

VIETNAMNET JSC.,

# RATE CARD 2018



**Social Media**

## RATES CHARGE FOR POSTING ON FANPAGE

| Group | Type  | Fanpage Vietnamnet.vn | Fanpage Đời sống | Fanpage Đỉnh | Fanpage 2Sao.vn | Fanpage Thịnh | Fanpage Tin tức online |
|-------|---|-----------------------|------------------|--------------|-----------------|---------------|------------------------|
| 1     | Fanpage Post Link (article published on VietNamNet, 2Sao, TTOL only)          | 2,000,000             | 2,000,000        | 1,000,000    | 2,000,000       | 1,000,000     | 1,000,000              |
| 2     | Fanpage Post Photos/Album (maximum 20 photos)                                 | 3,000,000             | 3,000,000        | 2,000,000    | 3,000,000       | 2,000,000     | 2,000,000              |
| 3     | Fanpage Post Video  | 5,000,000             | 5,000,000        | 3,000,000    | 5,000,000       | 3,000,000     | 3,000,000              |
| 4     | Fanpage Share (re-share of customer's post)                                   | 5,000,000             | 5,000,000        | 3,000,000    | 5,000,000       | 3,000,000     | 3,000,000              |
| 5     | Livestream maximum 2 hours (performed by customer, VNN only posts on fanpage) | 20,000,000            | 20,000,000       | 10,000,000   | 20,000,000      | 10,000,000    | 10,000,000             |

## NOTES

- Contents posted on fanpage are included caption (maximum 100 characters, with hashtags if required)
- The cost of producing Livestream show will be charged separately, depending on the time of deployment
- For articles mentions more than 01 brand name owned by different person/organizations: From the second brand mentioned, charged 20% additional publishing fee per brand
- Price is not included VAT 10%

| Fanpage        | Link  |
|----------------|---|
| Vietnamnet.vn  | <a href="https://www.facebook.com/vietnamnet.vn/">https://www.facebook.com/vietnamnet.vn/</a>           |
| Đời sống       | <a href="https://www.facebook.com/doisongvnn/">https://www.facebook.com/doisongvnn/</a>                 |
| Đỉnh           | <a href="https://www.facebook.com/dinh.vietnamnet/">https://www.facebook.com/dinh.vietnamnet/</a>       |
| 2Sao.vn        | <a href="https://www.facebook.com/2sao.vietnamnet.vn/">https://www.facebook.com/2sao.vietnamnet.vn/</a> |
| Thịnh          | <a href="https://www.facebook.com/caothuthathinh/">https://www.facebook.com/caothuthathinh/</a>         |
| Tin tức online | <a href="https://www.facebook.com/tintuonlinevnn/">https://www.facebook.com/tintuonlinevnn/</a>         |