

# CUSTOMIZED SUBCATE



Applied since 02/2025

# TABLE OF CONTENT

- 1. WEBSITE TRAFFIC**
- 2. INTRODUCTION OF CUSTOMIZED SUBCATE**
- 3. RATE CARD AND DEMO**
- 4. OTHER COSTS**
- 5. GENERAL REGULATIONS**

# 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

Hà Nội

TP.HCM

Others



40%

35%

25%

## Age

18 - 24

25 - 34

35 - 44

45 - 54

55 - 65

65+



18%

40%

15%

14%

11%

2%

(\*) Data from Google Analytics

## 2. INTRODUCTION OF CUSTOMIZED SUBCATE

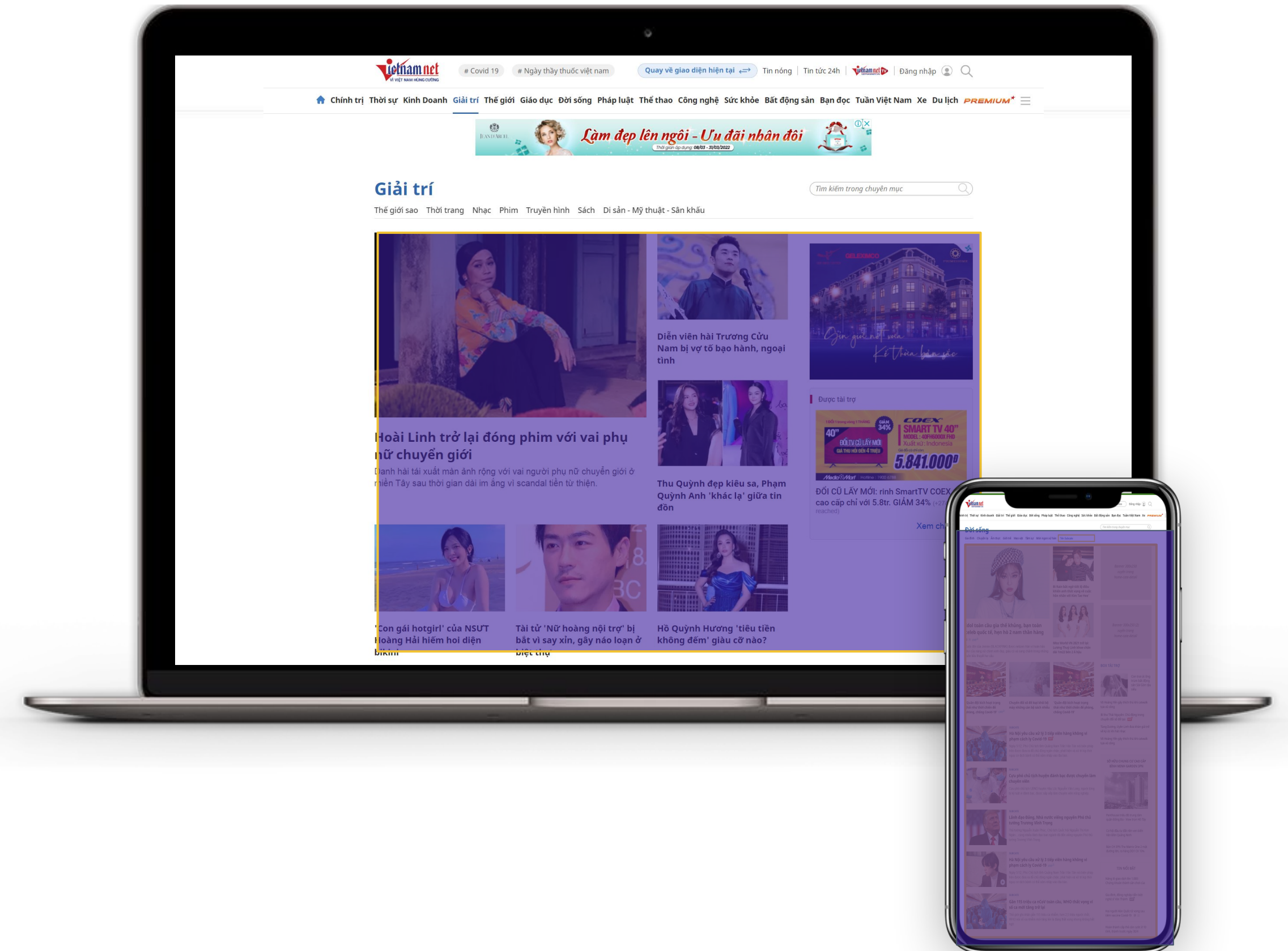
### ✓ What is customized subcate?

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.



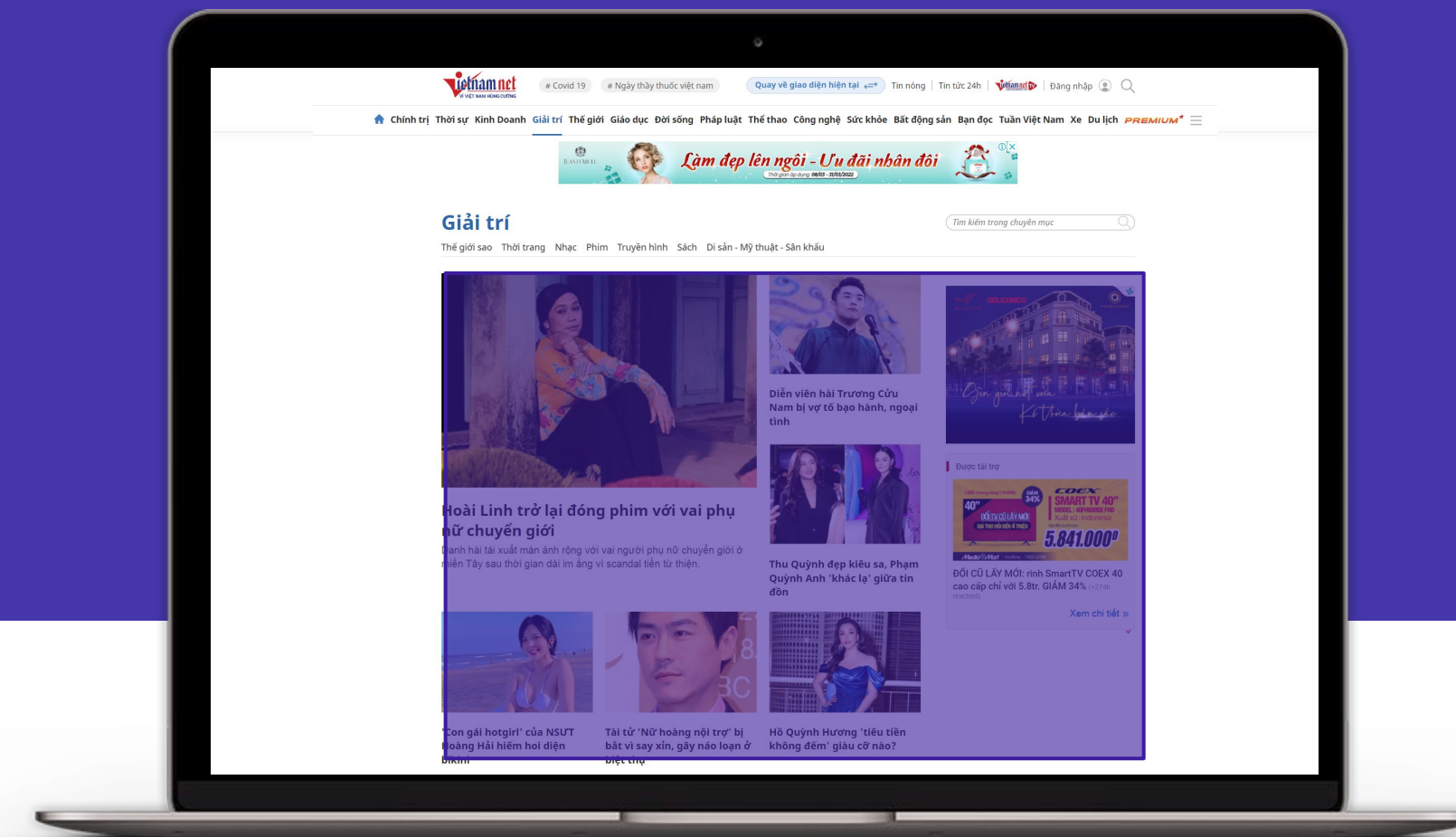
# STANDARD PAGE & EXCLUSIVE PAGE

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

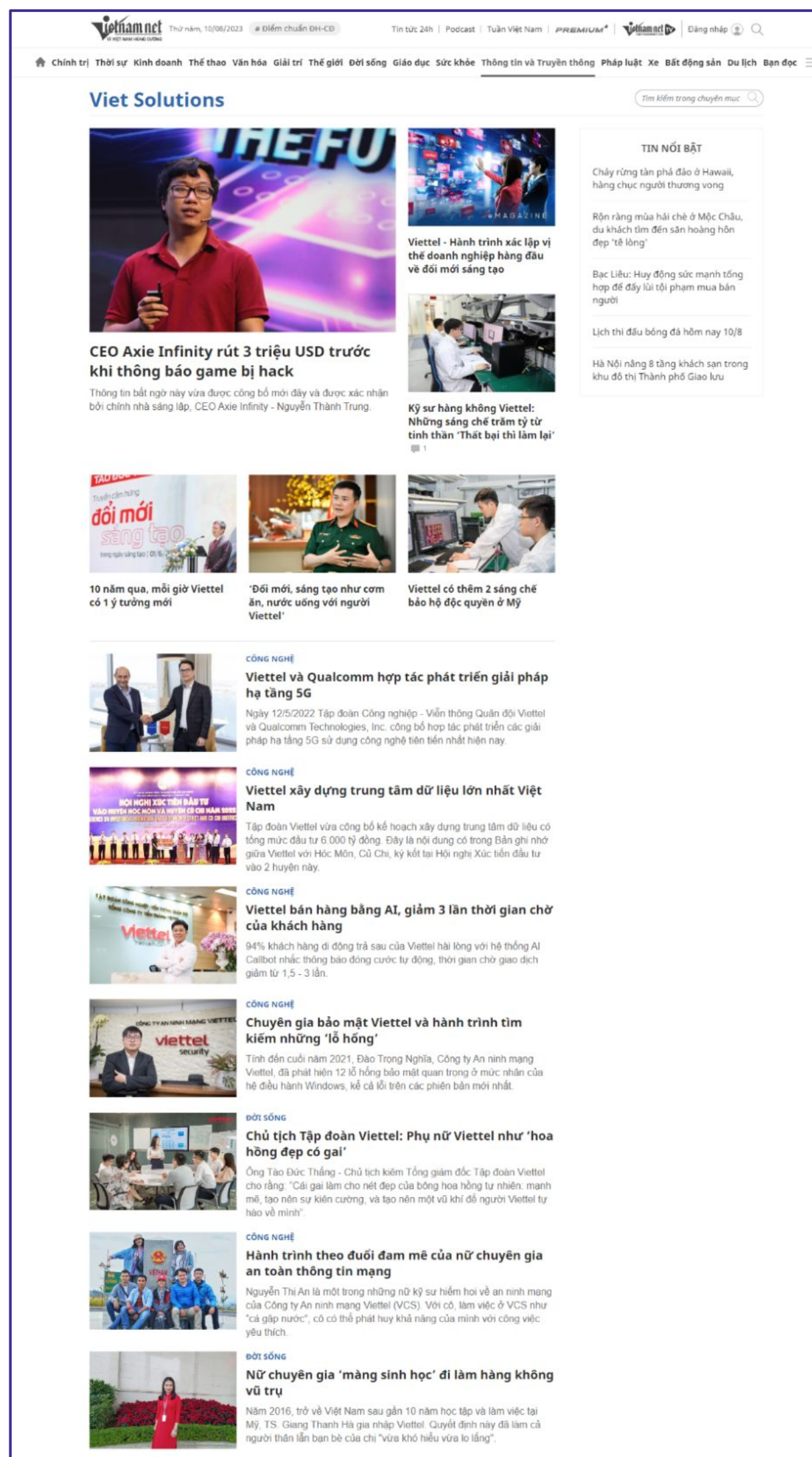


# 3.1: STANDARD PAGE ON VIETNAMNET

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](#)



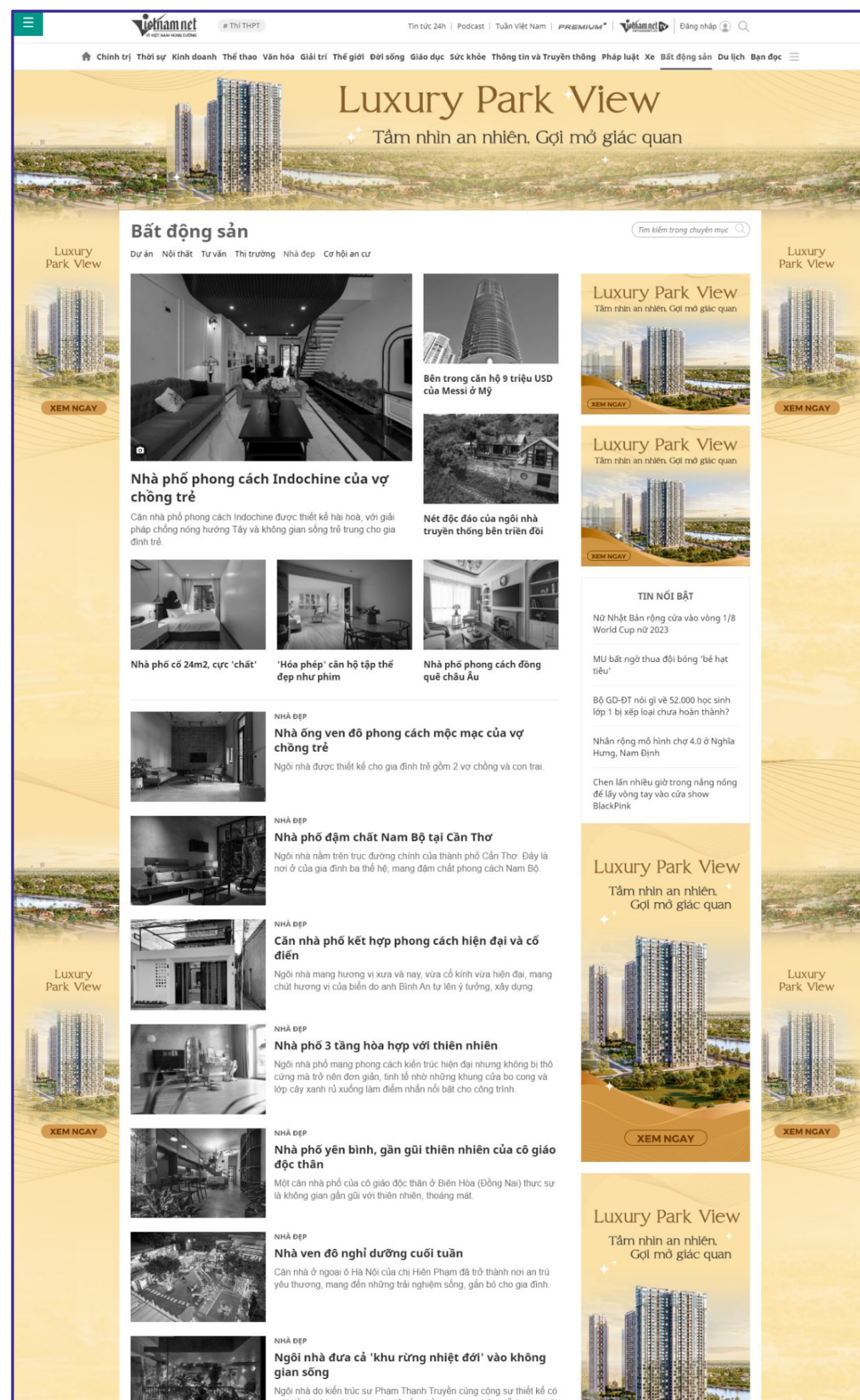
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by VietNamNet.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer and right column areas)</li> <li>- VietNamNet manages advertising slots on this Sub-Cate, not affect to customer content</li> </ul>	
PR article	<ul style="list-style-type: none"> <li>- To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity:</li> <li>- 10 articles are available as soon as the page is published.</li> <li>- 5 articles are published weekly.</li> <li>- The post is approved and published by VietNamNet.</li> </ul>	80.000.000 VNĐ/month
Page link placed on the total 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
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by VietNamNet.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer and right column areas)</li> <li>- VietNamNet is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles.</li> </ul>	<p><b>120.000.000 VNĐ/month</b></p>
PR article	<ul style="list-style-type: none"> <li>- To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity:                             <ul style="list-style-type: none"> <li>- 10 articles are available as soon as the page is published.</li> <li>- 5 articles are published weekly.</li> </ul> </li> <li>- The post is approved and published by VietNamNet.</li> </ul>	
Page link placed on the total 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.	

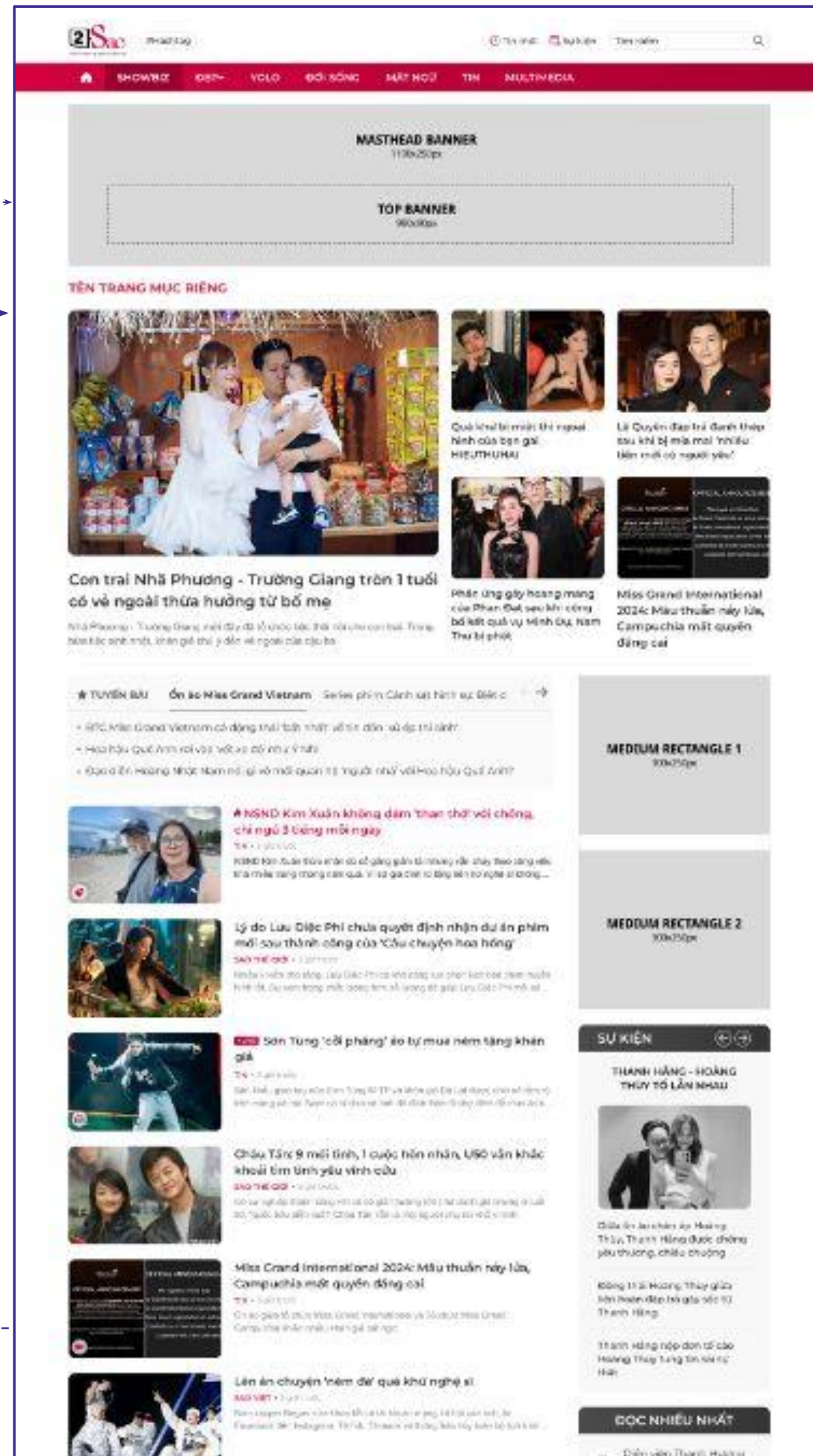


### 3. 3. STANDARD PAGE ON 2SAO

01 liên kết menu xuyên trang, là sub menu của chuyên mục phù hợp.

Có sẵn 10 bài cho lần đầu tiên xuất hiện Subcate. Cập nhật 5 bài mới/tuần, mỗi ngày tối đa 1 bài.

[Demo chi tiết](#)



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

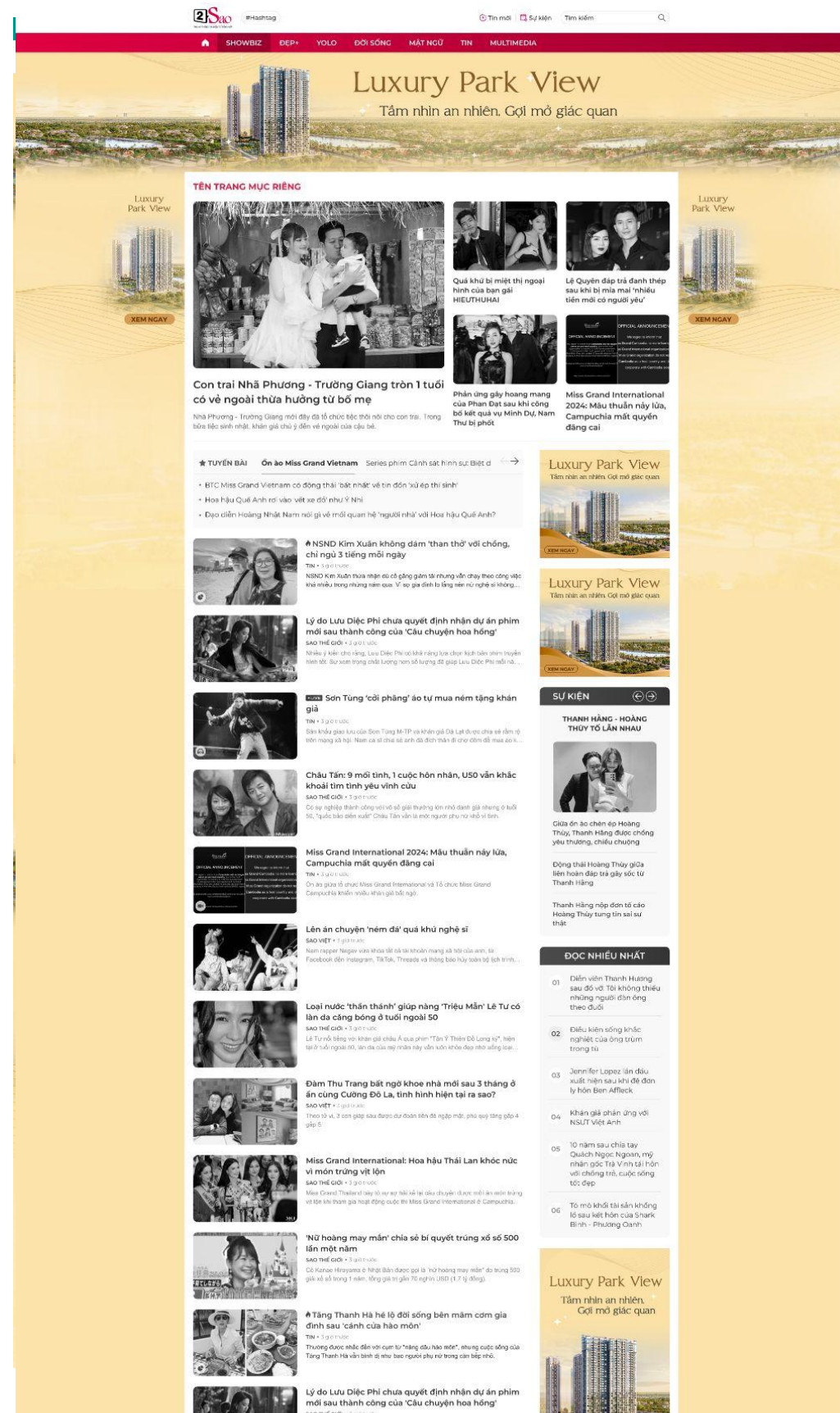
# 3. 4. EXCLUSIVE PAGE ON 2SAO



01 liên kết menu xuyên trang, là sub menu của chuyên mục phù

Có sẵn 10 bài cho lần đầu tiên xuất hiện Subcate. Cập nhật 5 bài mới/tuần, mỗi ngày tối đa 1 bài.

**Demo chi tiết**



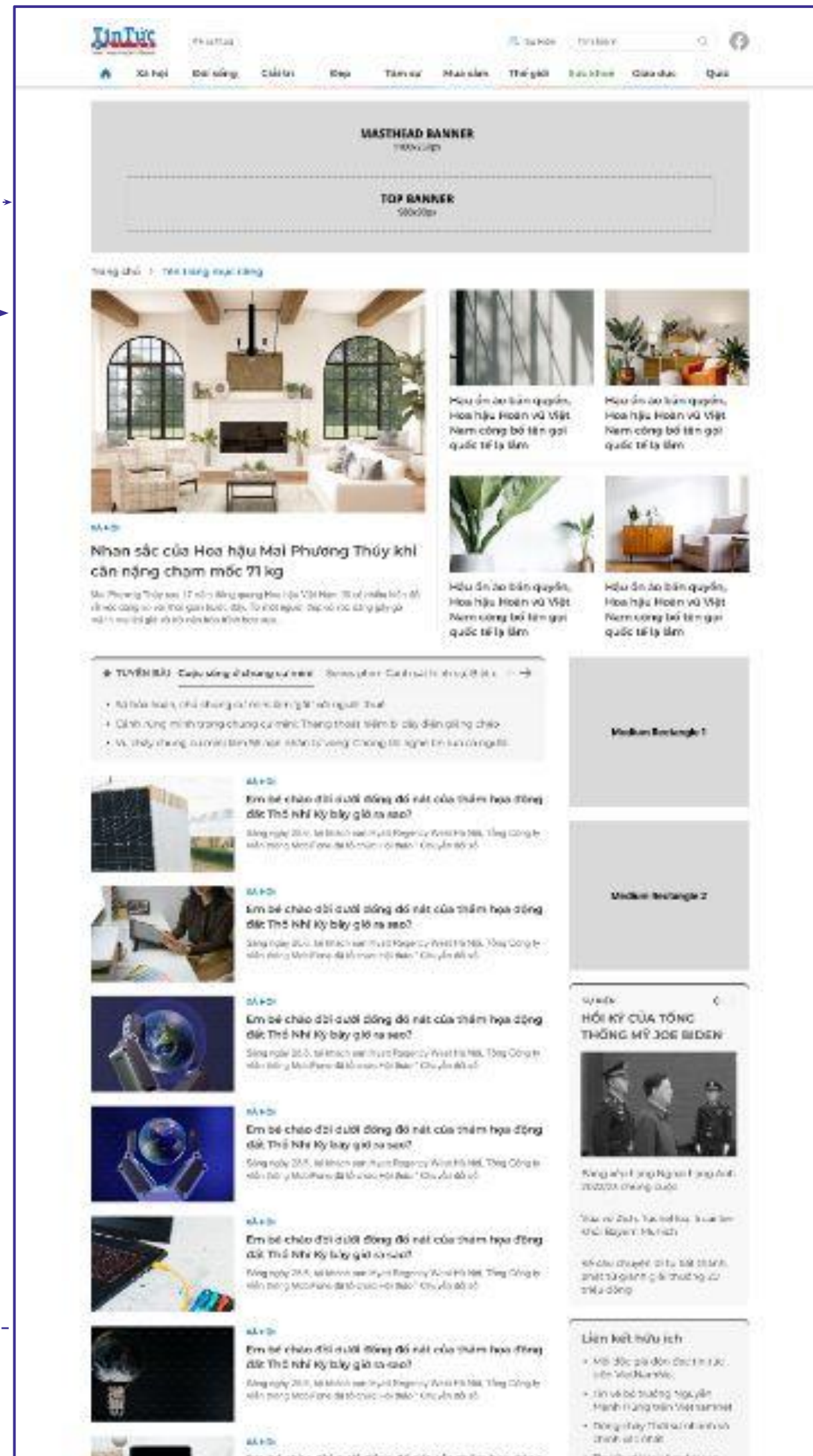
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by 2sao.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer and right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

01 liên kết menu xuyên trang, là sub menu của chuyên mục phù hợp.

Có sẵn 10 bài cho lần đầu tiên xuất hiện Subcate. Cập nhật 5 bài mới/tuần, mỗi ngày tối đa 1 bài.

**Demo chi tiết**



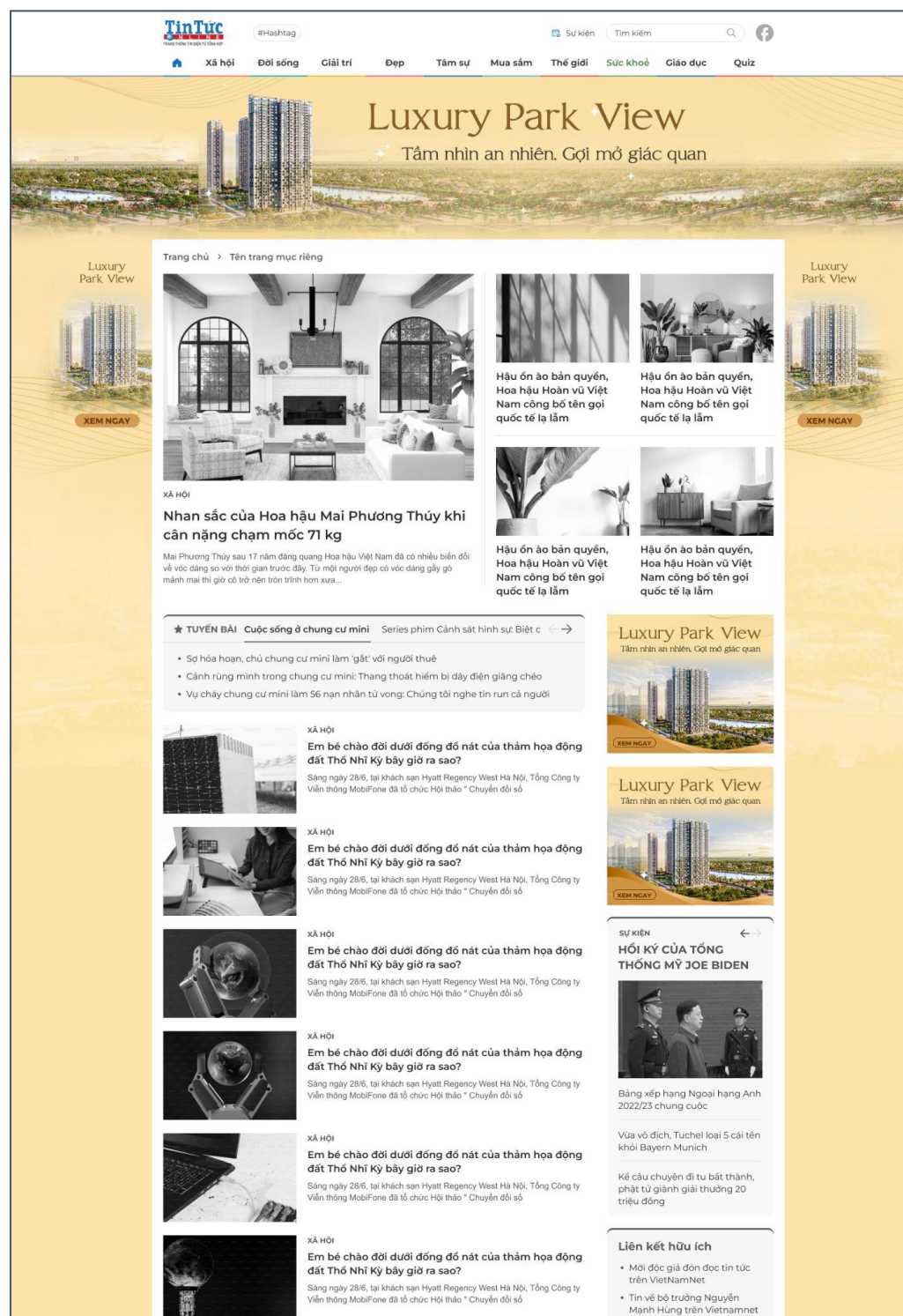
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by Tintuonline.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer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

01 liên kết menu xuyên trang, là sub menu của chuyên mục phù

Có sẵn 10 bài cho lần đầu tiên xuất hiện Subcate. Cập nhật 5 bài mới/tuần, mỗi ngày tối đa 1 bài.

**Demo chi tiết**



CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by Tintuonline.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer and right column areas)</li> <li>- 2sao is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles.</li> </ul>	<p><b>60.000.000 VNĐ/month</b></p>
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### III. OTHER COSTS

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

### IV. GENERAL REGULATIONS

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

## Contact

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