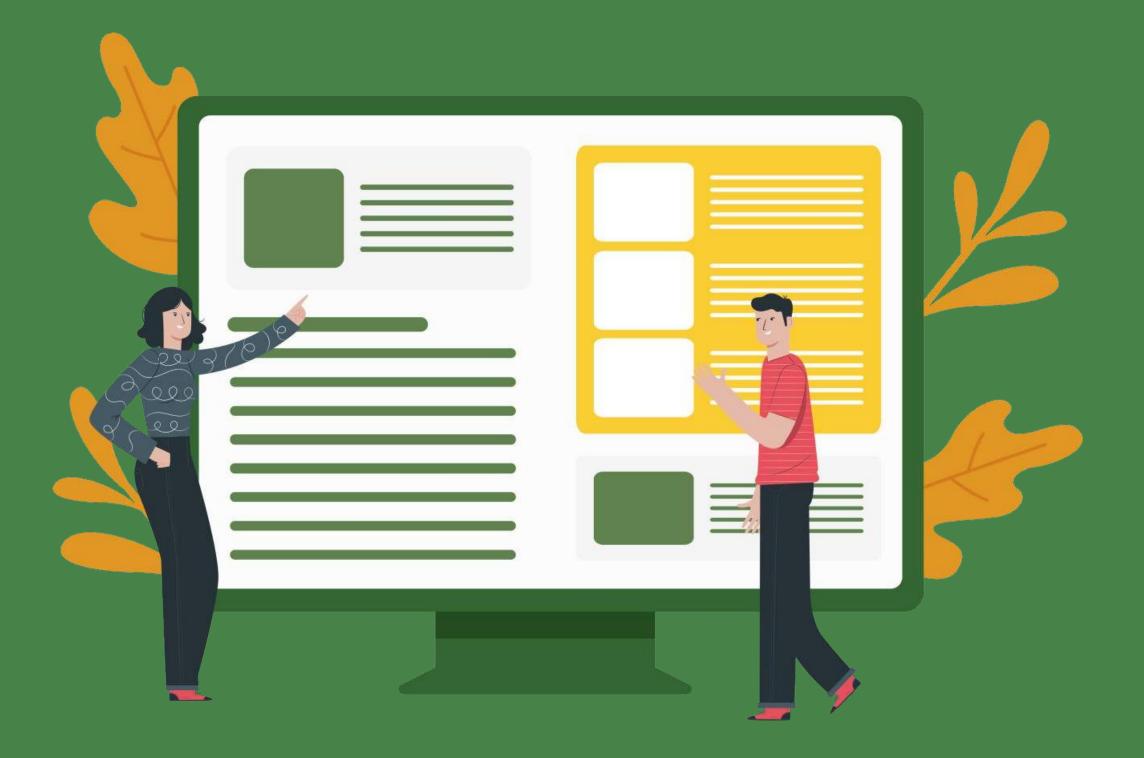


SPONSORED BOX



Applied since 03/2022

INTRODUCTION



A sponsored box is an advertising product with a natural and friendly layout expressed in a news story box with thumbnail.

It links to a detailed story or a separate page by a click.

- Convey the message naturally to your readers
- Increase brand awareness: When clicking on Banner and News articles, customers can access news pages or brand websites to learn more about products and services.
- Optimize SEO and improve website rankings: Quality
 Traffic sources from VietNamNet readers help brand
 websites improve rankings on search engines.







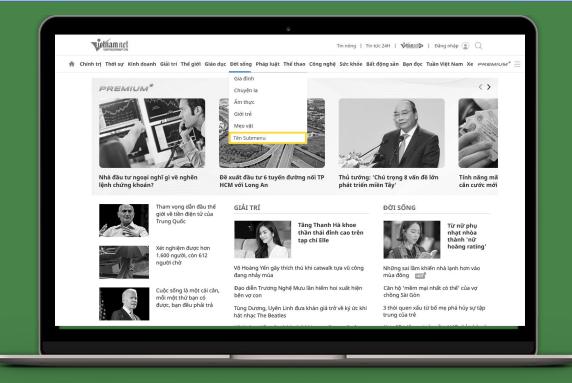


I. SPONSORED BOX ON DESKTOP



SPONSORED EVENT BOX ON DESKTOP

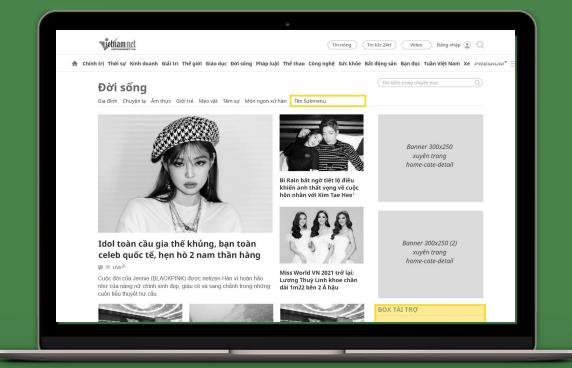




Submenu at Header bar



Box includes 3 articles with thumbnails. The box links to articles or a sub-cate.



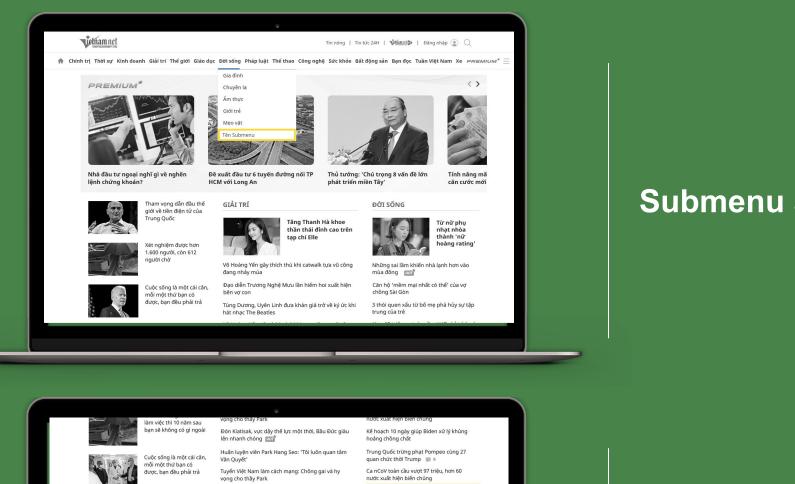
1 submenu + 1 subcate in appropriate cate

- Sponsored event box is placed on Desktop Homepage
- Dimension: 720x285px
- Benefits:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of an appropriate category, containing maximum 10 articles (5 new articles are updated weekly, maximum 1 article is updated daily. If the sponsor already had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate)

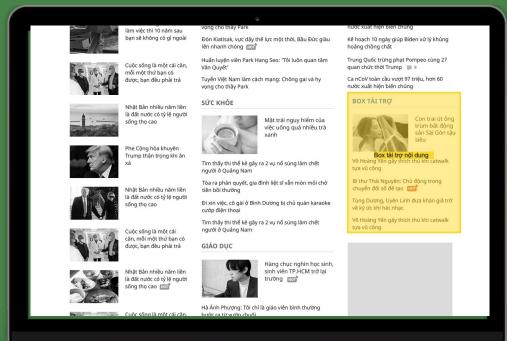
Position	Monthly Price (VNĐ)	Demo
Event box home 1	350.000.000	
Event box home 2	300.000.000	<u>Demo</u>
Event box home 3	250.000.000	

SPONSORED CONTENT BOX ON DESKTOP





Submenu at Header bar



Box includes 5 articles. 1 article has a thumbnail photo.



1 submenu + 1 subcate in appropriate cate

- Sponsored event box is placed on Desktop Homepage or Desktop Category
- Kích thước: 300x400px
- Benefits:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of an appropriate category, containing maximum 10 articles (5 new articles are updated weekly, maximum 1 article is updated daily. If the sponsor already had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate)

Vị trí	Giá (VNÐ/tháng)	Demo
Sponsored content box home	200.000.000	<u>Demo</u>
Sponsored content box cate	120.000.000	<u>Demo</u>

SPONSORED BANNER AD SLOT ON DESKTOP





- The box is placed at chosen banner position.
 The box includes articles with thumbnail photo.
 3-user sharing mode is applied.
- Price of banner ad slot x 1.2

Size	VietNamNet	2Sao	TTOL
300x250	✓		✓
300x600	✓	✓	✓
Article Banner	✓	✓	✓
Demo	Demo Banner Demo Article	Demo Banner Demo Article	Demo Banner Demo Article

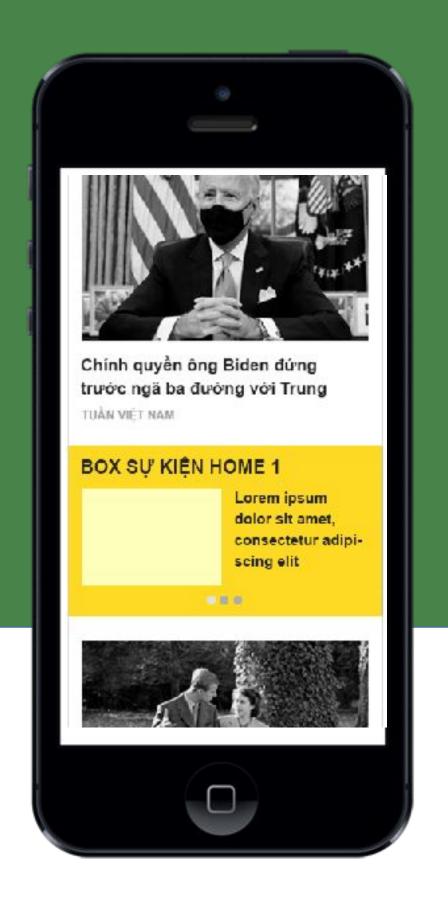


II. SPONSORED BOX ON MOBILE

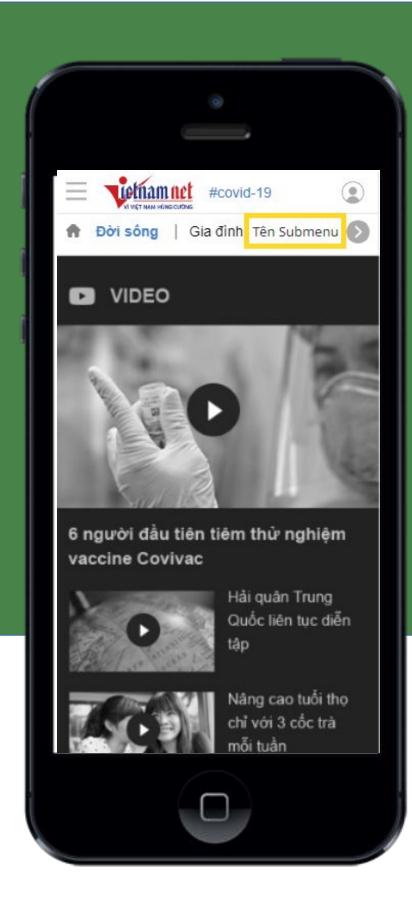


SPONSORED EVENT BOX ON MOBILE





Box includes 3 articles with thumbnails. The box links to articles or a sub-cate.



1 submenu at Header bar + 1 subcate in an appropriate category

- Sponsored event box is placed on Mobile Homepage
- Dimension: 640x336px
- Benefits:
 - 1 event box
 - 1 submenu at header menu
 - 1 submenu at category menu
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of an appropriate category, containing maximum 10 articles (5 new articles are updated weekly, maximum 1 article is updated daily.
 If the sponsor already had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate)

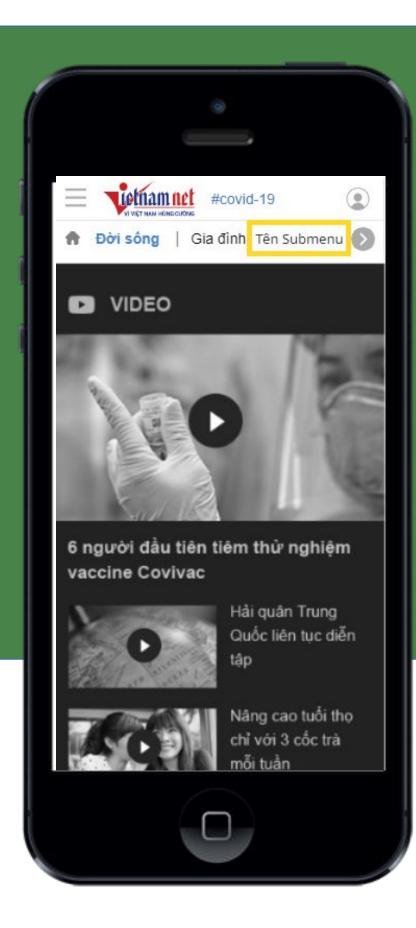
Vị trí	Giá (VNĐ)	Demo
Box sự kiện home 1	400.000.000	
Box sự kiện home 2	350.000.000	<u>Demo</u>
Box sự kiện home 3	300.000.000	

SPONSORED EVENT BOX ON MOBILE





Box includes 5. 1 article has a thumbnail photo.



1 submenu + 1 subcate in appropriate cate

- Sponsored event box is an exclusive box placed on Mobile Homepage or in an appropriate Mobile Cate, above 2Sao box.
- Dimension: 640x336px
- Benefits:
 - 1 event box
 - 1 submenu at header menu
 - 1 submenu at category menu
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of an appropriate category, containing maximum 10 articles
 (5 new articles are updated weekly, maximum 1 article is updated daily.
 If the sponsor already had PR articles published on VietNamNet, they

Vị trí	Giá (VNÐ/tháng)	Demo
Box tài trợ nội dung home	200.000.000	<u>Demo</u>
Box tài trợ nội dung cate	120.000.000	<u>Demo</u>

SPONSORED BOX IN MOBILE BANNER

Increase the friendly experience with readers using mobile devices accessing VietNamNet

Banner zone	VietNamNet	2Sao	TTOL
Center Banner Mobile 1	✓	✓	✓
Center Banner Mobile 2	✓	✓	✓
Bottom Banner Mobile	✓	✓	✓

- Displayed in banner ad slot on mobile ver.
- Custom layout includes lists of news and their thumbnail photos.
- Maximum 3 news
- Price of banner ad slot x1.2

Notes: Price for exclusive display (100% SOV) = Default price of 1 SOV x2.5





DEMO OF SPONSORED BOX IN MOBILE BANNER

<u>VietNamNet</u>

2Sao

<u>TTOL</u>

OTHER COSTS



Type	Details	Price	
	Standard HTML5 banner	2.000.000 VND/banner	
Banner design costs	Resize banner	1.000.000VND/banner	
	Hosting video in banner	5.000.000 VND/banner/week, Video file weight: up to 3MB maximum	

Notes

- Price does not include 10% VAT
- News article is updated weekly, no more than 03 news /week.
- VietNamNet only allows changing the content of published news articles up to twice a week
- Contract term less than 7 days will be rounded up to 1 week.
- Sponsored Box must be submitted 03 days before publishing day.

GENERAL REGULATIONS



- For section Sponsor Box, customers choose 1 of the categories, suitable for your product / service to be promoted.
- Standards for Sponsored Box Banner: File format: JPG/GIF/HTML5, max file size: 50KB except for special ad can have file weight up to 100KB maximum
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.

Contact

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