

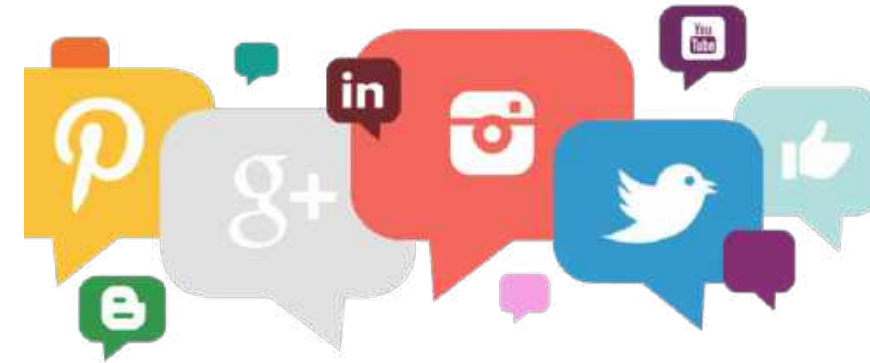
SOCIAL MEDIA

SOCIAL NETWORK COMMUNICATION



Applied since 05/2023

Benefits of Social Network Communication



- **Large coverage:** Access to many people, unlimited in time and space.
- **Easily to evaluate performance:** Easy to evaluate performance based on reach, engagement.
- **Affordable budget:** Affordable budget and still access to many people through social media.
- **Connect brands with customers:** Brands can interact directly with social media users through social networks, shortening the distance with the target audiences.



76,95 million people

Using Social Media,
78,1% of total Vietnam
population



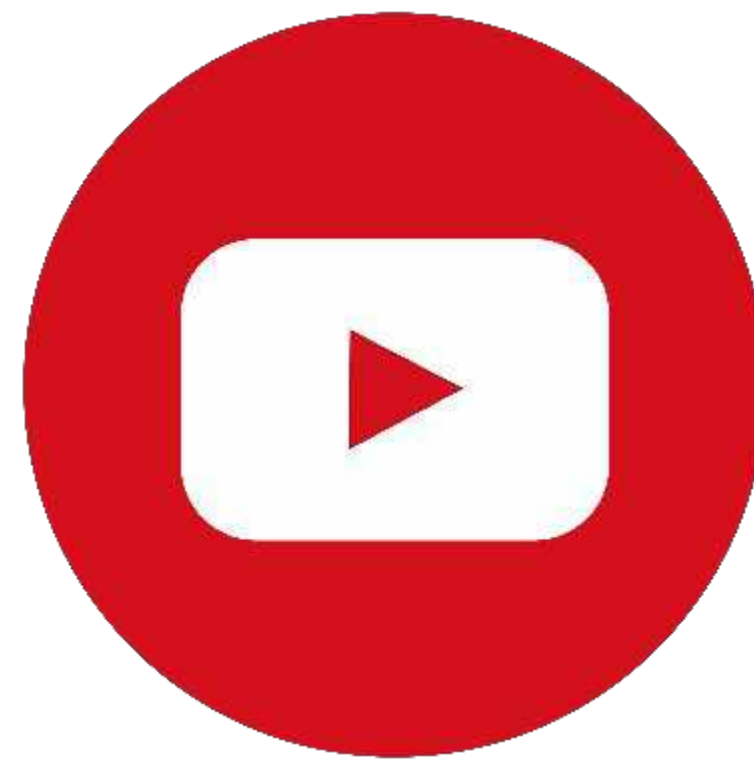
2 hour 28 minutes

Time that Vietnamese
spend using social media
each day

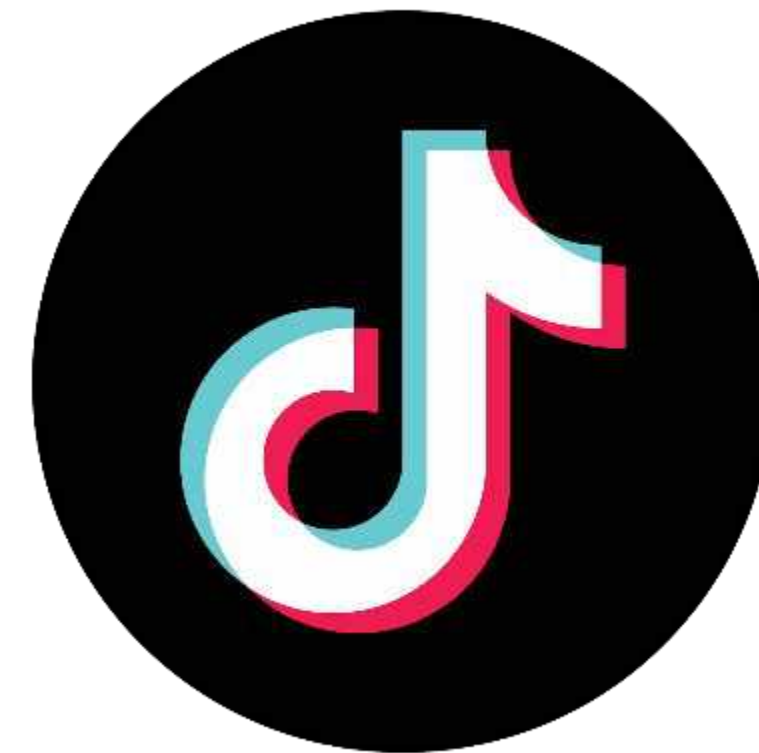
VIETNAMNET'S SOCIAL MEDIA COMMUNICATION CHANNELS



Facebook Fanpage



Youtube Channel

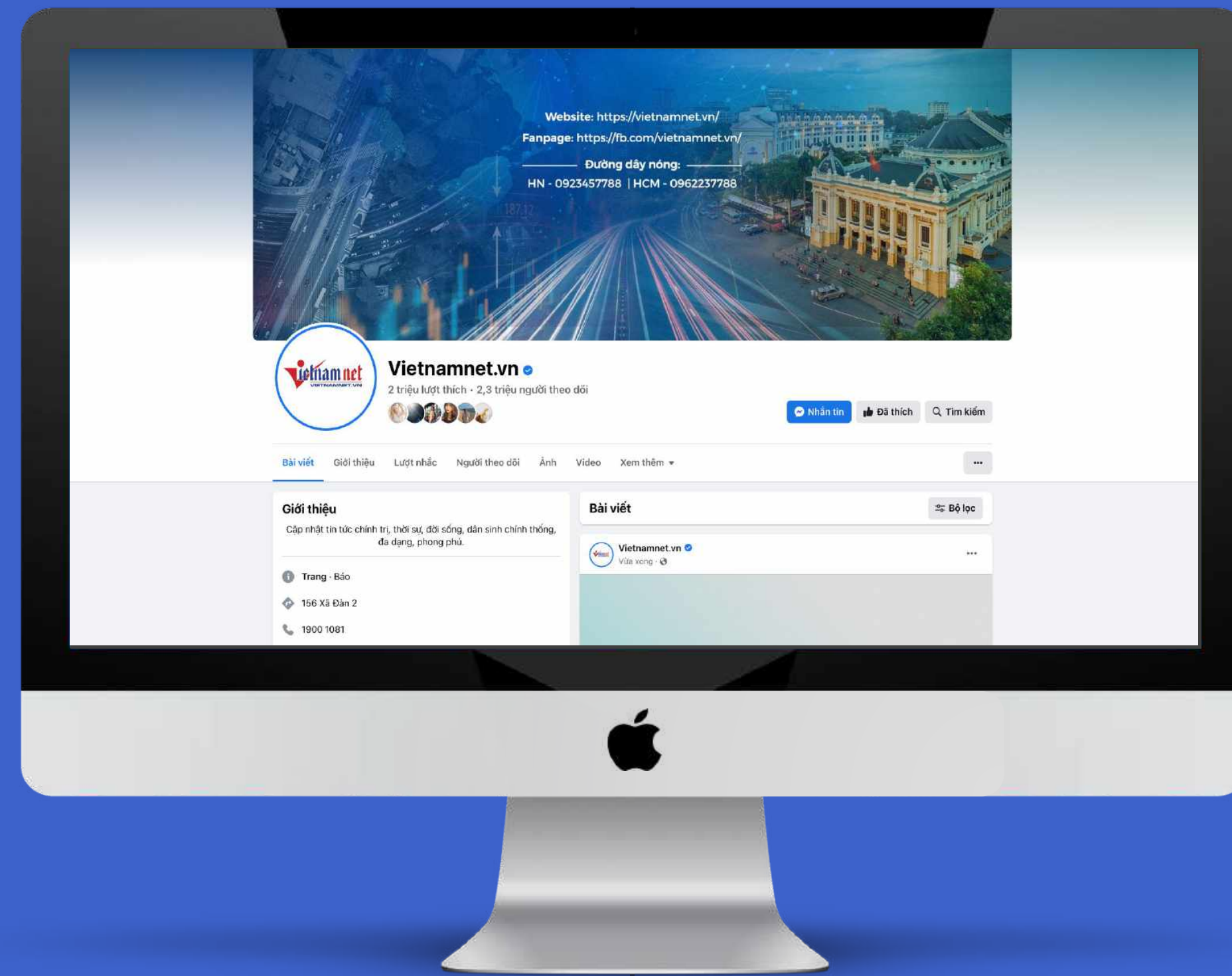


Tiktok

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1.VIETNAMNET FANPAGE



1. VIETNAMNET FANPAGE

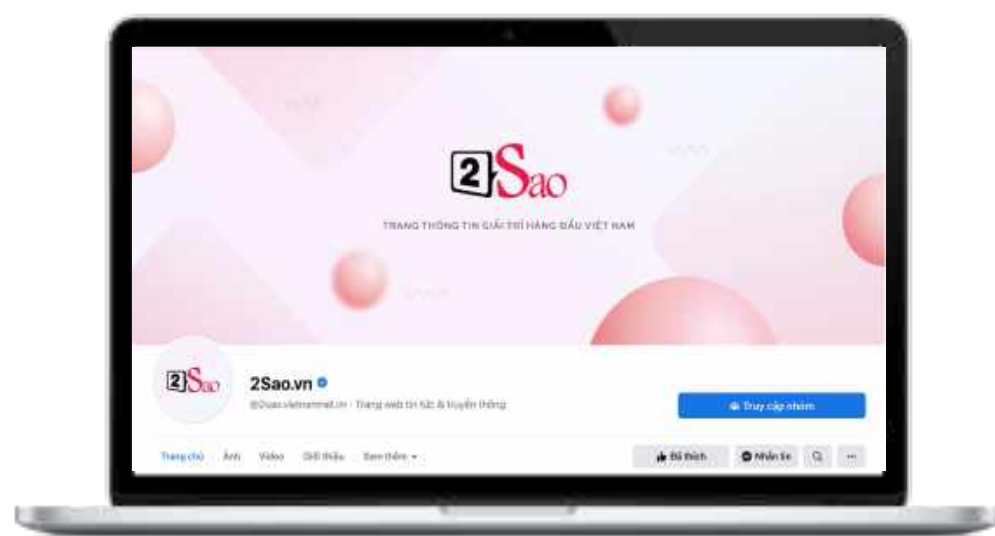


Fanpage VietNamNet The **Official Fanpage of VietNamNet e-newspaper** which update the latest news in Vietnam and around the world. The fanpage is trusted and followed by a large number of readers.

➔ ~ **2.300.000** followers

➔ ~ **2.000.000** likes

Fanpage



Fanpage 2SAO.vn

~**1.600.000** likes

~**2.000.000** followers



Fanpage Đời sống

~**1.800.000** likes

~**2.700.000** followers



Fanpage Tin tức Online

~**1.000.000** likes

~**1.100.000** followers



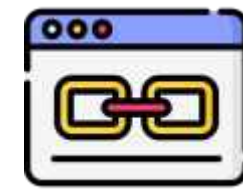
Fanpage Thịnh

~**1.000.000** likes

~**1.400.000** followers



- Vietnamnet.vn** <https://www.facebook.com/vietnamnet.vn/>
- Đời Sống** <https://www.facebook.com/doisongvnn/>
- 2Sao.vn** <https://www.facebook.com/2sao.vietnamnet.vn/>
- Thính** <https://www.facebook.com/thinh2sao.vietnamnet/>
- Tin Tức Online** <https://www.facebook.com/tintuonlinevnn/>



LINK



PHOTO



SHARED POST



VIDEO



LIVESTREAM

Convey a variety of attractive messages
to target customers

QUOTATION | FANPAGE POST



No	Post Types	Description	Price (VND)	Unit	Demo
1	Link	Links of the articles published on VietNamNet, 2Sao, TTOL are posted on fanpage	5.000.000	1 Post	Link
2	Photo/Album	Maximum 20 photos	6.000.000	1 Post	Link
3	Video/Reels	Each video has a maximum length of 10 minutes	6.000.000	1 Post	Link
4	Shared Post	Client's posts are shared on fanpage	5.000.000	1 Post	Link
5	Livestream	VNN uploads a maximum 2 hours video on fanpage. The video is produced by clients.	20.000.000	1 Post	Link
6	Post story	Post photos on fanpage story	3.000.000	1 Post	Link
7	Pin post	Pin the post of the brand posted on VNN's fanpage	3.000.000	1 Day	Link
8	Combo cover + frame avatar	<ul style="list-style-type: none"> - Change cover and avatar frame of VietNamNet fanpage - Rates are calculated on a daily basis. Time to change cover + avatar frame is not more than 7 days - Encourage customers to buy this combo with livestream for better communication effect 	5.000.000	1 Day	Link

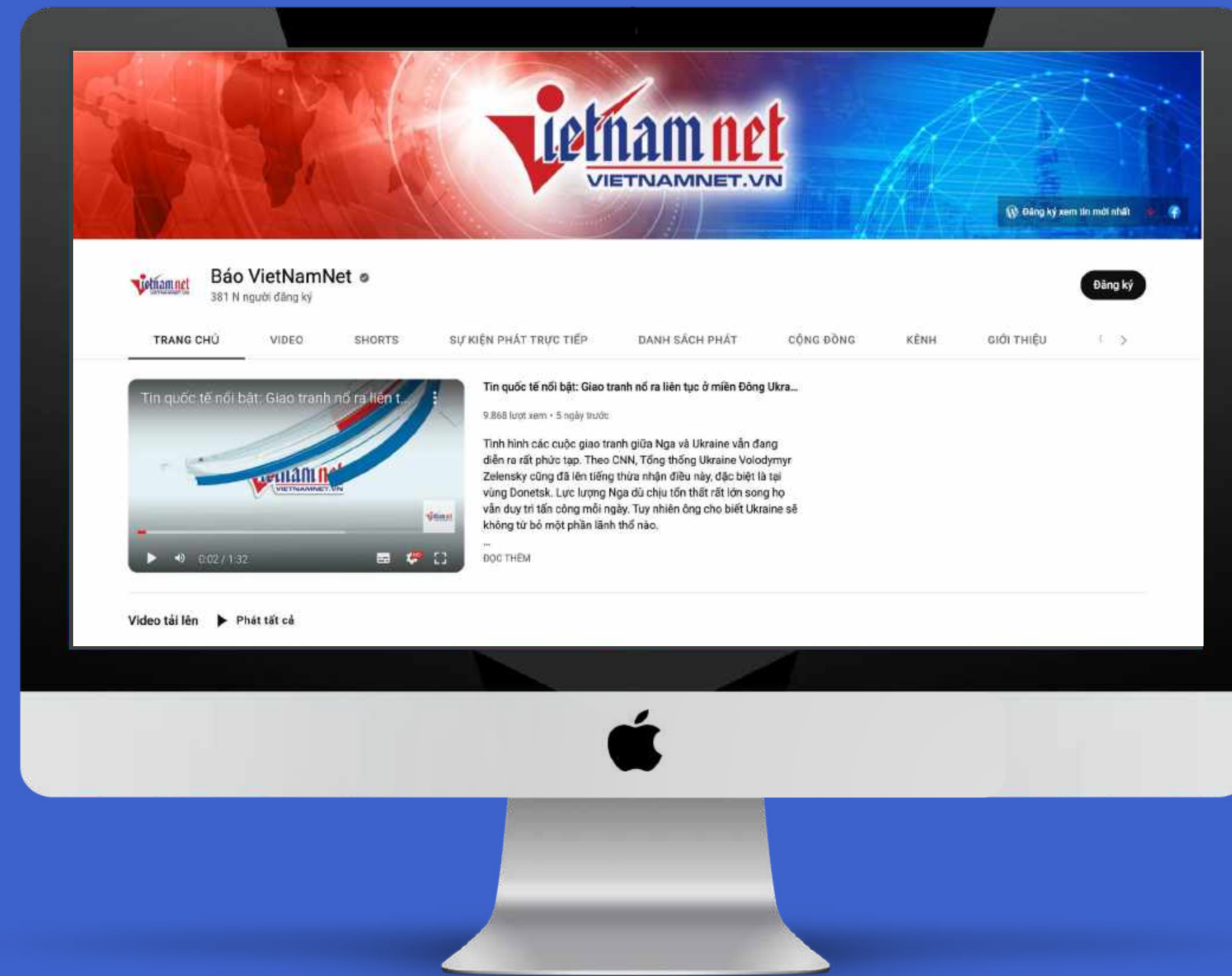
RATE CARD | FANPAGE POST

Note:

- The caption must not exceed 100 characters with hashtags on demand.
- Livestream production costs will be calculated separately, based on the timings for implementation.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Price does not include VAT tax.



2. YOUTUBE VIETNAMNET



➔ ~ 400.000 subscribers

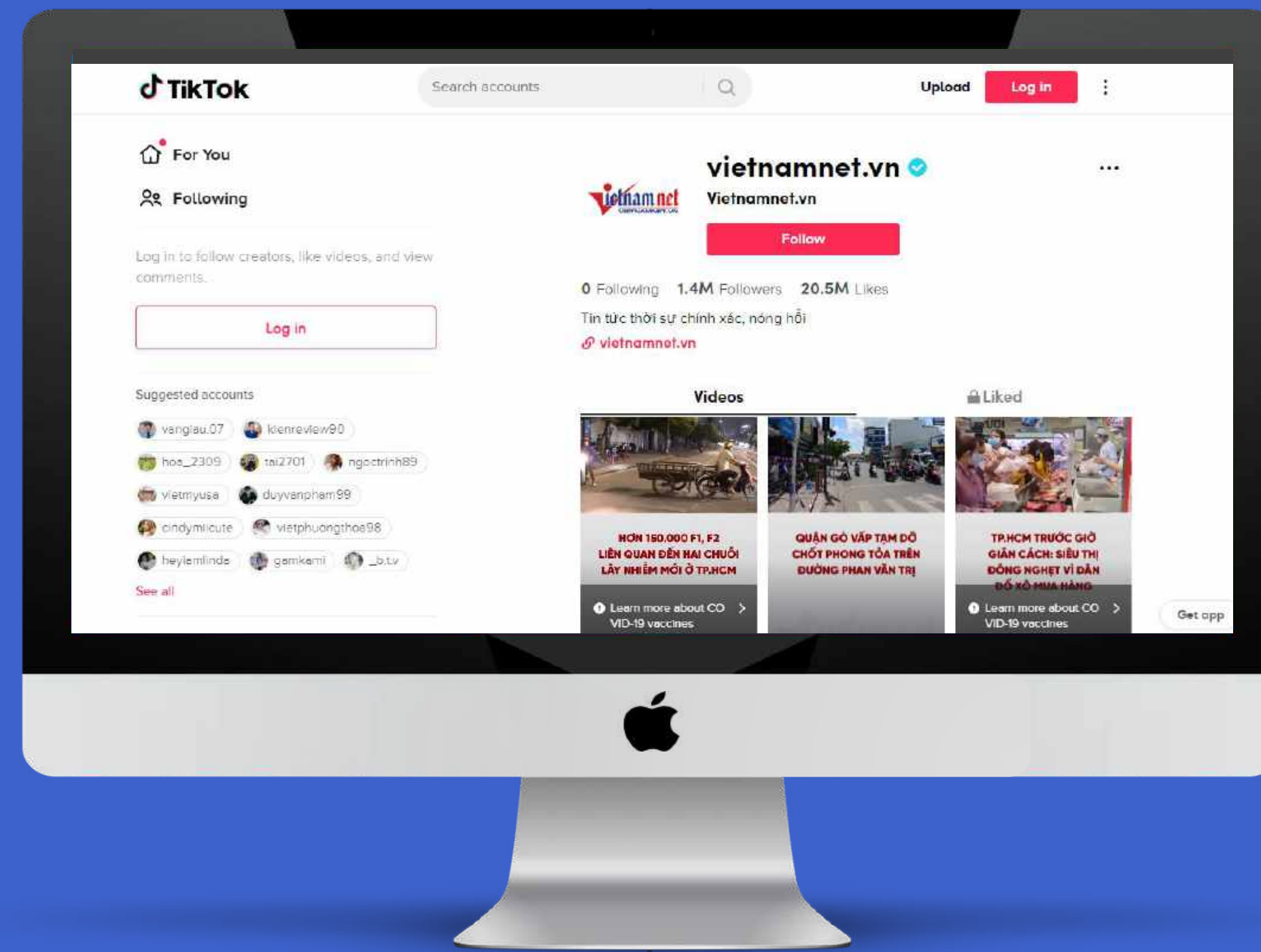
RATE CARD | YOUTUBE ADS

No	Post Types	Description	Price (VNĐ)	Unit	Demo
1	Post Video	<ul style="list-style-type: none"> Client's video is uploaded on "Báo VietNamNet" Channel Video file format: Mp4 Maximum file size: 1Gb 	10.000.000	1 Video	Link
2	Livestream	<ul style="list-style-type: none"> Post Livestream up to 2 hours. Customers do livestream, VietNamNet only broadcasts on Youtube 	20.000.000	1 Link Livestream	Link

Notes:

- Vietnamnet reserves the right to edit the content and images to match the editorial criteria.
- Advertising content must comply with the Advertising Law, the state's regulations, and Vietnamese traditions. It is not contrary to the VietNamNet's opinion and is approved by Vietnamnet.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Prices does not include VAT tax.

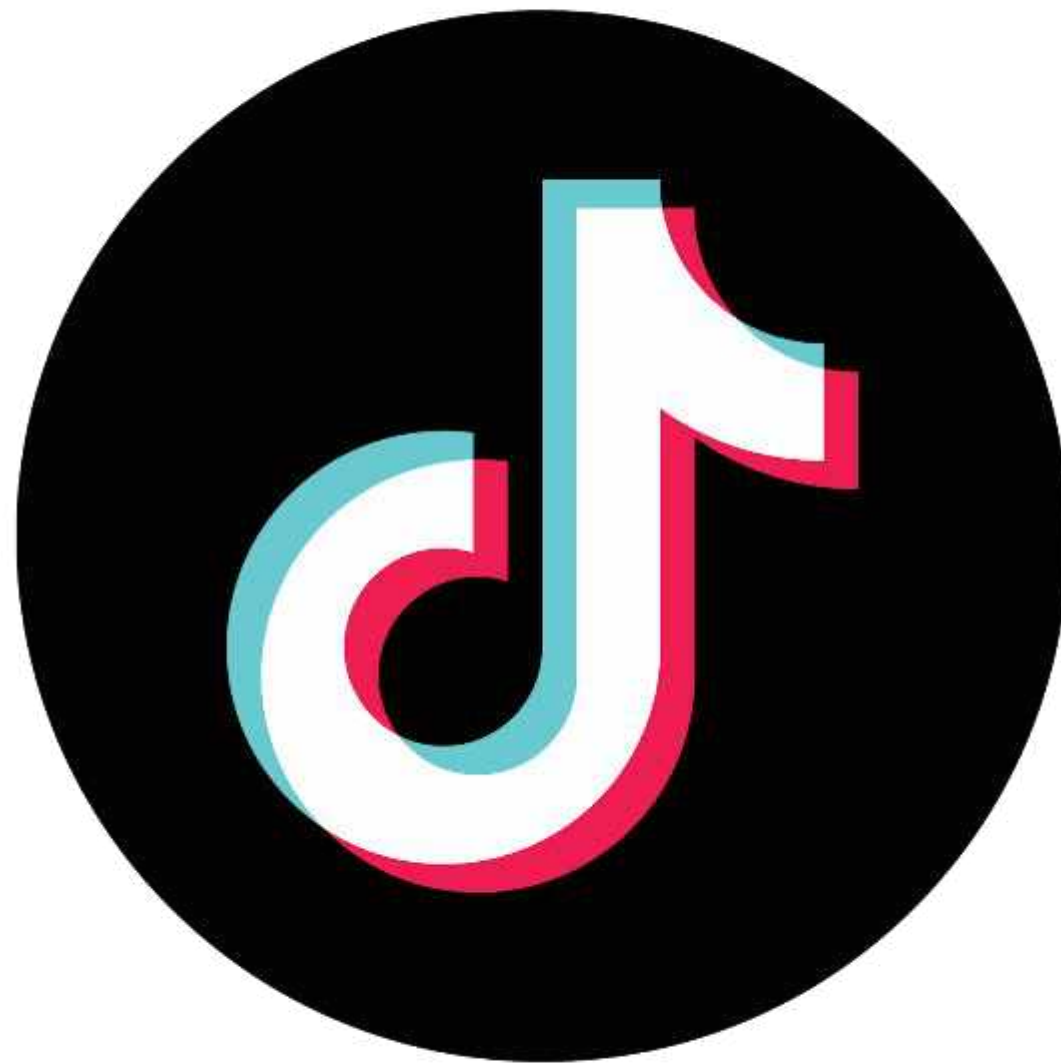
3. TIKTOK VIETNAMNET



➔ ~ 3.000.000 followers

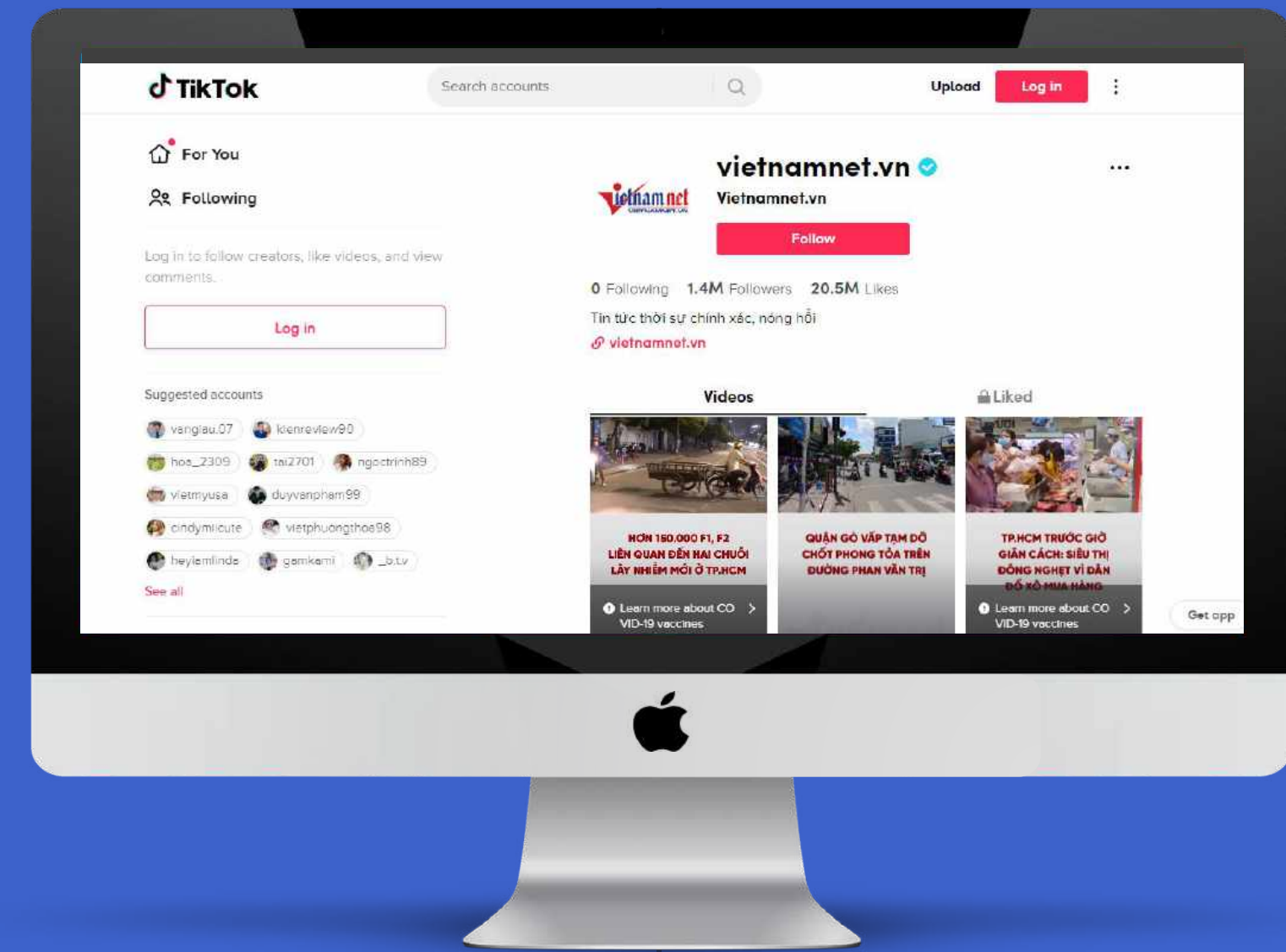
VIETNAMNET.VN

<https://www.tiktok.com/@vietnamnet.vn>



VIETNAMNET.VN

<https://www.tiktok.com/@vietnamnet.vn>



RATE CARD | TIKTOK ADS

No	Type	Description	Price	Unit	Demo
1	Video Upload	Videos are uploaded on VietNamNet Tiktok channel	5.000.000	1 post	Link
2	Attach the brand's Tiktokshop link to the content video	Attach a video with product information of the brand (up to 30 seconds) at the end of the news content video & attach the label's Tiktok Shop link.	25.000.000	Combo 5 Video	Link
3	Banner Display Ads in video Content	<ul style="list-style-type: none"> The brand's pre-roll banner or overlay ads are inserted into the news content video. Banner area should not exceed 20% of video screen area 	20.000.000	Combo 5 Video	Link
4	Livestream	<ul style="list-style-type: none"> Livestreaming on Tiktok VietNamNet (receiving livestream events, talks... of brands) Maximum livestream time is 2 hours 	20.000.000	1 Package	Link
5	Pinned video	<ul style="list-style-type: none"> Pin the brand's booking clip at the top of the feed Tiktok VietNamNet Price based on video battery day 	3.000.000	1 day	Link
6	Mutex video with voice off	<ul style="list-style-type: none"> VietNamNet produces mutex videos based on content and photos provided by clients. The maximum video length is 60s. Video making time: 02 days from having the complete script (excluding Saturdays, Sundays and holidays) 	7.000.000	1 video	-
7	Mutex video		5.000.000	1 video	-

RATE CARD | TIKTOK ADS

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- Price does not include VAT tax.



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