

VIETNAMNET JSC.,

RATE CARD 2019

PR ARTICLES

Echip.com.vn

Rate card applied since 01/2018

RATE CARD

Position	Description	Price (million VND)
Headlines on Homepage	Published at the “Headlines” position on Homepage in 2 hours	Plus 3,000,000 VND
Headlines on category	Published at the “Headlines” position on a category in 2 hours	Plus 2,000,000 VND
Top 1	Published on Top 1 in a category in 2 hours	5.000.000
Top 2-7	Published on Top 2-7 on a category in 2 hours	3.000.000
Top 1 of Box Echip on VietNamNet homepage in 2 hours		8.000.000
Top 2 of Echip Box on VietNamNet homepage in 2 hours		7.000.000
Top 3-5 of Echip Box on VietNamNet homepage in 2 hours		5.000.000

Other costs	
Writing fee	2,000,000 VND/ article
The number of photos exceeds 5 in normal articles or 9 in photo articles	Plus 5% for each additional photo posted. Additional fee must be less than 40% of total price.
Embedded video under 3 minutes	Plus 1,000,000 VND
Embedded video from 3 to 5 minutes	Plus 1,500,000 VND
Embedded video over 5 minutes	Plus 2,000,000 VND
A published article is moved to the same position when being re-published	Plus 30%
An article is re-published more than 1 time on the same position in 2 hours	Plus 30%
Editing date, time, lead and contents of a published article (Edited contents must be approved by VietNamNet)	Plus 20%

GENERAL REGULATIONS

- Price do not include 10%VAT and article writing fee.
- The normal article has a maximum length of 6,000 words for content, of 12 words for the title, and no more than 5 photos.
- The photo article has a maximum length of 300 words and no more than 9 photos.
- In the co-publishing policy, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories in VietNamNet. The cost of a co-publishing article must be equal to or lower than the first article.
- Article content must comply with Vietnamese regulations on Press and Fine Customs. The Editorial Board can edit content, photos to meet VietNamNet's criteria.
- Plus 100% fee for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- Plus 20% publishing fee for each brand, from the second one and owned by a different person or corporation, mentioned.

PR articles

