

# 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



**Center Banner 3**  
Published on the homepage

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

Providing the main topic, timetable and sponsors



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

Reporting and summarizing the talkshow



### Video clip

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



# 1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

## WHY SHOULD CHOOSE US PRODUCTS



### The attraction from the hot topic

The program attracted a lot of readers due to its trending topic, increasing awareness for the brands that sponsored the program.

### Take advantage of the prestige of Vietnamnet Newspaper

Boost visibility for the company by serving as sponsors of a talkshow on a major Vietnamese online newspaper.

### Attraction from experts, program guests

The majority of the visitors taking part in the event are leaders and authorities in their respective industries. Brands will easily attract the attention of the visitors.



# 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 sections:

- THỜI SỰ** (Current Events): Articles about NATO's stance on Ukraine, a fire at a high-rise building in HCMC, and a woman's death in a car accident.
- KINH DOANH** (Business): News about a company's performance, a meeting with a minister, and a woman's death in a car accident.
- CHÍNH TRỊ** (Politics): News about Uzbekistan's election and a meeting with a minister.
- THÔNG TIN VÀ TRUYỀN THÔNG** (Information and Media): News about a company's performance and a meeting with a minister.
- TUẦN VIỆT NAM** (Vietnam Week): News about a company's performance and a meeting with a minister.
- BOX SỰ KIỆN ĐẶC BIỆT** (Special Events Box): A section highlighting key events.
- THỂ THAO** (Sports): News about a football match and a basketball game.
- THẾ GIỚI** (World): News about a meeting with a minister and a woman's death in a car accident.
- GIÁO DỤC** (Education): News about a meeting with a minister and a woman's death in a car accident.

Annotations include:

- A purple box on the left side of the page containing the text: "1<sup>st</sup>, 2<sup>nd</sup> PR articles published on Top 7-14 of Hot news".
- A dashed line with arrows pointing from the text on the left to the purple box.
- A large grey box at the bottom center labeled "CENTER BANNER 2" with dimensions "980x250px".

The screenshot shows a news website layout with several sections:

- PHÁP LUẬT** (Law): News about a meeting with a minister and a woman's death in a car accident.
- Ô TÔ XE MÁY** (Cars and Motorcycles): News about a meeting with a minister and a woman's death in a car accident.
- BẢO VIETNAMNET ĐỈNH CHỈNH** (VietnamNet Security): News about a meeting with a minister and a woman's death in a car accident.
- DU LỊCH** (Travel): News about a meeting with a minister and a woman's death in a car accident.
- BẠN ĐỌC** (Readers): News about a meeting with a minister and a woman's death in a car accident.
- VIDEO** (Video): A section featuring a video player and several video thumbnails.
- ĐỌC NHIỀU** (Most Read): A list of popular articles.
- BÌNH LUẬN NHIỀU** (Most Commented): A list of popular comments.

Annotations include:

- A large blue banner at the top center with the text: "CÁCH CHỐNG TIN NHẪN VÀ CUỘC GỌI RÁC" (How to resist spam and junk calls) and a "CLICK NGAY" button.
- A dashed line with arrows pointing from the text on the left to the banner.
- A large grey box at the bottom center labeled "CENTER BANNER 3" with dimensions "980x250px".

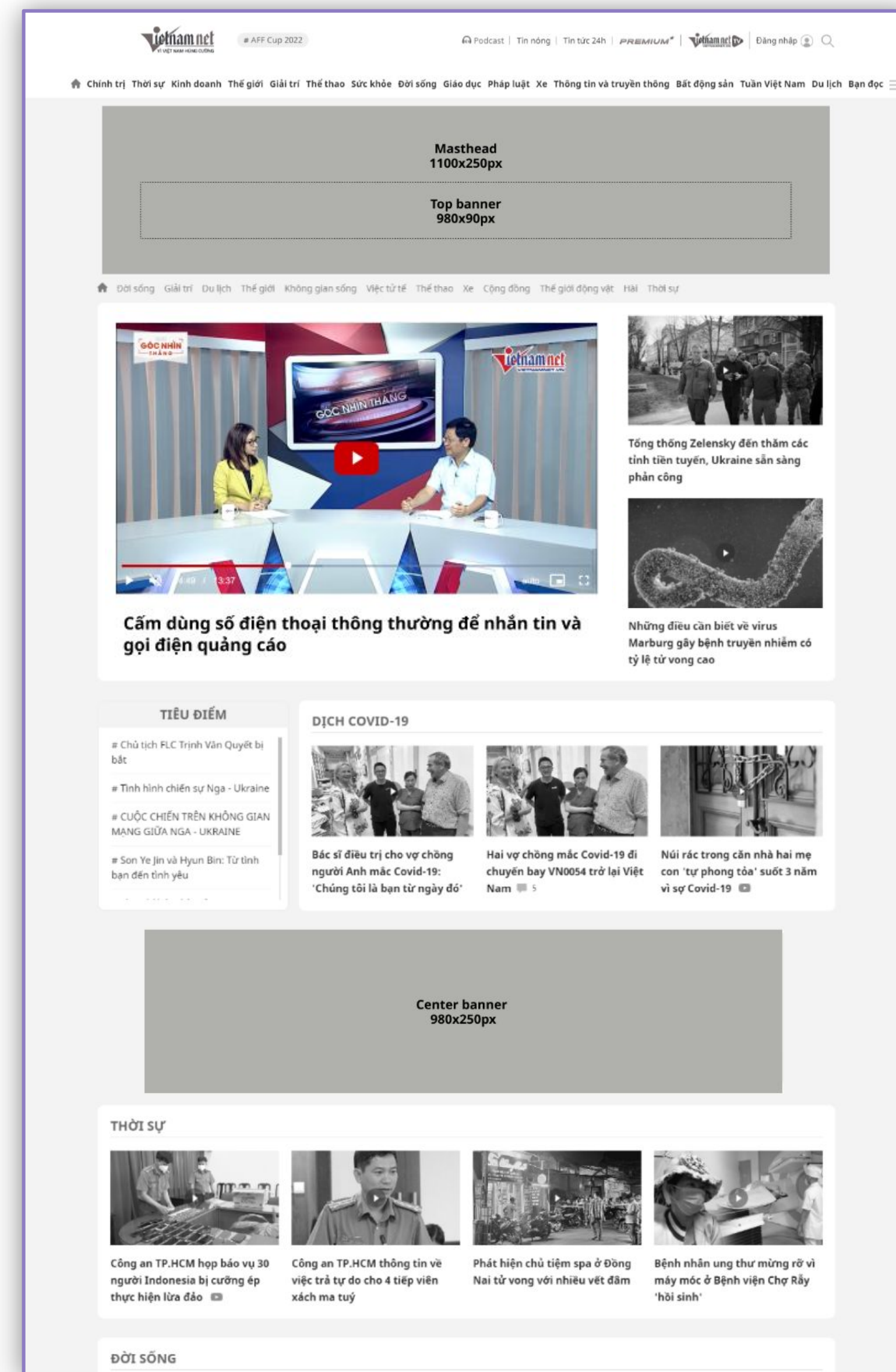
Center Banner 3: Presenting the topic and time of the show



# 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”p 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

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