

RATE CARD CAR REVIEWS



Applied since 03/2022

PR ARTICLES OF CAR REVIEWS

A PR article is published in Hot News section on VietNamNet Homepage

The screenshot shows the Vietnam.net homepage with several news categories. A red dashed box highlights the 'Hot News' section, which features a prominent article about a hacker. Other visible sections include 'THỜI SỰ' (News), 'KINH DOANH' (Business), 'BẮT ĐỘNG SẢN' (Real Estate), and 'CÔNG NGHỆ' (Technology). At the bottom, there are sections for 'PREMIUM+' and 'NHỮNG BÀI TOÀN VĂN CỦA LÃNH ĐẠO' (Full Text of Leaders).

The screenshot shows a car review article on Vietnam.net. The article features a list of 'Top 1' through 'Top 6' cars. The 'Top 1' car is a 'Xe Cub "Tau" biến VIP ngũ quý 2 đời giá đắt đỏ'. The 'Top 2' car is a 'Xe SUV cỡ giá gần 1 tỷ: Chọn Mitsubishi Outlander hay đồng hương Honda CR-V'. The 'Top 3' car is a 'Hàng loạt ô tô bị bán với mức giá thấp'. The 'Top 4' car is a 'Xe tải chở qua đồi phân cách, tổng trọng tải xe con trên cao tốc'. The 'Top 5' car is 'Những mẫu xe khiến người Việt "đau ví" khi tăng giá kỷ lục'. The 'Top 6' car is 'Mang được xe gì về cho vợ với 500 triệu?'. The article also includes a detailed review of a car, mentioning 'Những chiếc ô tô không đến từ các hãng sản xuất xe hơi' and 'McLaren Senna và dân siêu xe xuất hiện tại Đà Nẵng'.

Co-published on top positions of an appropriate category

RATE CARD CAR REVIEW



Experiences, evaluations, and introductions of automotive products provided by VietNamNet’s journalists and guests
 Unit: VND

Position of articles	1 st Video Script*	2 nd video script*	3 rd video script*	4 th video script*	Text News
Top 7-12 of Hot news section & Top 1 of “Car” category	69.000.000	74.000.000	83.000.000	95.000.000	52.000.000
Top 7-12 of Hot news section & Top 2 of “Car” category	63.000.000	68.000.000	77.000.000	89.000.000	51.000.000
Top 7-12 of Hot news section & Top 3-5 of “Car” category	61.000.000	66.000.000	75.000.000	87.000.000	50.000.000
Top 1 of “Car” category	49.000.000	54.000.000	63.000.000	75.000.000	28.000.000
Top 2-5 of “Car” category	41.000.000	46.000.000	55.000.000	67.000.000	20.000.000
Top 6 of “Car” category	37.500.000	42.500.000	51.500.000	63.500.000	9.000.000

TYPE OF CAR ARTICLES TO REVIEW

Experiences, evaluations, and introductions of automotive products provided by VietNamNet's journalists and guests



Video News – The 1st script

01 car experiencing character in a static context, no driving scenes



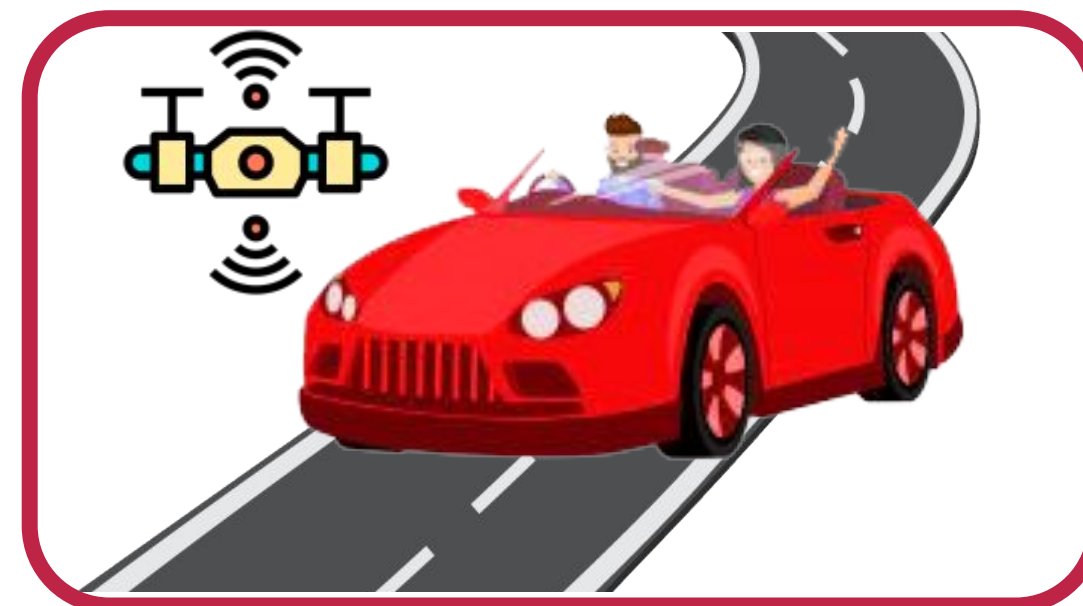
Video News – 2nd script

01 car experiencing character in a dynamic context, with driving scenes



Video News – 3rd script

02 car experiencing characters (02 journalists or 01 journalist + 01 guest) driving cars are put in a dynamic context



Video News – 4th script

02 experiencing characters (02 journalists or 01 journalist + 01 guest) driving cars are put in a dynamic context with visual effects added



Text News

Does not include writing costs

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