

# STRAIGHT VIEW TALKSHOW (GÓC NHÌN THẲNG)



Applied since 05/2024

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# 1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

**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 TIMELINE



### 1<sup>ST</sup> PR article

Providing the main topic, timetable and sponsors



### Video clip

Attached in the 2<sup>nd</sup> PR article

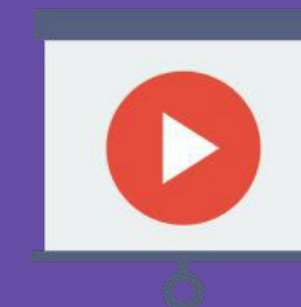
### Center Banner 3

Published on the homepage



### 2<sup>nd</sup> PR article

Reporting and summarizing the talkshow



# 1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

## REASONS TO CHOOSE OUR PRODUCT



### 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.

# 1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

**1<sup>st</sup> PR article:** Providing the main topic, timetable and sponsors

**2<sup>nd</sup> PR article:** Reporting and summarizing the talkshow

The screenshot shows a news website layout with several key elements highlighted:

- 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> PR articles published on Top 7-14 of Hot news section:** A purple box highlights a central article about a high-rise building in HCMC.
- Center Banner 2:** A banner at the bottom center with dimensions 980x250px.
- Box SỰ KIỆN ĐẶC BIỆT 1:** A box on the right side containing special event news.
- Box MỤC KHÁC:** A box on the left side containing other news items.
- Box THỂ THAO:** A box on the far left containing sports news.
- Box THẾ GIỚI:** A box on the far right containing international news.

The screenshot shows a news website layout with several key elements highlighted:

- Center Banner 3:** A large banner at the top center with dimensions 300x600px, featuring the text "CÁCH CHỐNG TIN NHẪN VÀ CUỘC GỌI RÁC" (How to stop spam and junk calls).
- Video Section:** A section below the banner with a large video player and several smaller video thumbnails.
- Đọc Nhiều Bình Luận Nhiều:** A section on the right side containing a list of popular articles and their comments.
- Podcast:** A section on the left side containing a podcast player.
- RAO VẶT:** A section on the left side containing classified ads.

**Center Banner 3:** Presenting the topic and time of the show

# 1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

## 2<sup>nd</sup> PR article

Containing a video of the talkshow

[\(View demo\)](#)

Video is attached in the article updating the event and co-published on the 1<sup>st</sup> 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	<b>Center banner 3:</b> talkshow introduction banner	Dimension of banner: 980x250	During 03 days until the launching day
2	<b>1<sup>st</sup> PR article:</b> 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	<b>2<sup>nd</sup> PR article:</b> 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	<b>Live video clip</b> 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 <sup>st</sup> PR article
2	In the article containing the video clip of the talkshow	2 <sup>nd</sup> 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	<b>The information displayed in the banner</b> includes ABC – Great honour to sponsor the “Góc nhìn thẳng” talkshow No.: [Name of the show]	Center banner 3
8	<b>PR article</b> introduces the sponsor	1 <sup>st</sup> PR article
9	Maximum 30 seconds <b>Pre-roll ad</b> in the video clip of the show	Video clip
10	<b>Overlay ad</b> is displayed in the video when broadcasting the talkshow	Video clip

## Contact Information

# VietNamNet Media Joint Stock Company



### Hanoi

C'Land Building, 156 Xa Dan 2 St.,  
Dong Da Ward

**Phone:** 0919 405 885



### Ho Chi Minh City

27 Nguyen Binh Khiem,  
Sai Gon Ward

**Phone:** 0919 435 885