

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 a navigation bar at the top. The main content is divided into several sections:

- THỜI SỰ (News):** Includes articles about COVID-19 tests, a woman's death, and a man's arrest.
- KINH DOANH (Business):** Features news about a car accident, a company's financial results, and a car's performance.
- CÔNG NGHỆ (Technology):** Contains articles about a car's performance and a company's financial results.
- Hot News 7-12:** A prominent yellow box highlighting top news items.
- Other sections:** 'BẮT ĐỘNG SẢN' (Real Estate), 'TIN ĐỊA PHƯƠNG' (Local News), and 'CỘNG ĐỒNG' (Community).

The screenshot shows a car review article on Vietnam.net. The article is titled 'Ô tô xe máy' and features a 'Top 1' ranking. The car is a 'Xe Cub "Tau" biến VIP ngũ quý 2 đời giá đắt đỏ'. The article includes a detailed description of the car's features, performance, and a list of specifications. The car is shown in a yellow and black color scheme. The article is part of a 'Top 10' series of car reviews.

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

Contact

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