

STRAIGHT VIEW TALKSHOW (GÓC NHÌN THẮNG)





Applied since 05/2024



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Goc nhin thang is a program that discusses and analyzes events that are receiving great attention from readers in a direct and profound way from the perspective of leading experts in each field. The program is hosted by the MC who is a reporter VietNamNet

CONTENT



1ST PR article

Providing the main topic, timetable and sponsors



Video clip

Attached in the 2nd PR article

Center Banner 3

Published on the homepage



2nd PR article

Reporting and summarizing the talkshow





REASONS TO CHOOSE OUR PRODUCT GÓC N



Appeal of a Trending Topic

The program garnered significant attention from readers due to its timely and relevant subject matter, thereby enhancing brand awareness for the sponsoring companies.

Leverage the Prestige of Vietnamnet Newspaper

Enhance brand visibility and recognition by sponsoring a talk show featured on one of Vietnam's leading online news platforms.

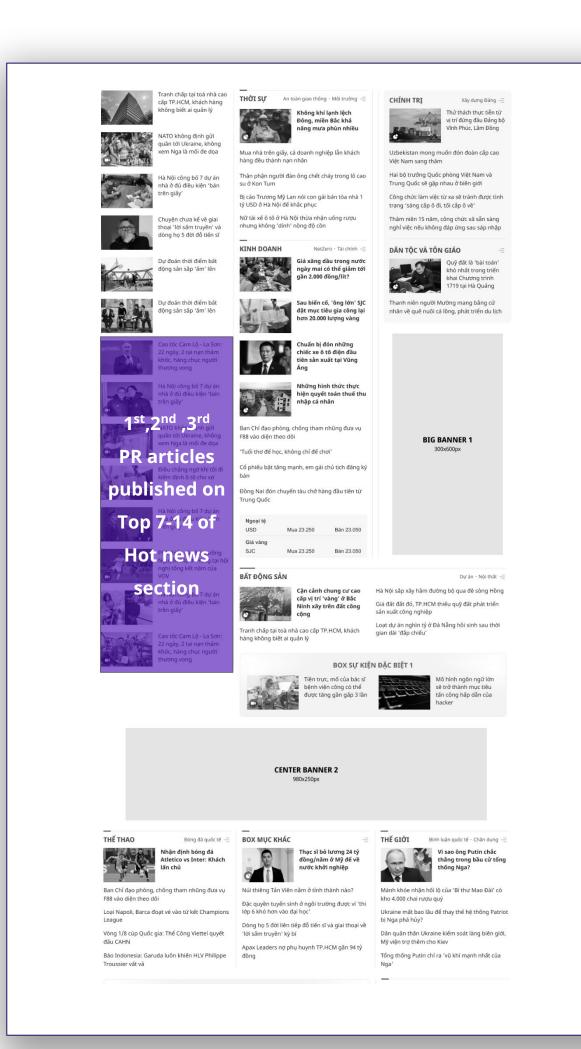
Influence of Industry Experts and Guest Speakers

The event features prominent leaders and recognized authorities across various sectors. Their presence naturally draws attention, providing brands with a valuable opportunity to engage a highly influential audience.





2nd PR article: Reporting and summarizing the talkshow





Center Banner 3:

Presenting the topic and time of the show



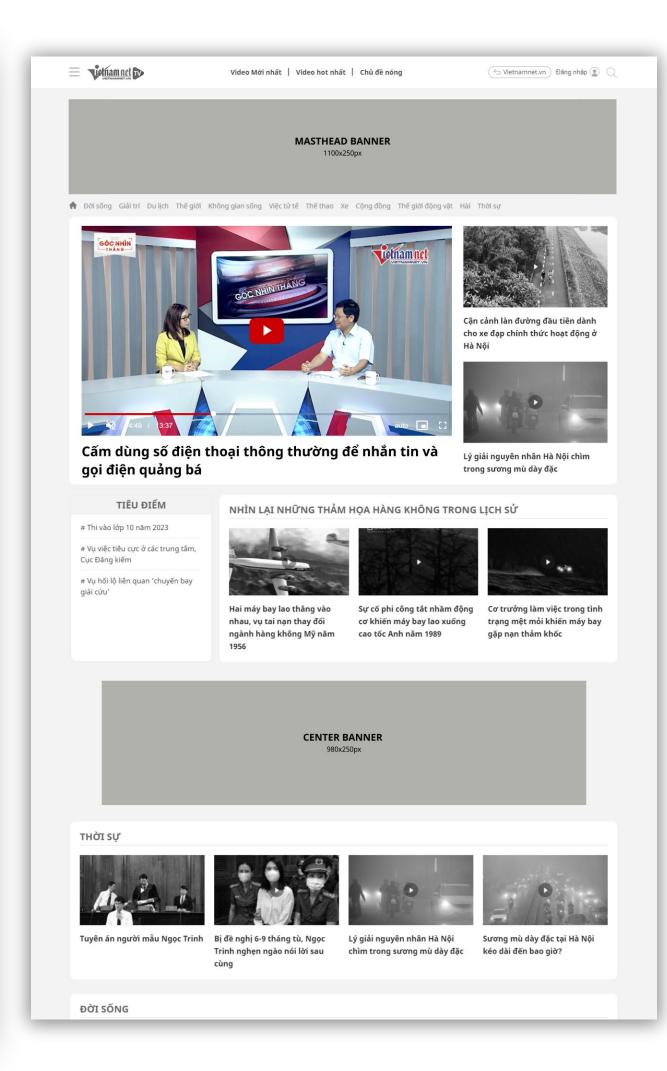


2nd PR article

the talkshow

(View demo)

Containing a video of



Video is attached in the article updating the event and co-published on the 1st Top in VietnamnetTV Homepage during 2 hours



2. DEMO OF STRAIGHT VIEW TALKSHOW



Click to view Demo of Straight view Talkshow

3. RATE CARD OF STRAIGHT VIEW TALKSHOW



• Price: 90.000.000 VNĐ

• Details:

No	Content	Description	Timeline
1	Center banner 3: talkshow introduction banner	Dimension of banner: 980x250	During 03 days until the launching day
2	1 st PR article: An article introduces the topic of that event and the sponsors	Top 7 - 14 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory	03-07 days before the launching day
3	2nd PR article: An PR article reports and summarizes the event	Top 7 - 14 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory	On the launching day
4	Live video clip of the talkshow	The video is attached in the article updating the talkshow and co-published on the 1st Top on VietnamnetTV Homepage in 2 hours.	On the launching day

Notes: Price does not include VAT

3. THE BENEFITS OF SPONSORS



✓	Benefits of sponsor's name and logo	Vị trí
1	In the article introducing the topic and time of the talkshow	1 st PR article
2	In the article containing the video clip of the talkshow	2 nd PR article
3	At the bottom right corner of the screen during the talkshow	Video clip
4	At studio's background or out-of-studio background	Video clip
5	In the show's intro and credit as a sponsor	Video clip
6	MC mentions the sponsor's name in the introduction and at the end of the show.	Video clip
✓	Benefits of advertisement	
7	The information displayed in the banner includes ABC – Great honour to sponsor the "Góc nhìn thẳng" talkshow No: [Name of the show]	Center banner 3
8	PR article introduces the sponsor	1 st PR article
9	Maximum 30 seconds Pre-roll ad in the video clip of the show	Video clip
10	Overlay ad is displayed in the video when broadcasting the talkshow	Video clip



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