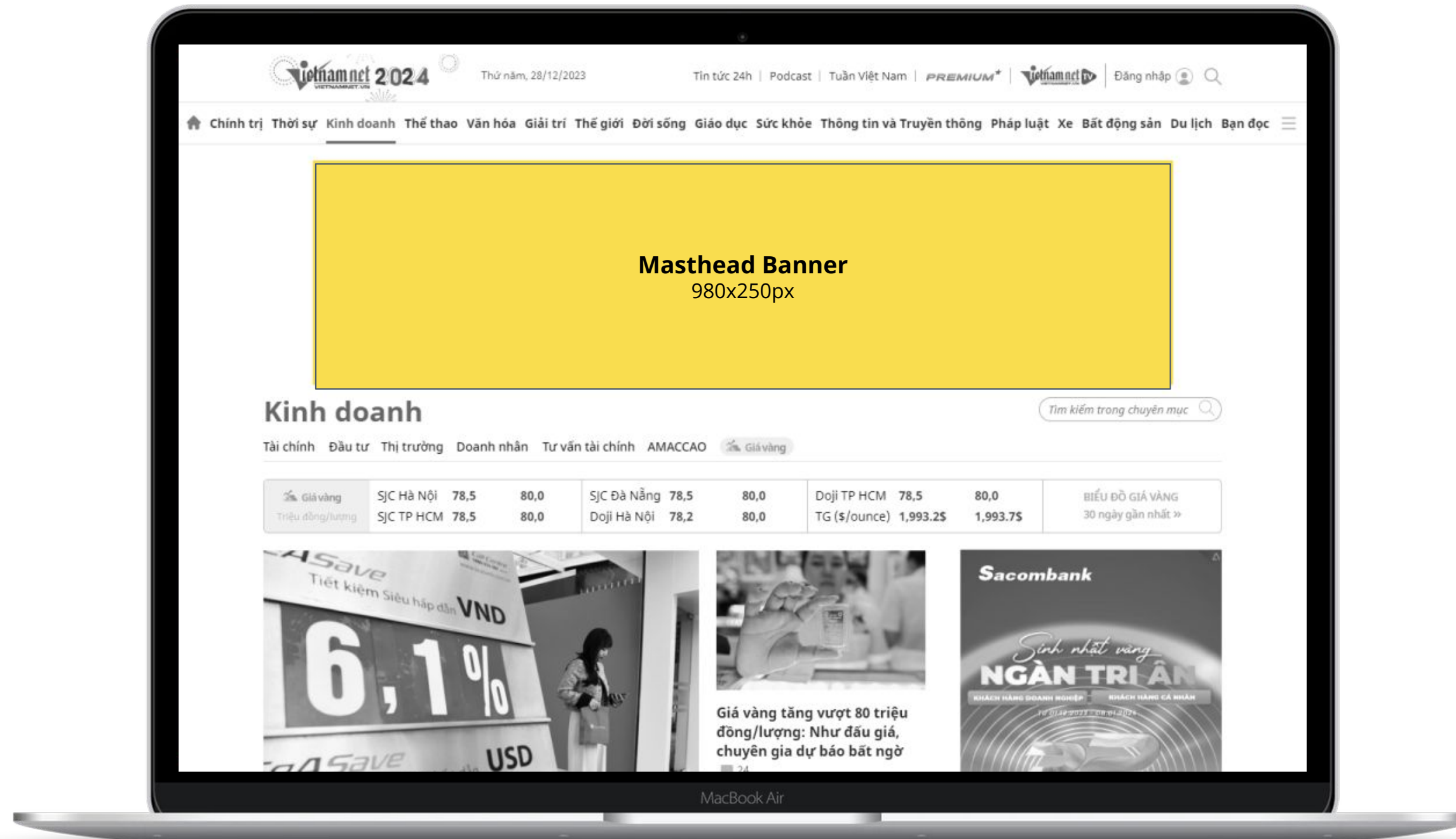
- The sponsor's logo is placed in **breadcrumb of every detail article** in the sponsored category.
- Height of Logo: 28px



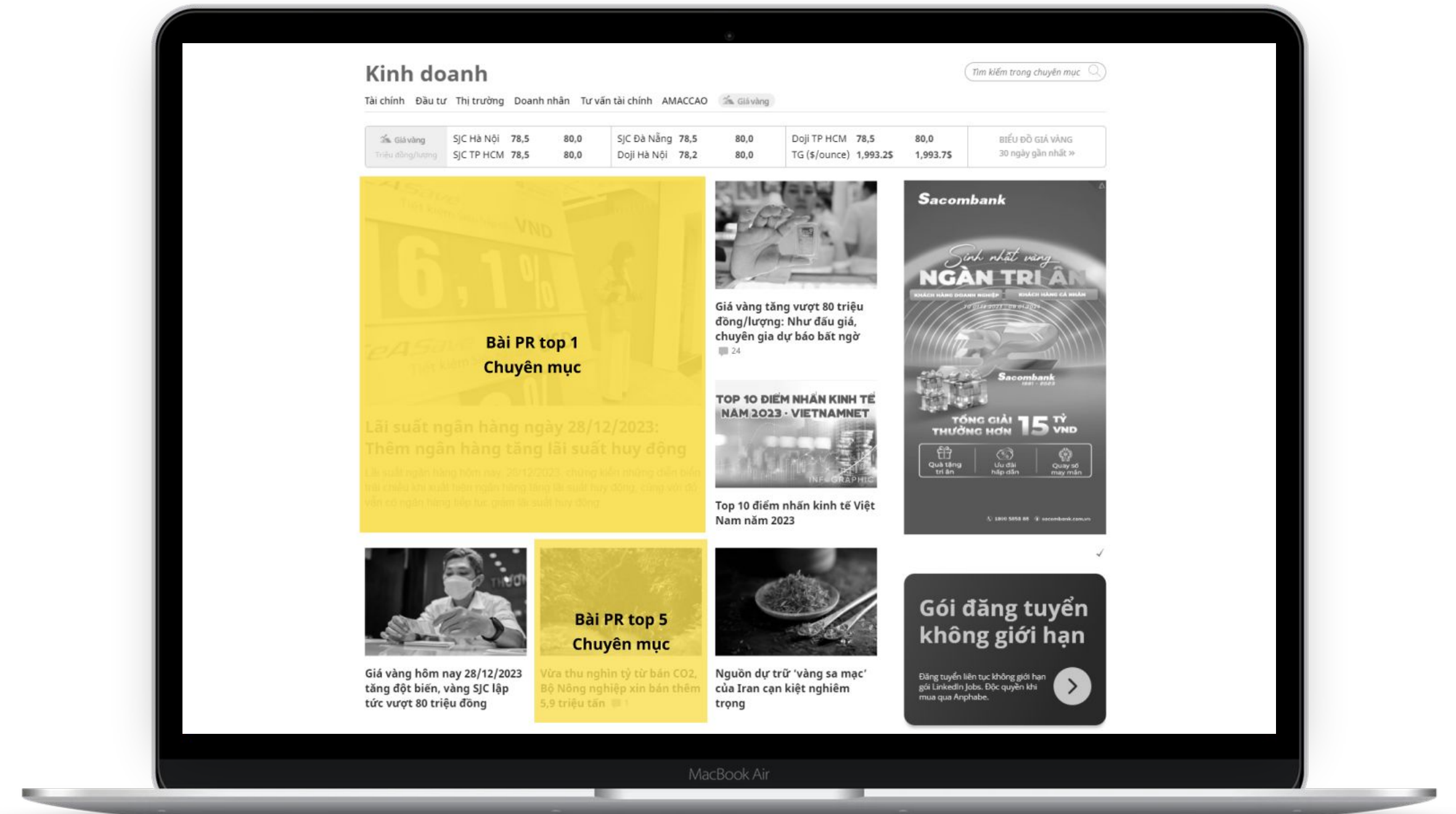
- The sponsor's logo is placed in **breadcrumb of every detail article** in the sponsored category.
- Height of Logo: 15px

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 style="list-style-type: none"> - The logo is placed in the title bar of the Sponsored section Box on the homepage of VietNamNet. - Logo height: 24px. 	140.000.000/Month
Sponsor's logo on sponsored category	<ul style="list-style-type: none"> - The logo is placed in the title bar of the Sponsored category - Logo height: 28px 	
Sponsor's logo on detail articles of the sponsored category	<ul style="list-style-type: none"> - The logo is attached in the title bar of the detailed news page of the sponsored category. - Logo height: 15px 	
Posting Banner	<ul style="list-style-type: none"> - 1 Top Banner Desktop at sponsored category in 1 month. - Dimension of banner: 980x90px 	
PR articles	1 PR article Top 1 và 1 PR article Top 5 at Sponsored Category	

[Demo Desktop](#)

[Demo Mobile](#)

OTHER COSTS

Content	Detail	Price
Designing banner costs	Standard Banner Flash	2.000.000 VND/Banner
	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

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