

# SPONSORED BOX

1

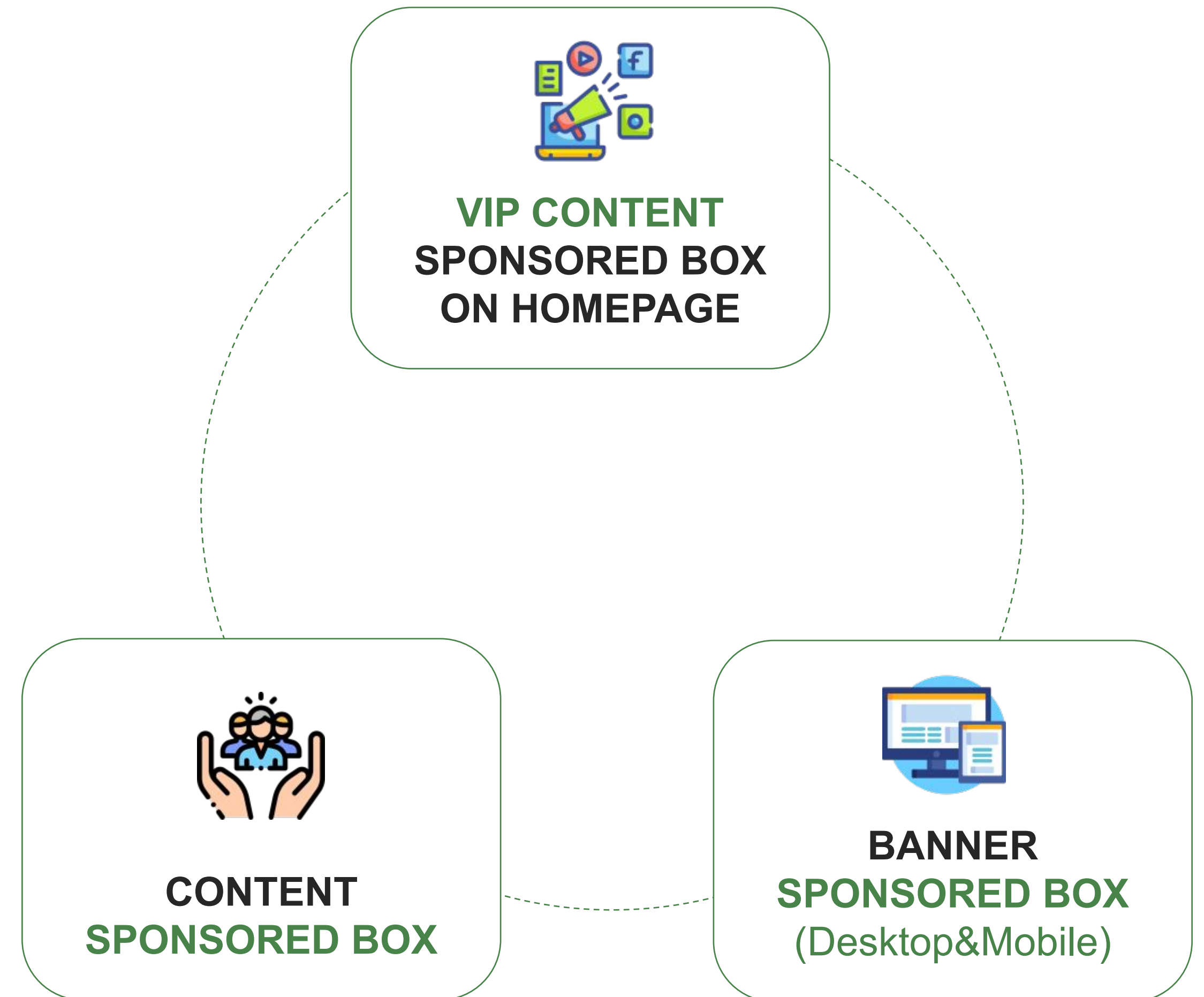


Applied since 11/2022

# INTRODUCTION

A **sponsored box** is an advertisement that is expressed in a article box with a thumbnail and has a natural and friendly layout. **By clicking on it**, it links to a detailed article or a separate page.

- **Convey the messages naturally to your target audiences.**
- **Increase brand awareness:** By clicking on Banner and Articles, customers can browse another pages or brand websites to have more information about products/services.
- **Optimize SEO and improve website rankings:** High quality traffic from VietNamNet website will help brand's websites improve rankings on search engines.

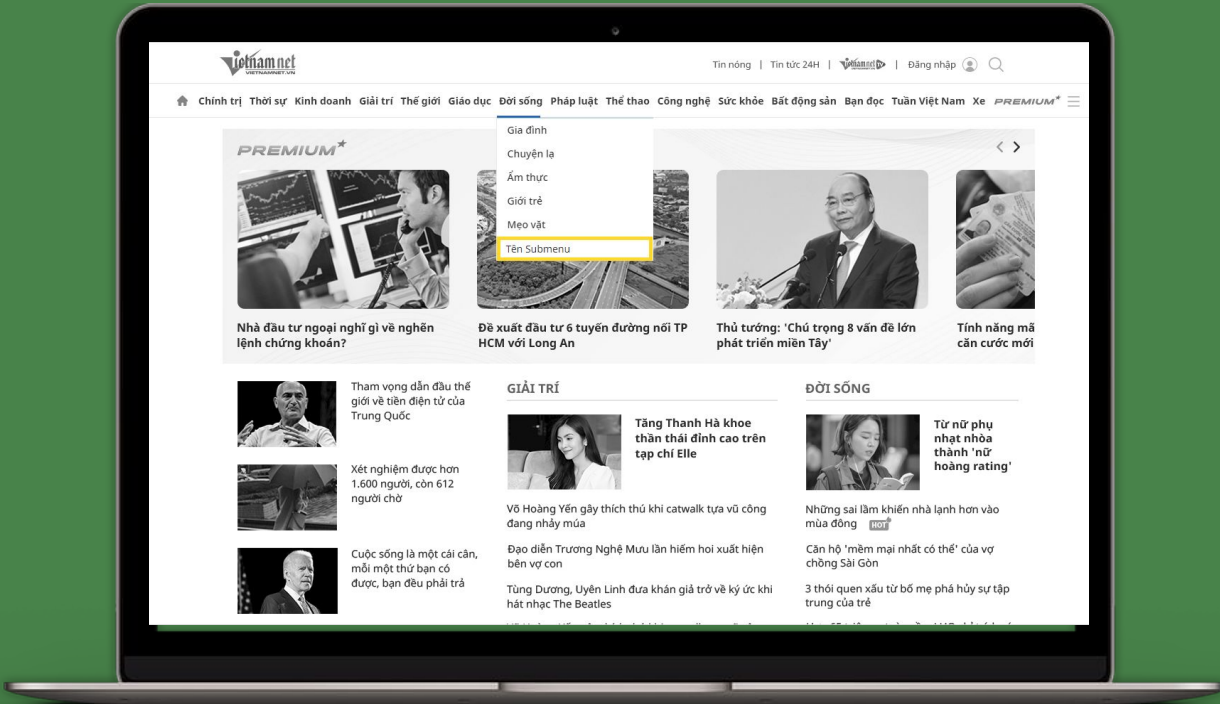


# I. SPONSORED BOX ON DESKTOP

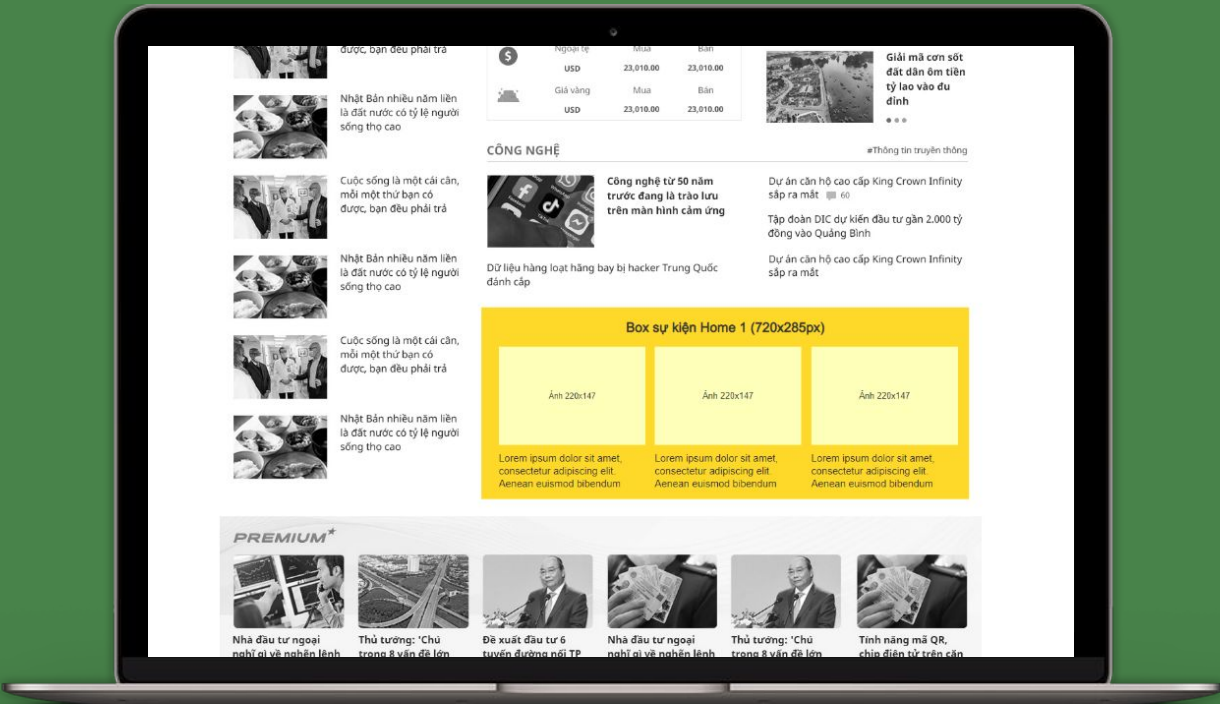




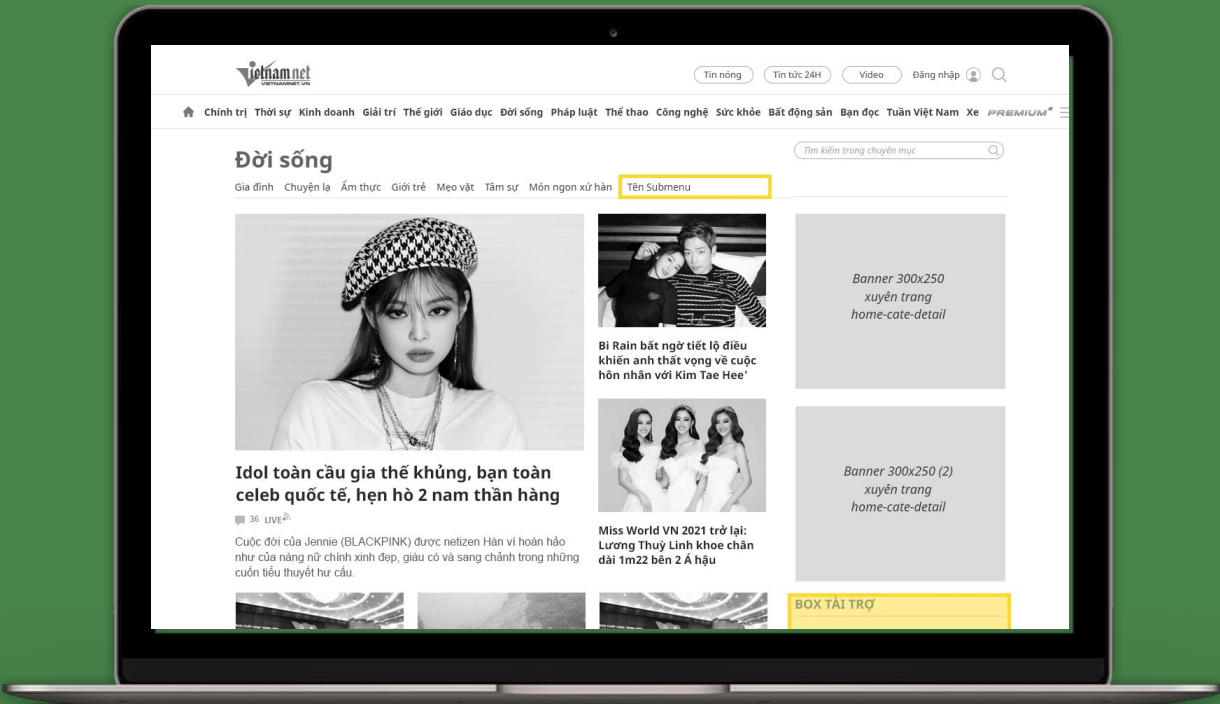
1. DESKTOP | SPONSORED EVENT BOX HOMEPAGE (only VietNamNet.vn)



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 taken place in 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 the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously 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	<a href="#">Demo</a>
Event box home 3	250.000.000	

# 1. DESKTOP | SPONSORED CONTENT BOX



- **Dimension: 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 the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

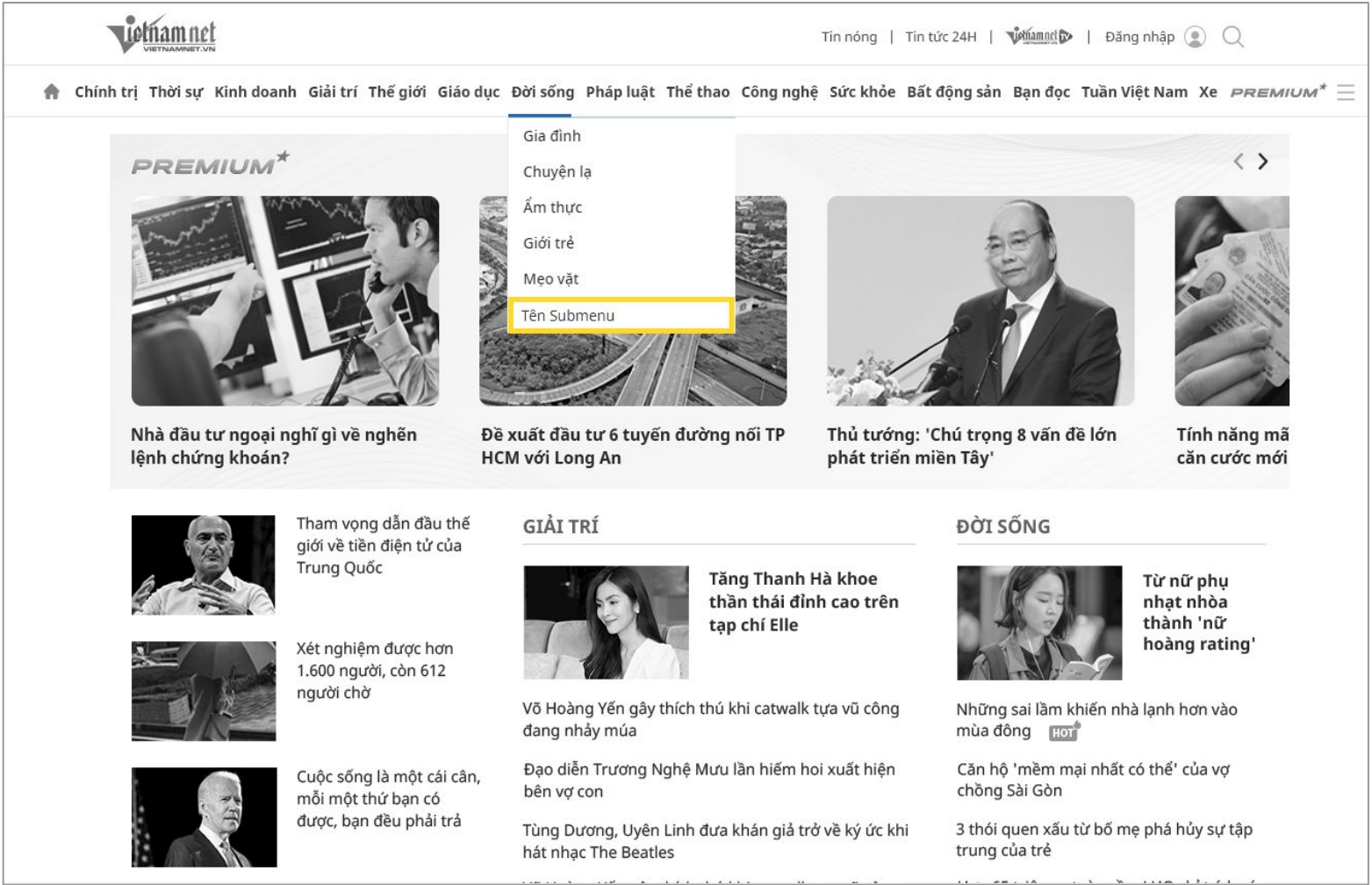
Website	Position	Size	Price (VNĐ/tháng)	Demo
Vietnamnet.vn	Sponsored content box home	300x400px	200.000.000	<a href="#">View</a>
	Sponsored content box cate	300x400px	120.000.000	<a href="#">View</a>
Công nghệ số & Truyền thông	Sponsored content box home	300x400px	120.000.000	<a href="#">View</a>
	Sponsored content box cate	300x400px	72.000.000	<a href="#">View</a>



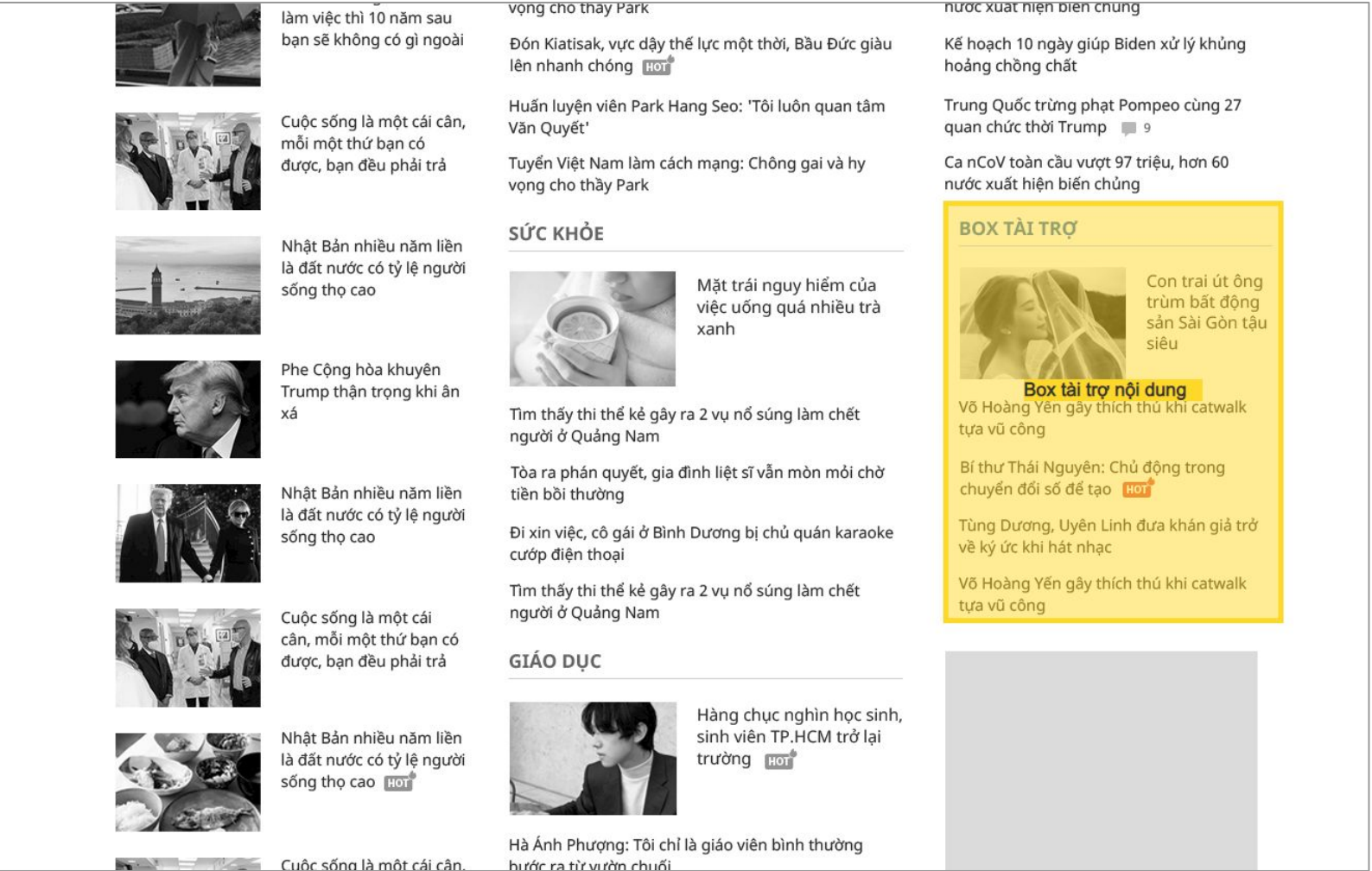
## 2. DESKTOP | SPONSORED CONTENT BOX >> DEMO



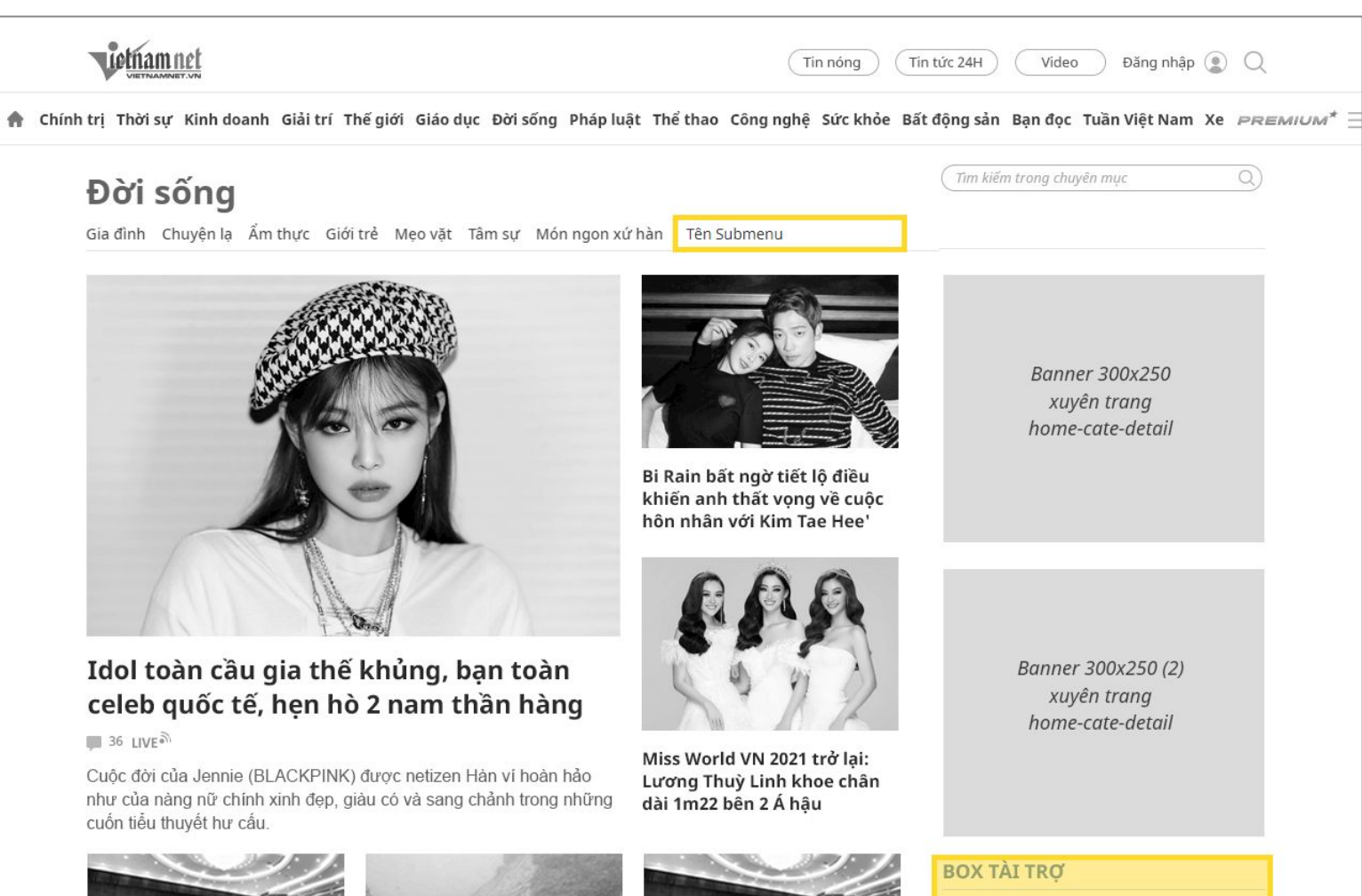
### DEMO SPONSORED CONTENT BOX IN VIETNAMNET



Submenu at Header bar



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

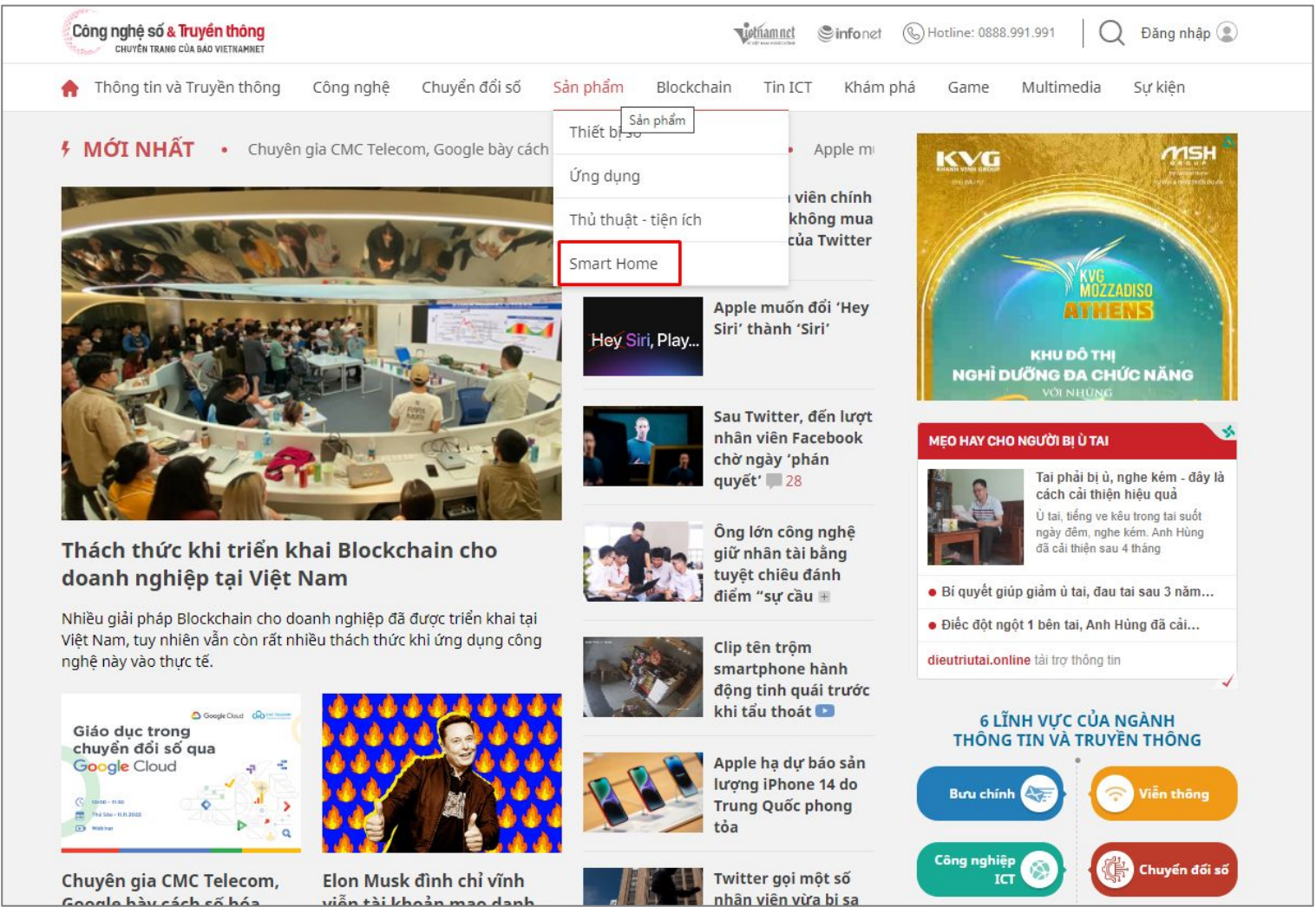


1 submenu + 1 subcate in appropriate cate

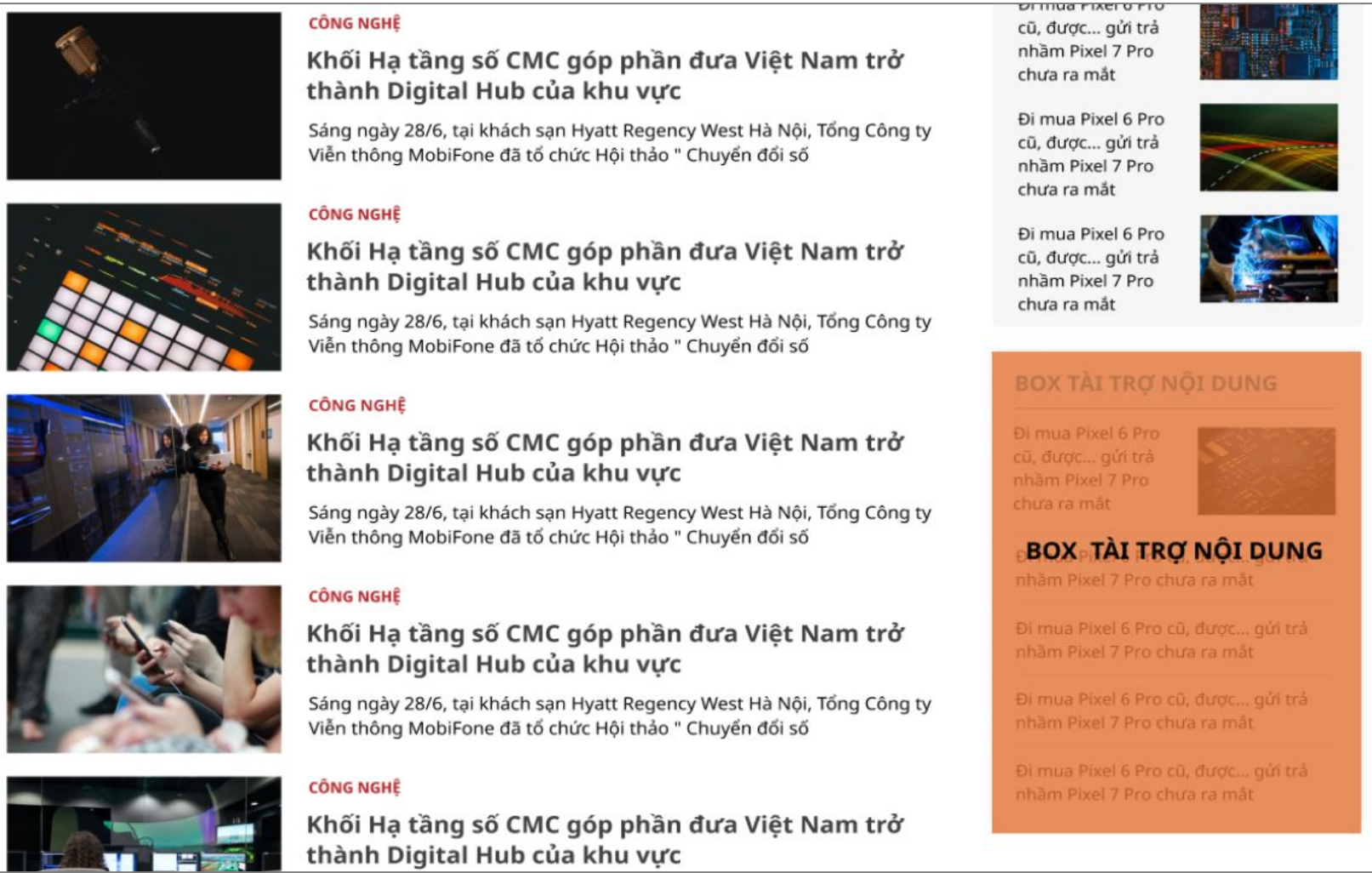


## 2. DESKTOP | SPONSORED CONTENT BOX >> DEMO

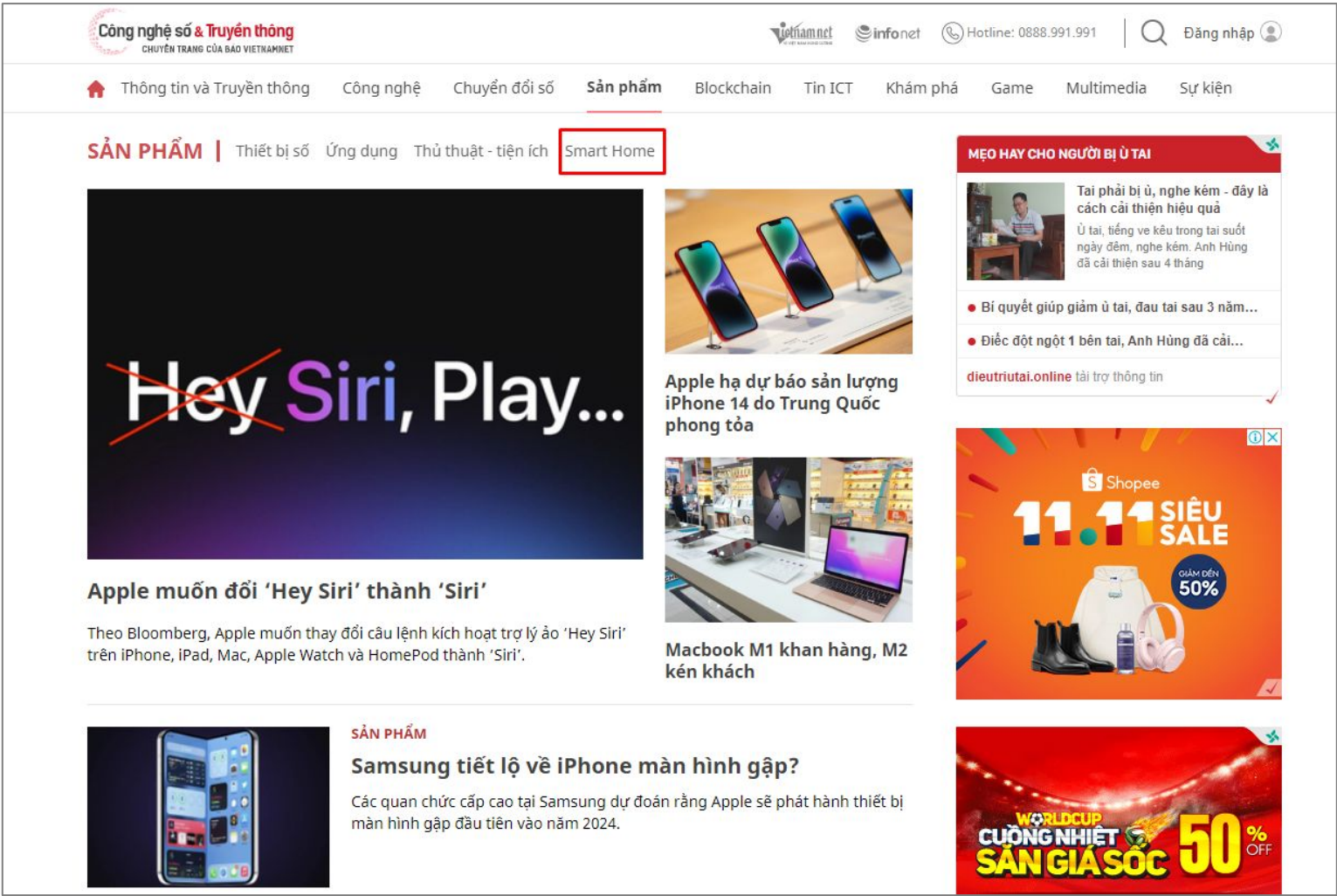
### DEMO SPONSORED CONTENT BOX IN CÔNG NGHỆ SỐ & TRUYỀN THÔNG



Submenu at Header bar



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



1 submenu + 1 subcate in appropriate cate



### 3. DESKTOP | SPONSORED BANNER AD SLOT



Size	VietNamNet	Công nghệ số & Truyền thông	2Sao	TTOL	Price (VNĐ/month)
300x250px	✓	✓	✓	✓	Price of banner ad slot x 1.2
300x600px	✓	✓	✓	✓	
Article Banner	✓	✓	✓	✓	
Demo	<a href="#">Demo banner</a> <a href="#">Demo Article</a>	<a href="#">Demo banner</a> <a href="#">Demo Article</a>	<a href="#">Demo banner</a> <a href="#">Demo Article</a>	<a href="#">Demo banner</a> <a href="#">Demo Article</a>	

Customer's benefits:

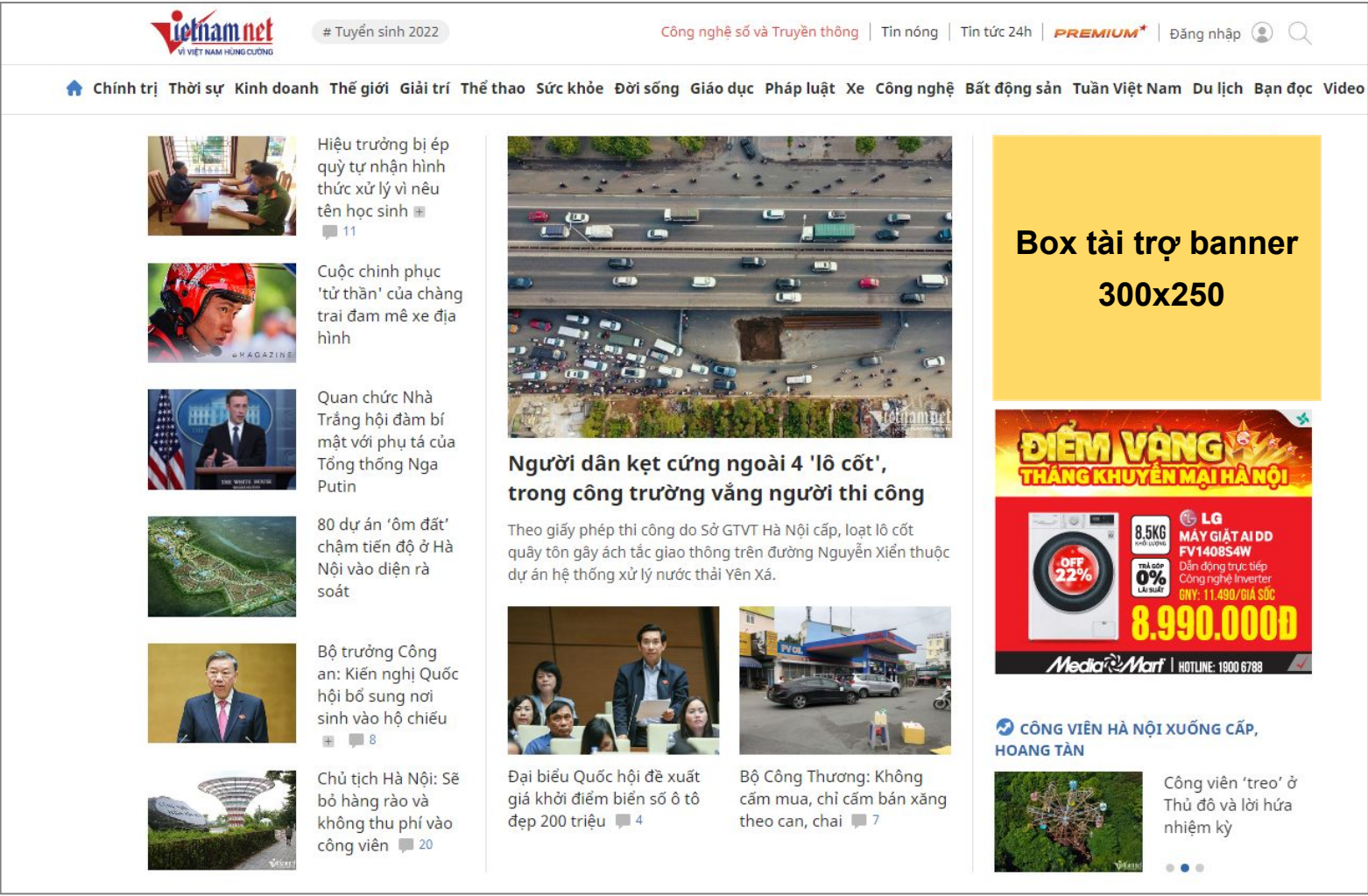
- The box is placed at chosen banner position. The box includes articles with thumbnail photo.
- 3-user sharing mode is applied.



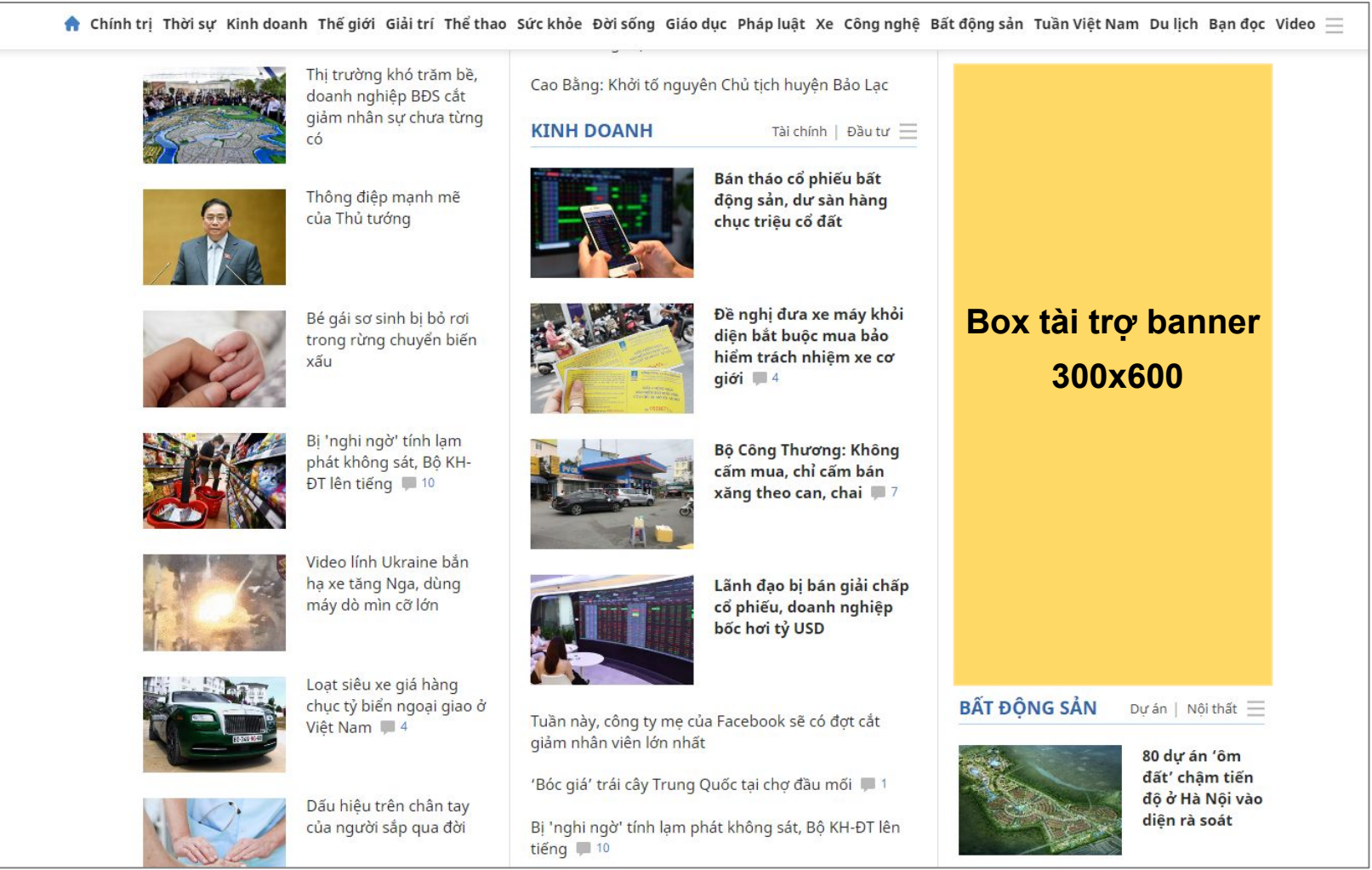
### 3. DESKTOP | SPONSORED BANNER AD SLOT >> DEMO



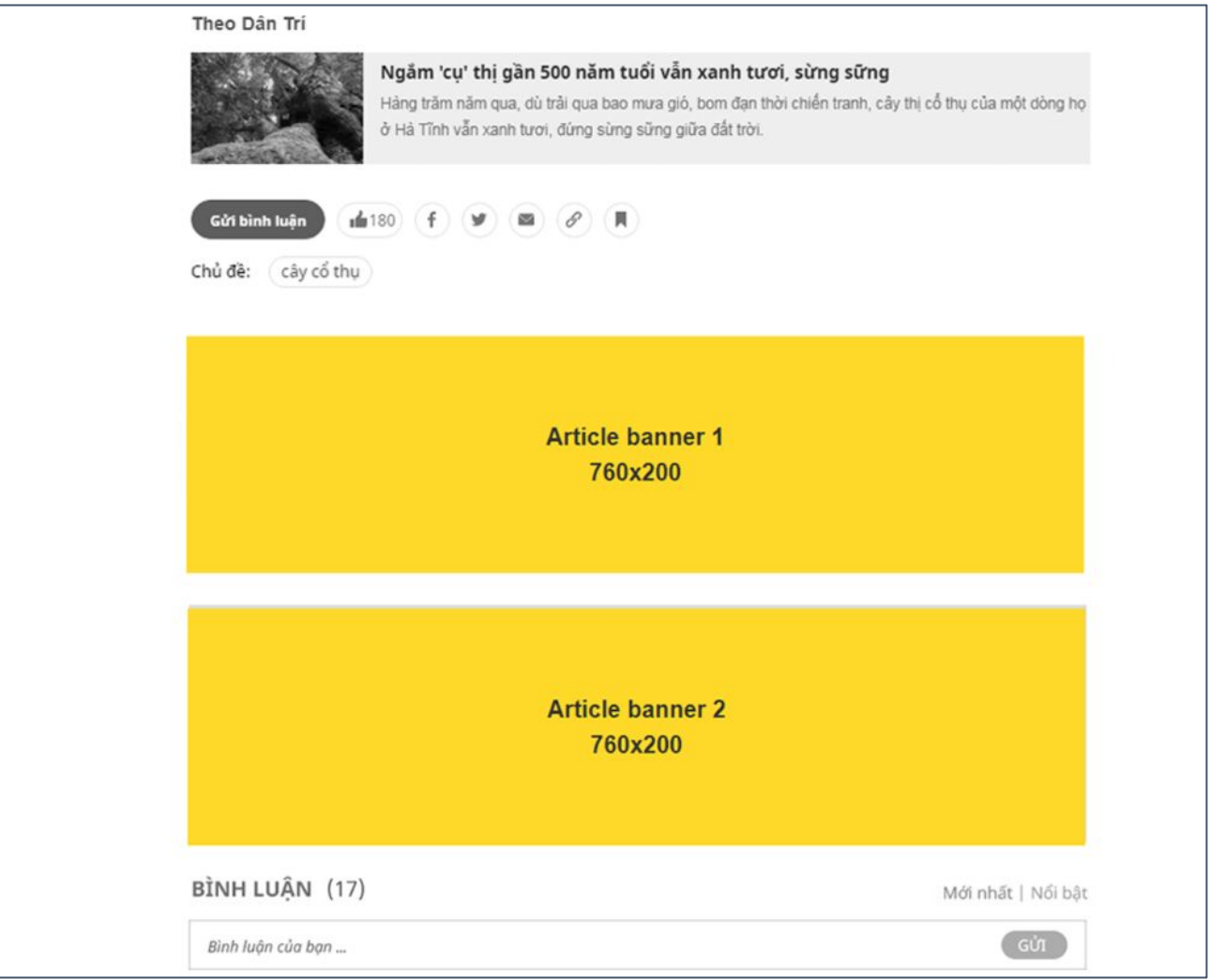
## DEMO SPONSORED BANNER AD SLOT IN VIETNAMNET



Size 300x250px



Size 300x600px



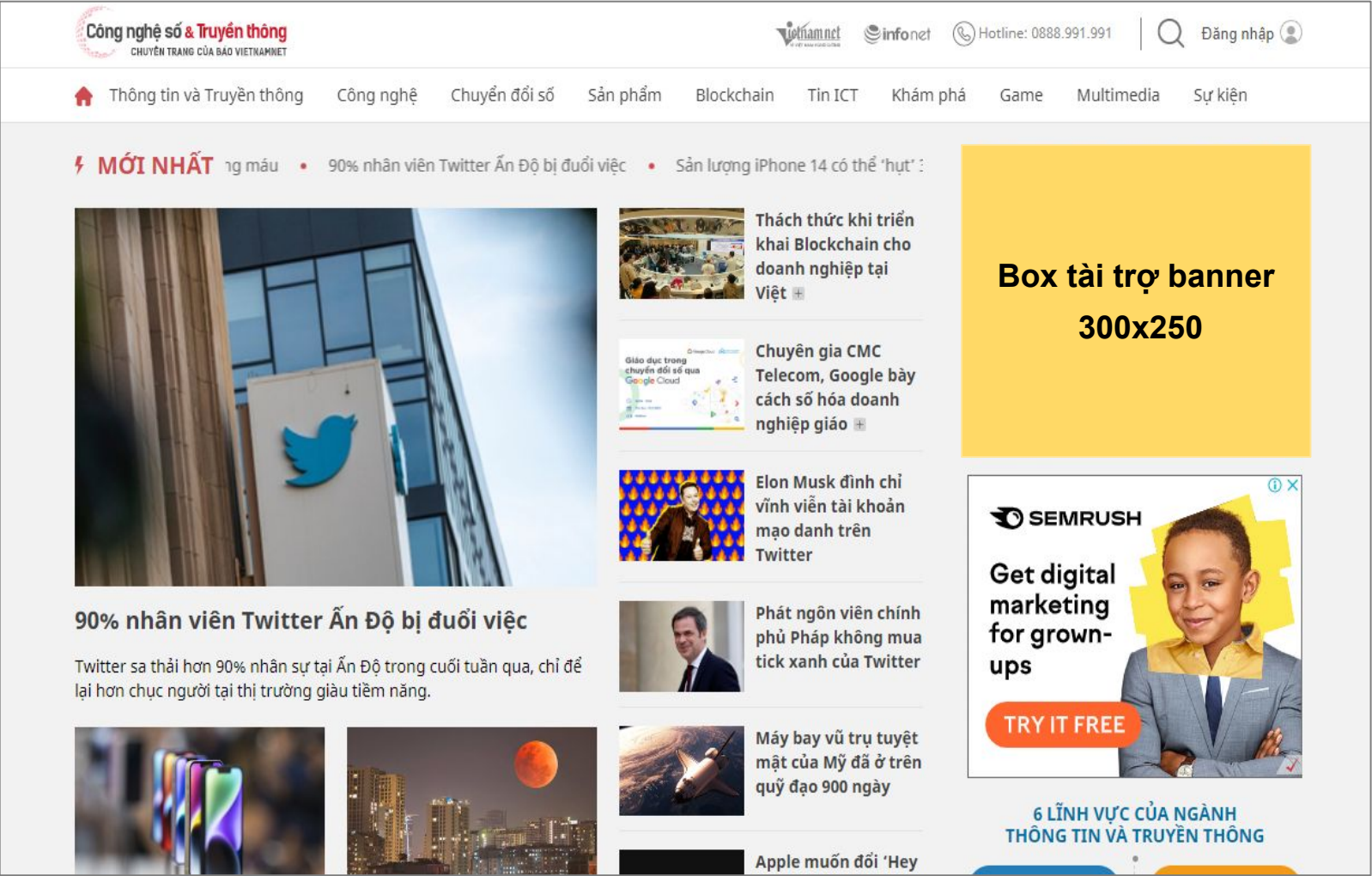
Article Banner



### 3. DESKTOP | SPONSORED BANNER AD SLOT >> DEMO



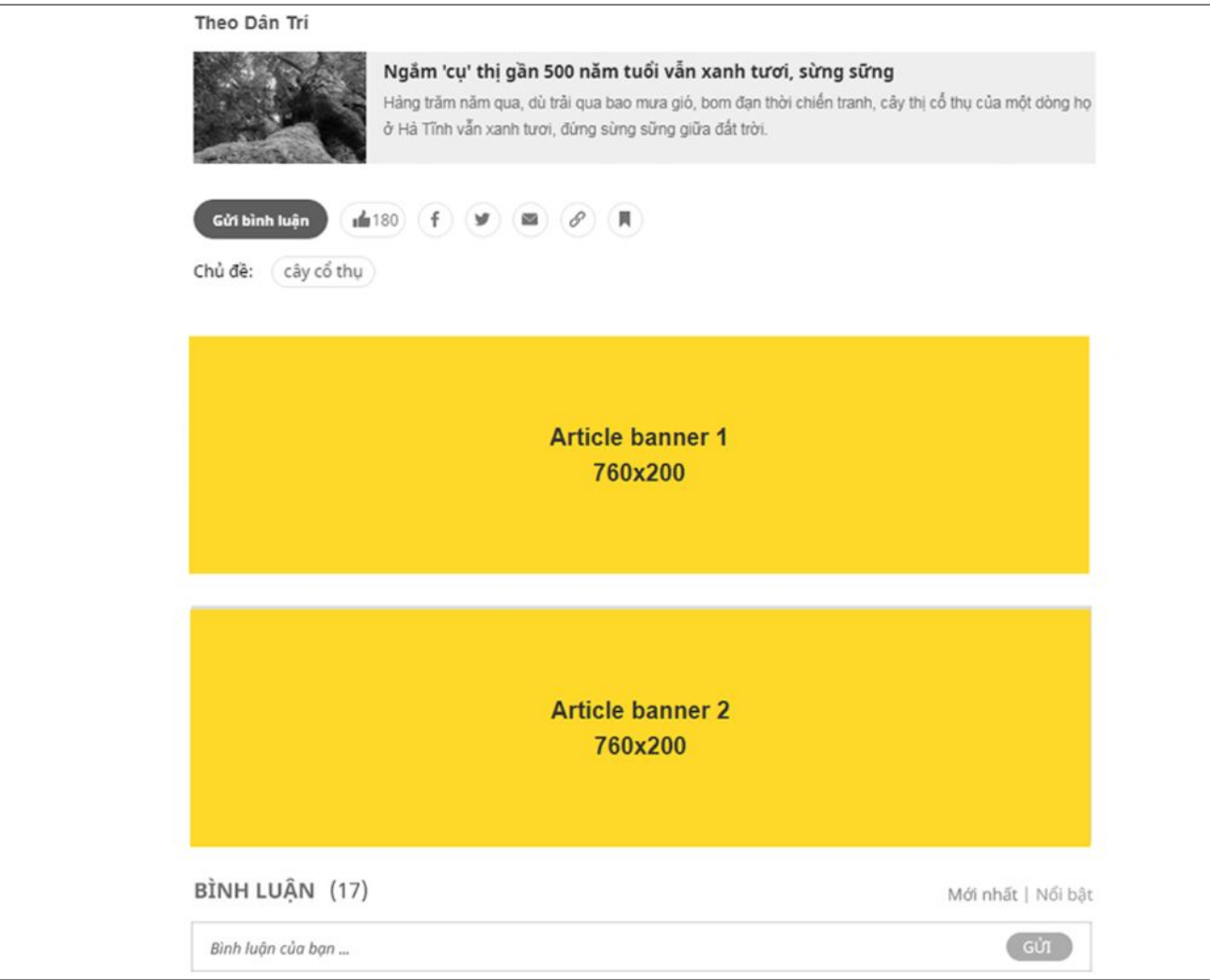
## DEMO SPONSORED BANNER AD SLOT IN CÔNG NGHỆ SỐ & TRUYỀN THÔNG



Size 300x250px



Size 300x600px



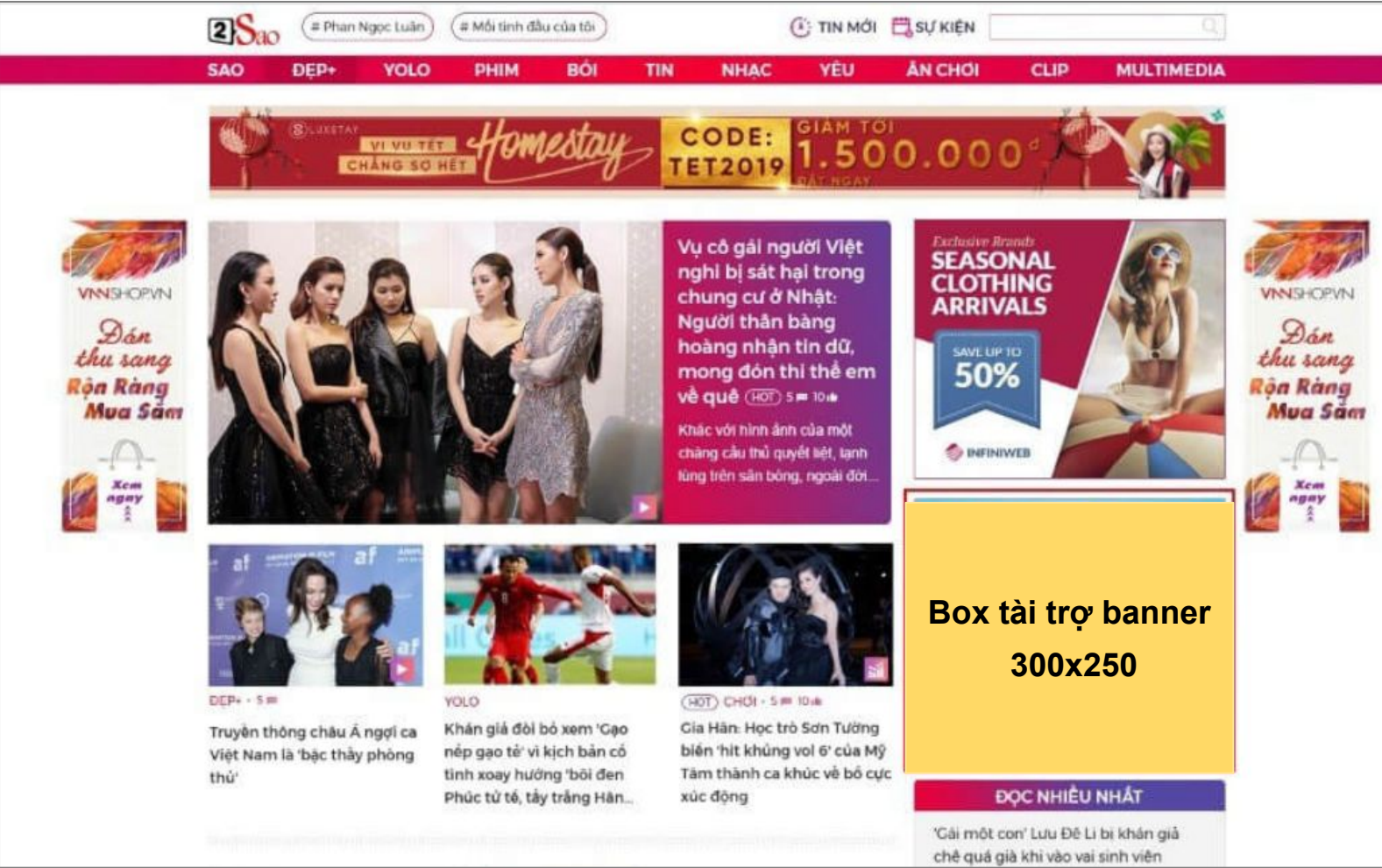
Article Banner



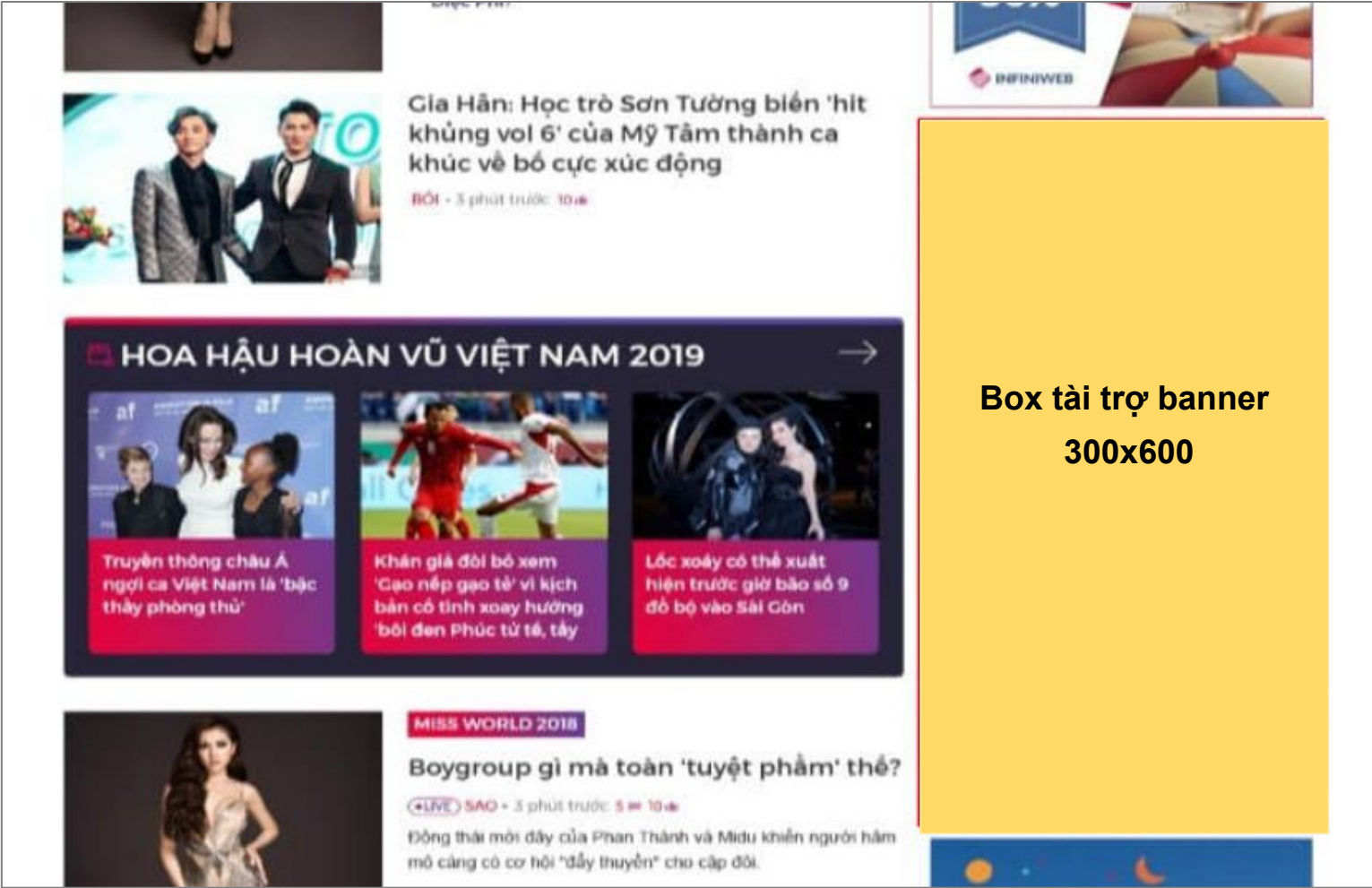
### 3. DESKTOP | SPONSORED BANNER AD SLOT >> DEMO



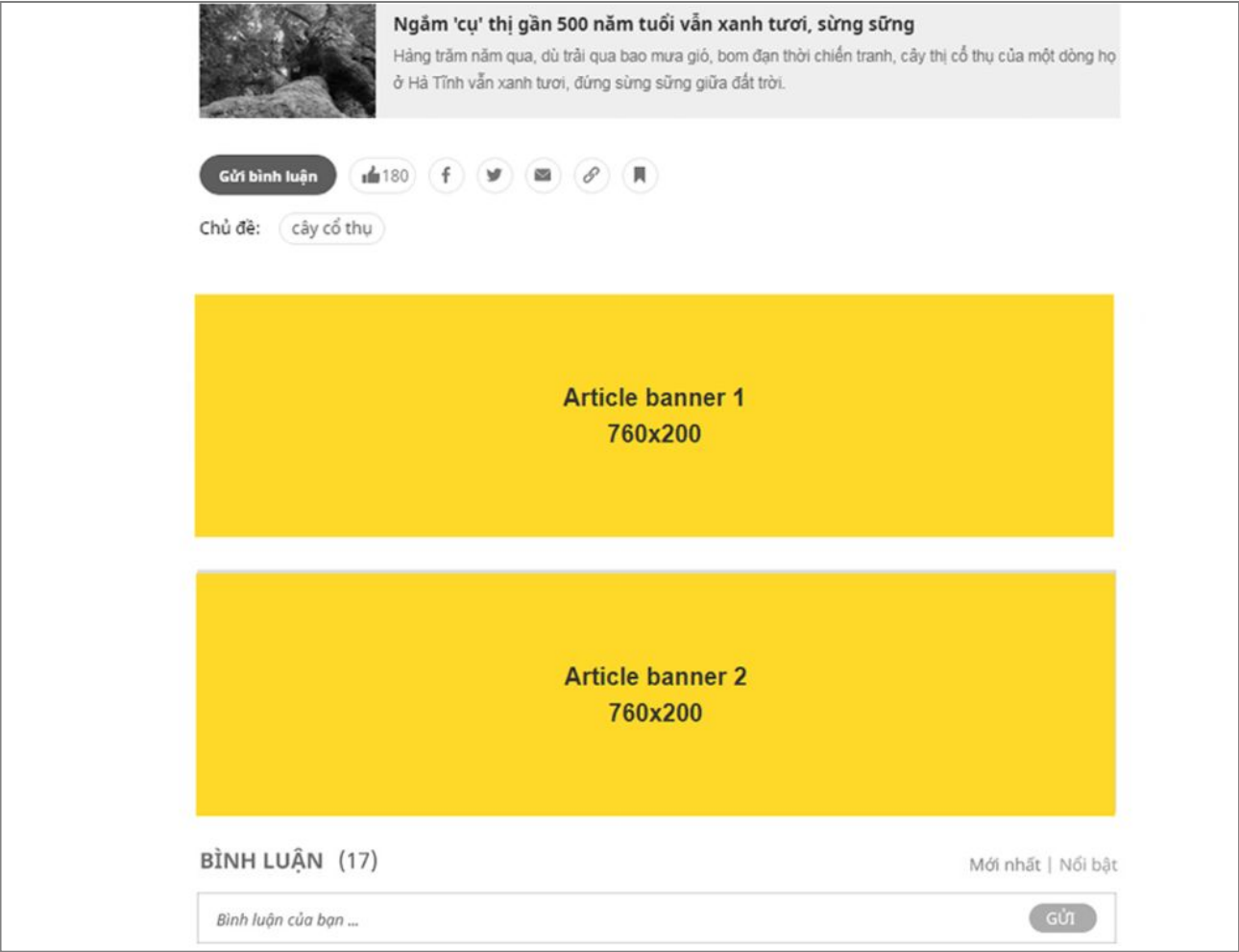
## DEMO SPONSORED BANNER AD SLOT IN 2SAO.VN



Size 300x250px



Size 300x600px



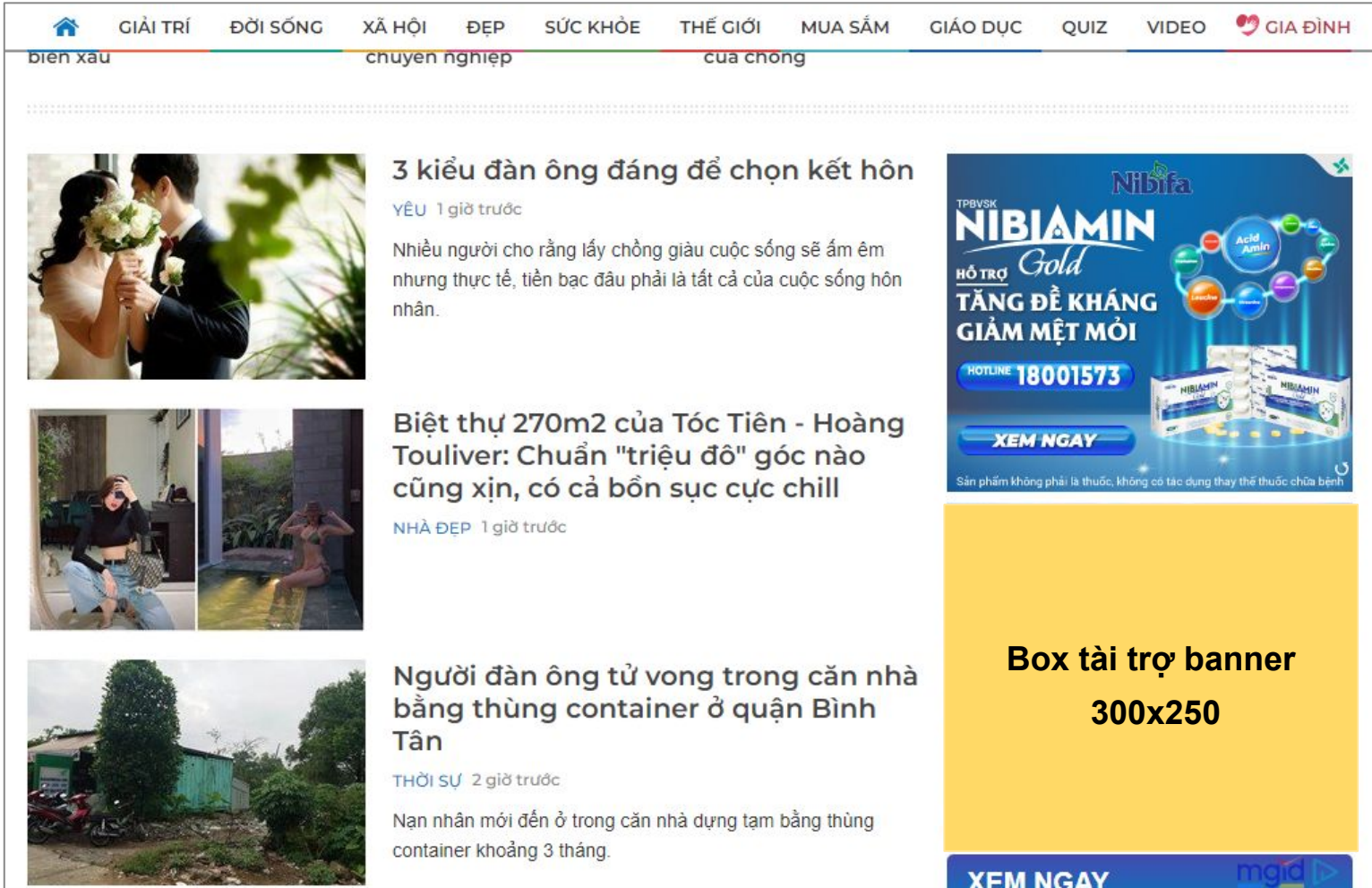
Article Banner



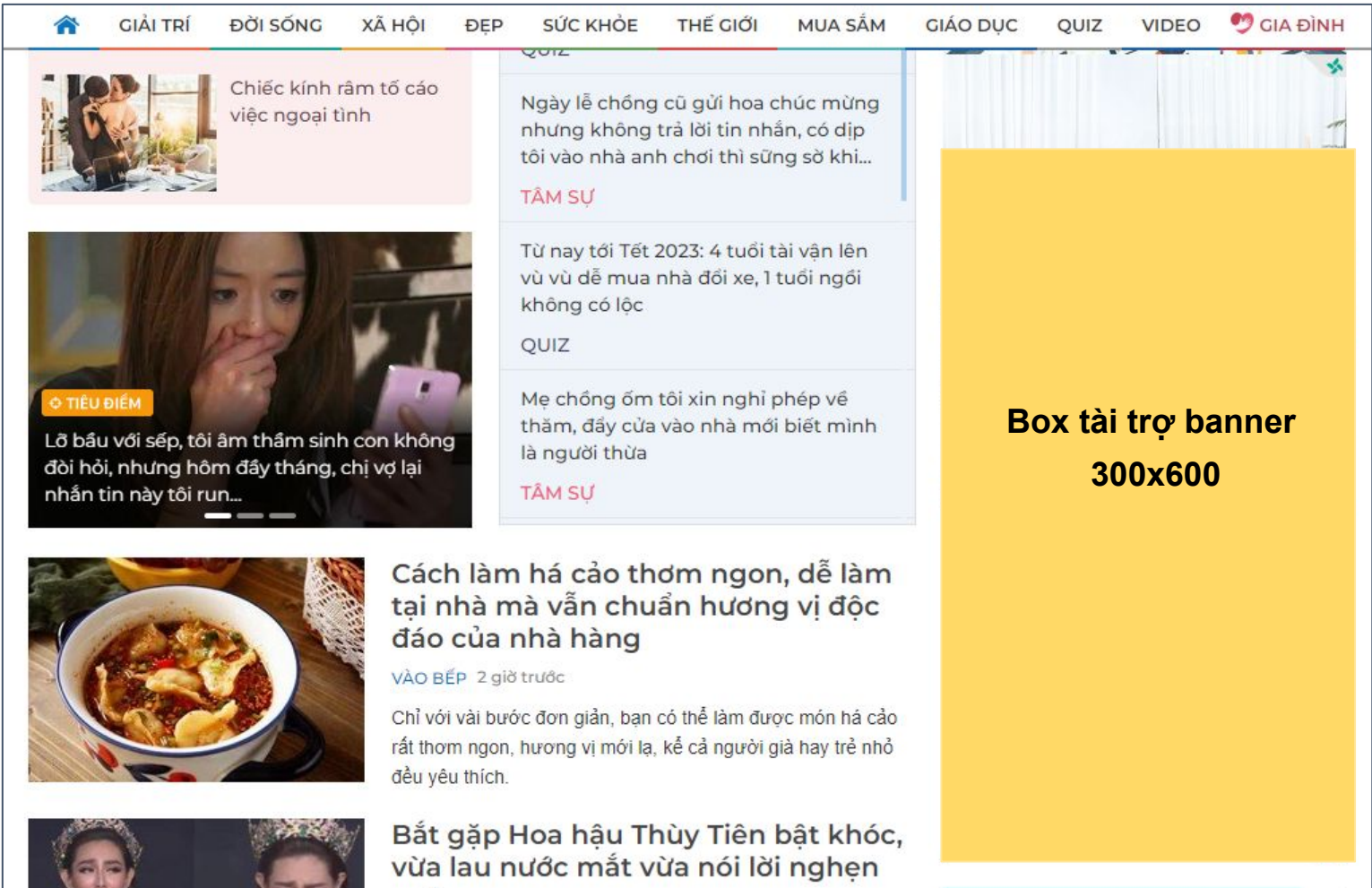
### 3. DESKTOP | SPONSORED BANNER AD SLOT >> DEMO



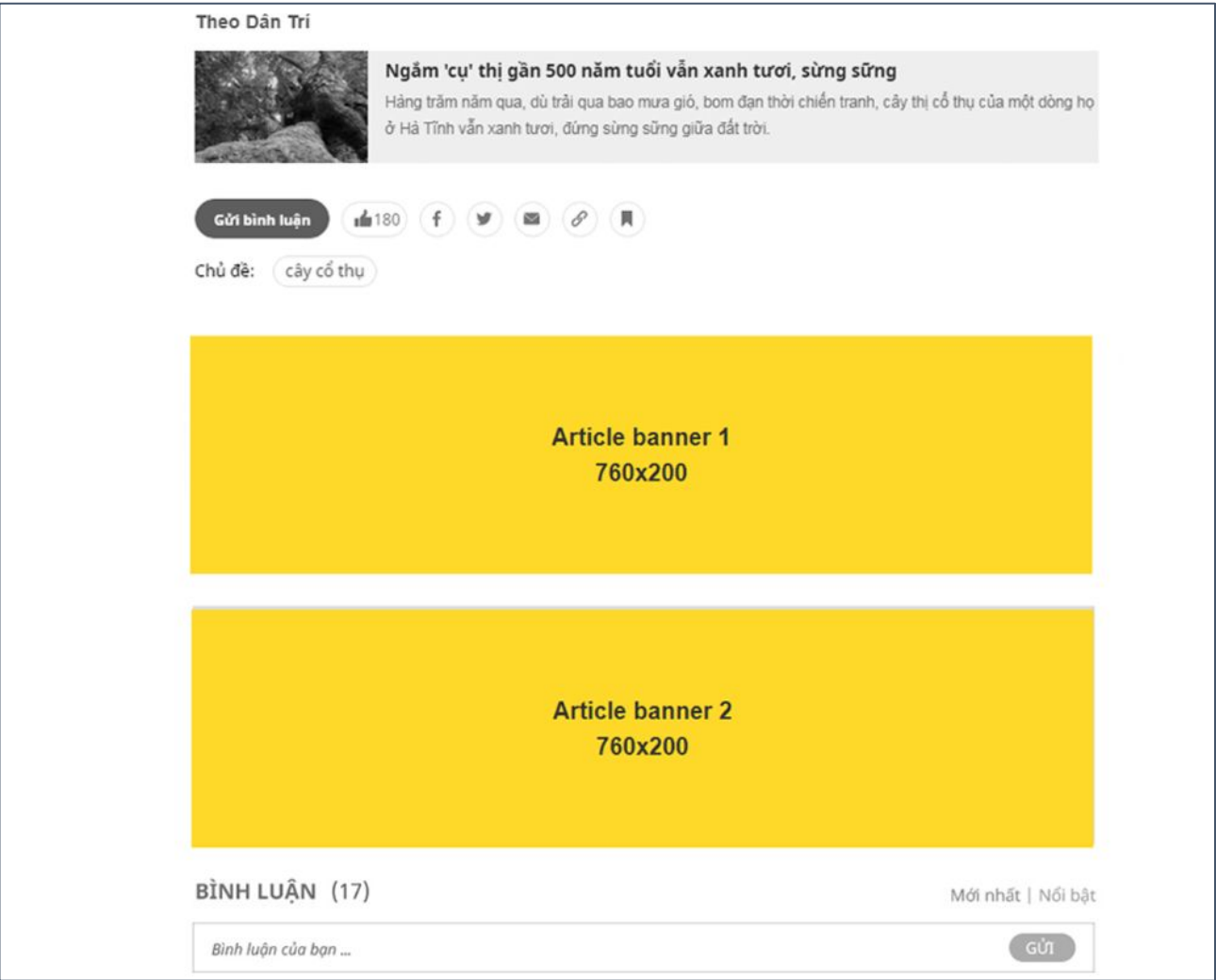
## DEMO SPONSORED BANNER AD SLOT IN TINTUONLINE.COM.VN



Size 300x250px



Size 300x600px



Article Banner



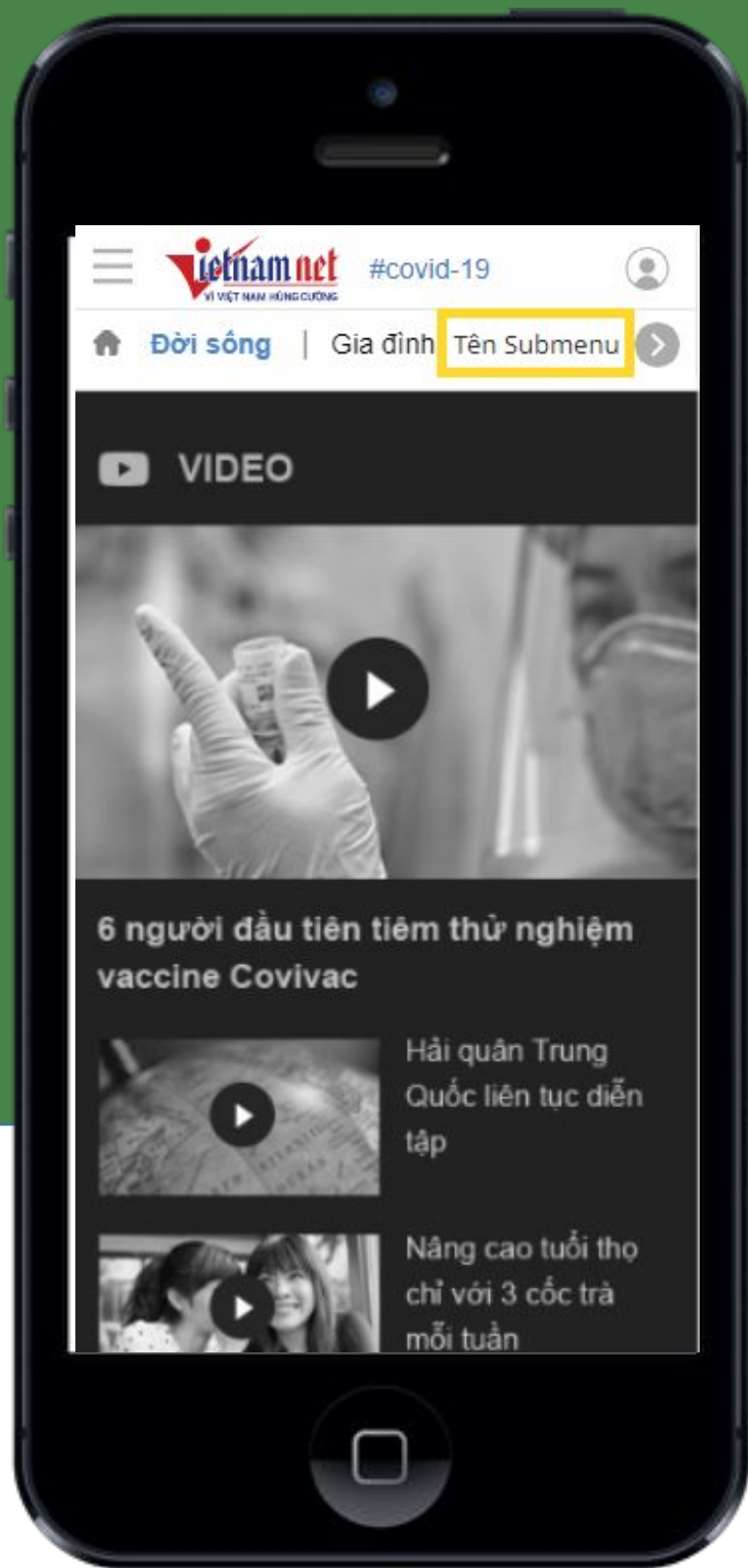
## II. SPONSORED BOX ON MOBILE



1. MOBILE | SPONSORED EVENT BOX HOMEPAGE (only VietNamNet.vn)



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 the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VNĐ)	Demo
Event box home 1	400.000.000	
Event box home 2	350.000.000	<a href="#">Demo</a>
Event box home 3	300.000.000	



## 2. MOBILE | SPONSORED CONTENT BOX



- **Dimension: 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 the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Website	Position	Size	Price (VNĐ/tháng)	Demo
Vietnamnet.vn	Sponsored content box home	640x1090px	200.000.000	<a href="#">View</a>
	Sponsored content box cate	640x1090px	120.000.000	<a href="#">View</a>
Công nghệ số & Truyền thông	Sponsored content box home	640x1090px	120.000.000	<a href="#">View</a>
	Sponsored content box cate	640x1090px	72.000.000	<a href="#">View</a>

## 2. MOBILE | SPONSORED CONTENT BOX >> DEMO

### DEMO SPONSORED CONTENT BOX IN VIETNAMNET

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



1 submenu + 1 subcate  
in appropriate cate



## 2. MOBILE | SPONSORED CONTENT BOX >> DEMO

### DEMO SPONSORED CONTENT BOX IN CÔNG NGHỆ SỐ & TRUYỀN THÔNG

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



1 submenu + 1 subcate  
in appropriate cate

### 3. MOBILE | SPONSORED BANNER AD SLOT

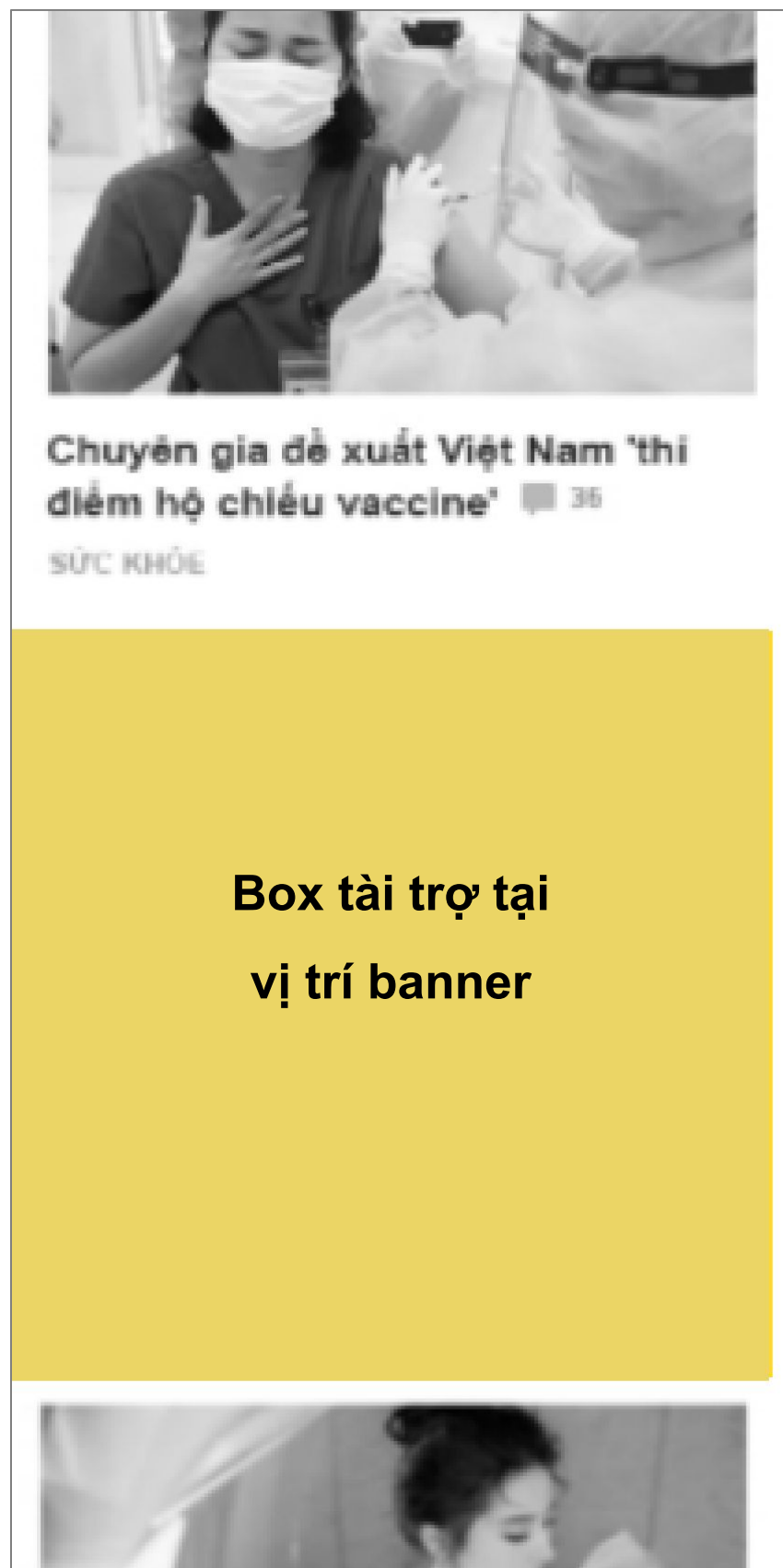
Size	VietNamNet	Công nghệ số & Truyền thông	2Sao	TTOL	Price (VNĐ/month)
Center Banner Mobile	✓	✓	✓	✓	Price of banner ad slot x 1.2
Bottom Banner Mobile	✓	✓	✓	✓	
Share	4	4	3	3	
Demo	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	

**Benefits:**

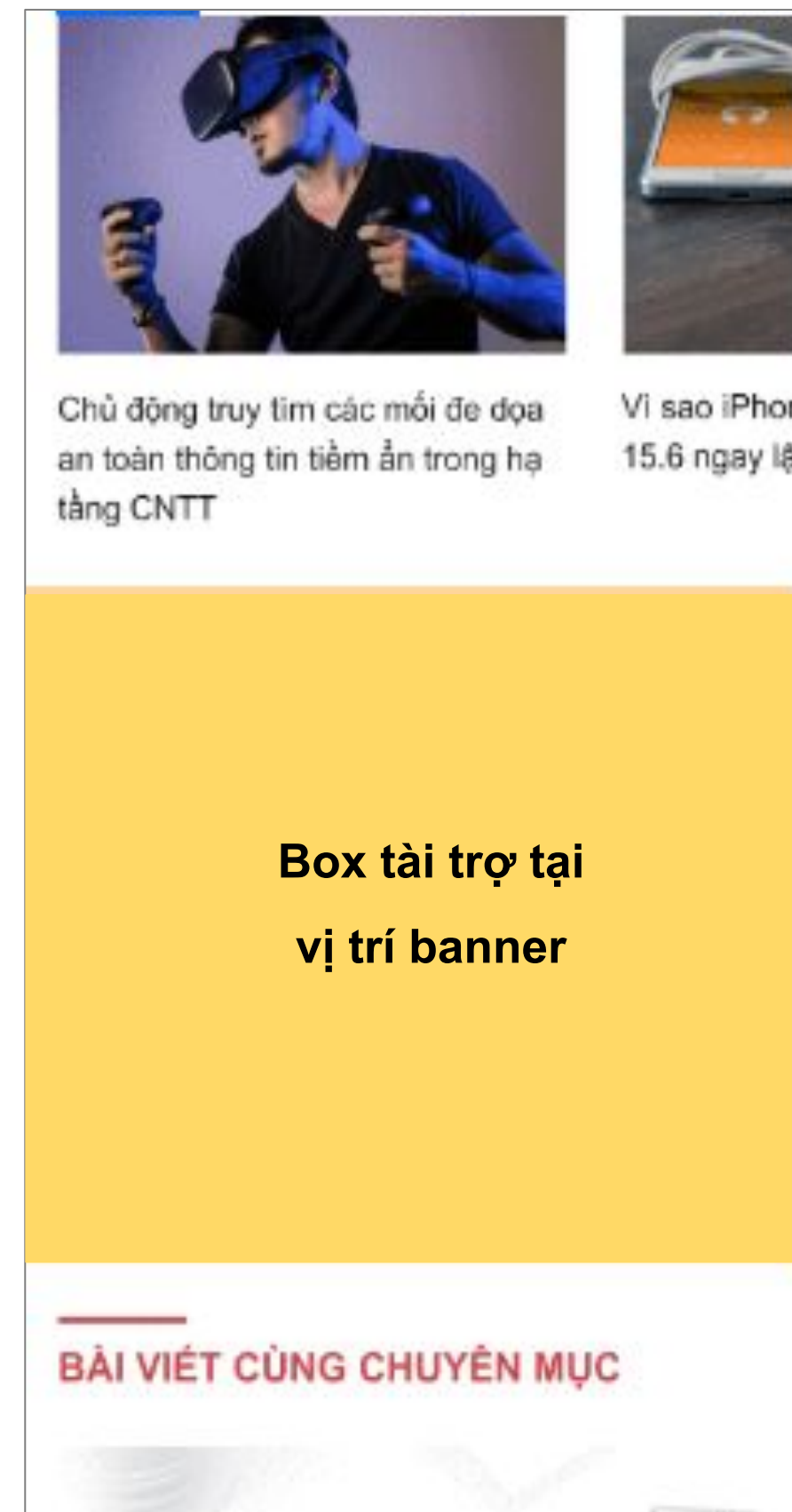
- Displayed in banner ad slot on mobile ver.
- Custom layout includes lists of news and their thumbnail photos.
- Maximum 3 news



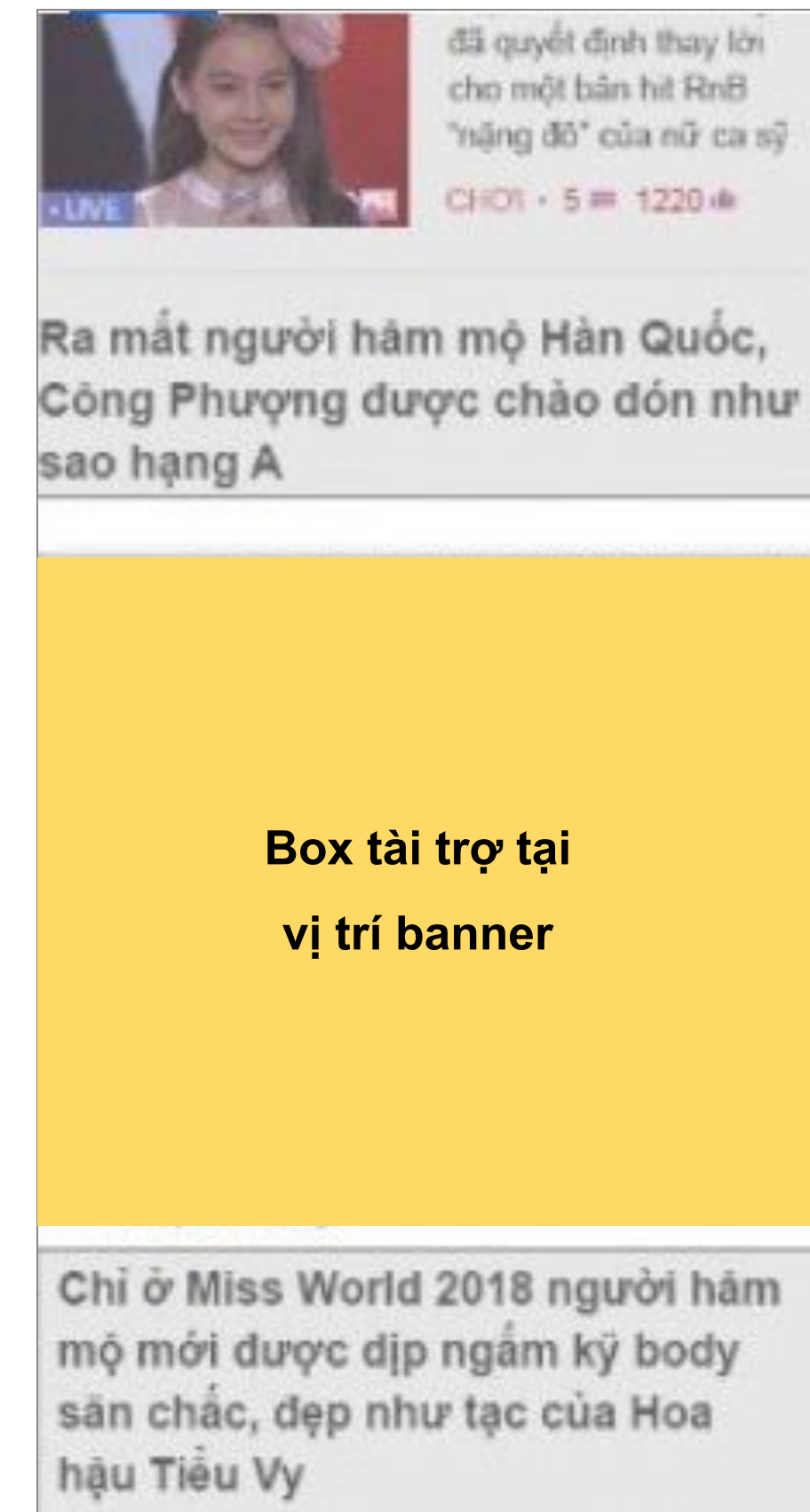
### 3. MOBILE | SPONSORED BANNER AD SLOT



Sponsored banner ad slot in VietNamNet



Sponsored banner ad slot in Công nghệ số & Truyền thông



Sponsored banner ad slot in 2Sao



Sponsored banner ad slot in Tintuonline

### III. OTHER COSTS

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

#### Notes

- Price does not include 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.



## IV. 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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