

# SPONSORED CATEGORY



Applied since 03/2022

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# 1.WEBSITE TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

30.000.000

Users/Month

## Gender



55%

Male



45%

Female

## Devices



30%



70%

## Regions

Hanoi

Ho Chi Minh City

Others



## Age

18 - 24

25 - 34

35 - 44

45 - 54

55 - 65

65+

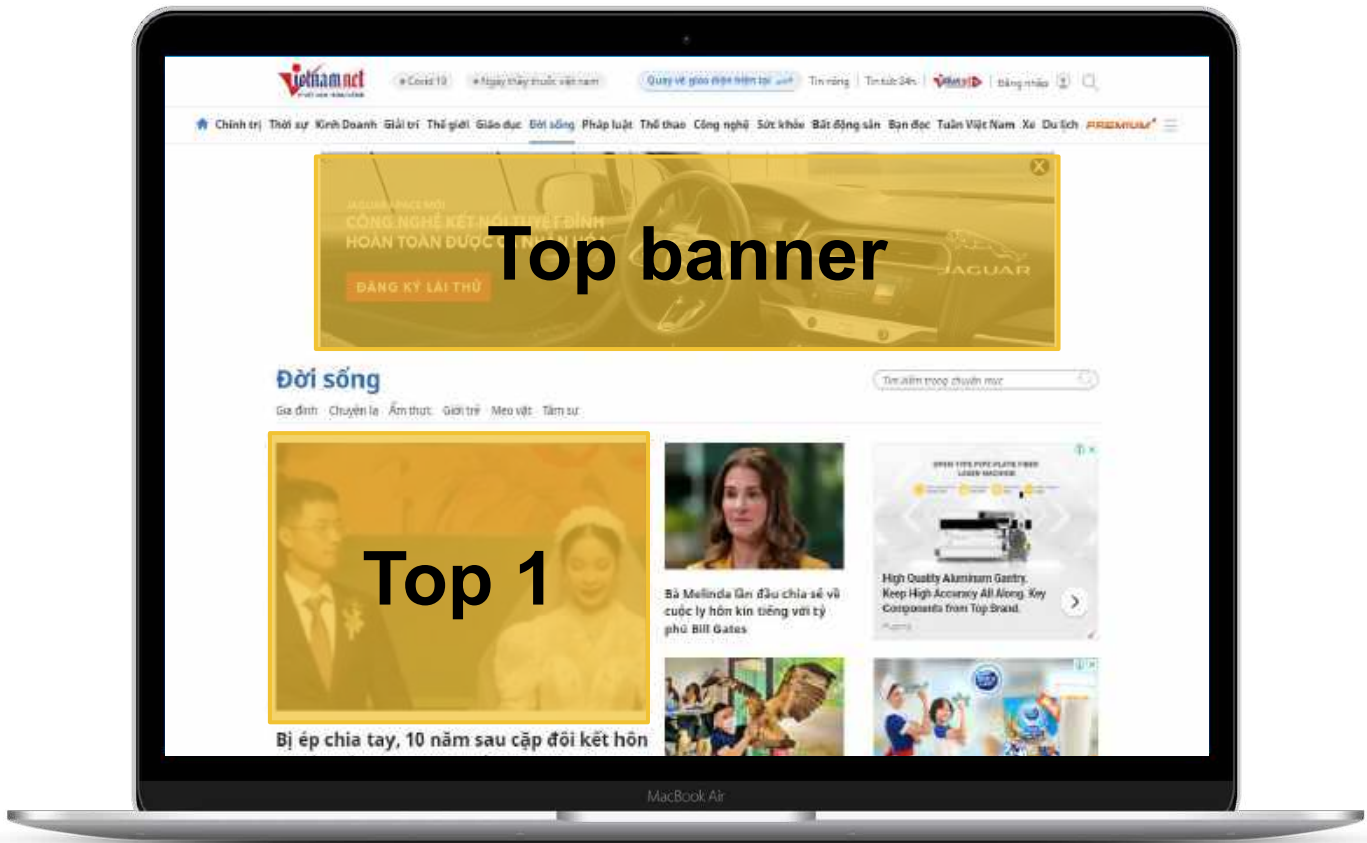


(\*) Data from Google Analytics

# 2. INTRODUCTION OF SPONSORED CATEGORY




**Sponsored Category** is a collaboration between company and reputable VietNamNet online newspaper in terms of content based on available categories



## Sponsored Category

  
**Gold Price  
Sponsored Box**

  
**Sponsored for  
News Category**

## CLIENTS' BENEFITS



Increase brand awareness in customers' mind in long-term



Establishing a prestigious company image through collaboration with top Vietnamese newspapers.



Affordable budget for company while maintaining large, long-lasting coverage

## 3. RATE CARD & DEMO





# SPONSORED BOX GOLD PRICE – CURRENCY

## 1. Sponsor's benefits:

- The sponsor's logo is displayed in Gold price – Currency Box that is below Business section on VietNamNet homepage (both in Desktop and Mobile).
- Each Gold price or Currency position contains 1 sponsor and their currency/gold price information.

## 1. The height of Logo:

- Desktop platform: 30px
- Mobile platform: 17px

**45.000.000 VND/Month**

**Demo Desktop**

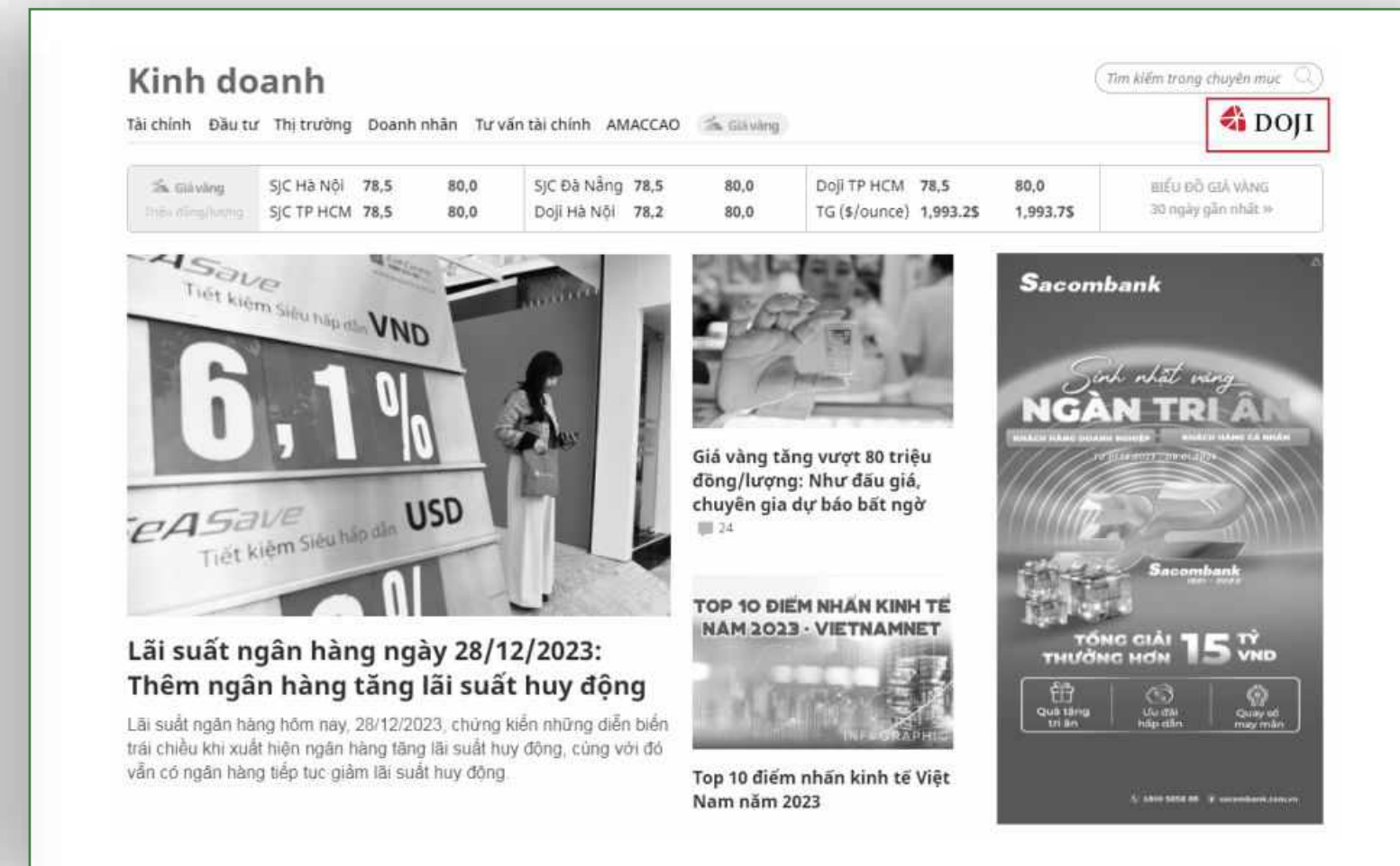
**Demo Mobile**





# SPONSORED FOR NEWS CATEGORY

## 1. Sponsor's Logo



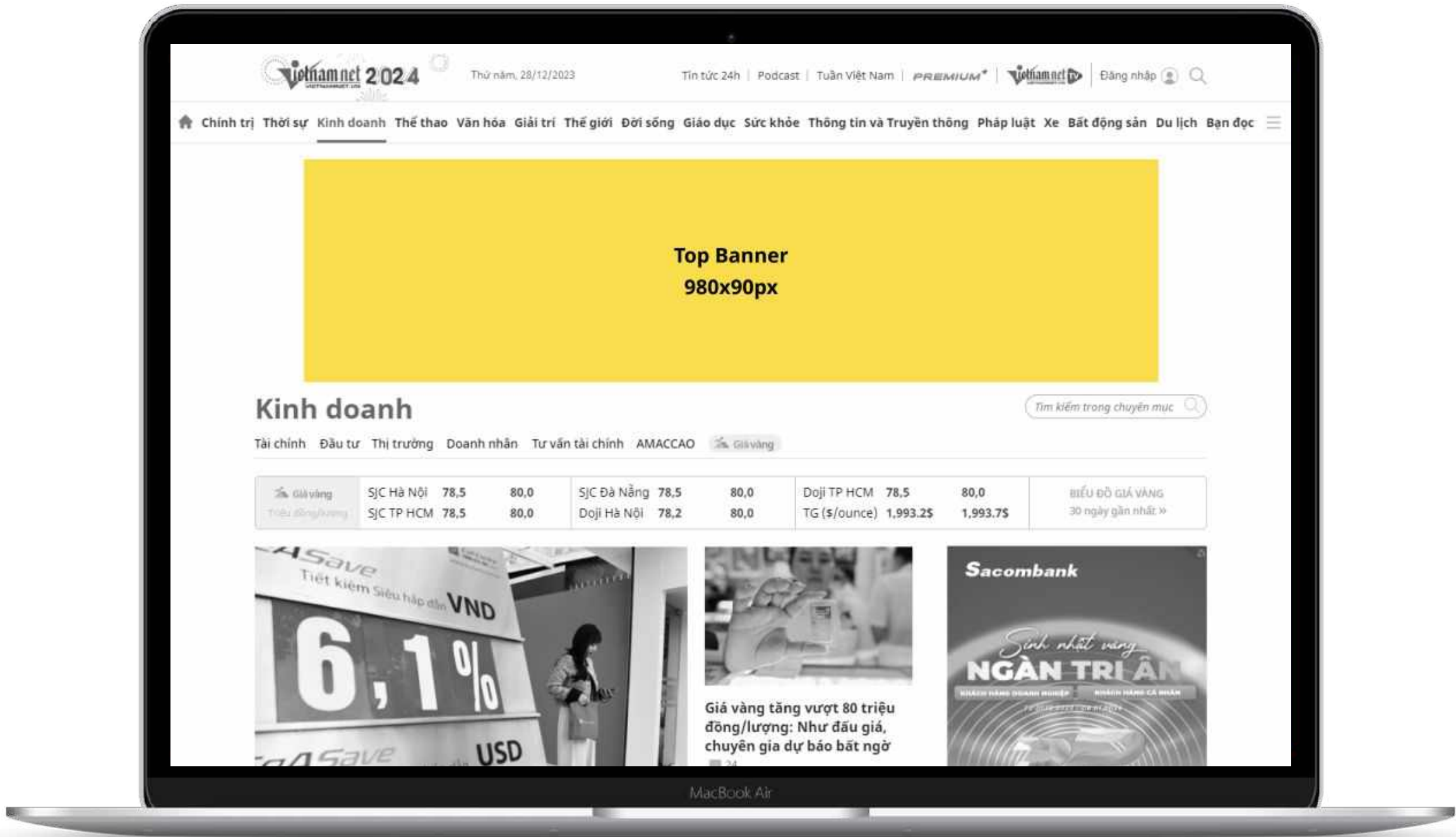
- The sponsor's logo is placed in a **section's name** area on **VietNamNet homepage**.
- Height of Logo: 24px

- The sponsor's logo is placed in **breadcrumb of every detail article** in the sponsored category.
- Height of Logo: 28px

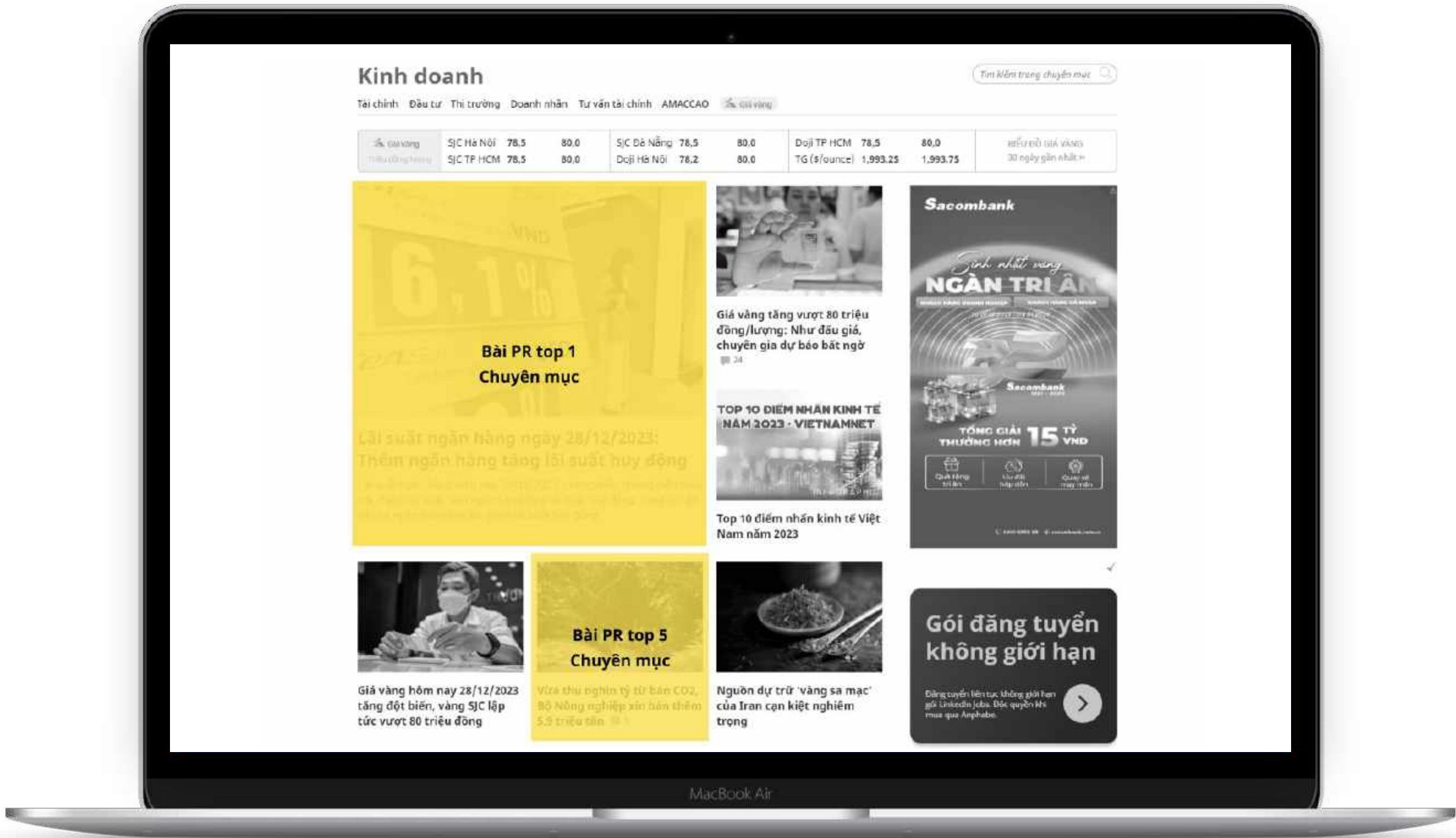
- The sponsor's logo is placed in **breadcrumb of every detail article** in the sponsored category.
- Height of Logo: 15px

# SPONSORED FOR NEWS CATEGORY

## 2. Sponsor's benefits related to Banner and PR articles



01 Top Banner at Sponsored Category



1 PR article Top 1 and 1 PR article Top 5 at Sponsored Category



# RATE CARD OF SPONSORED FOR NEWS CATEGORY

Content	Sponsors' benefits	Price (VND)
<b>Sponsor's logo on the homepage</b>	<ul style="list-style-type: none"> <li>- The logo is placed in the title bar of the Sponsored section Box on the homepage of VietNamNet.</li> <li>- Logo height: 24px.</li> </ul>	<b>140.000.000/Month</b>
<b>Sponsor's logo on sponsored category</b>	<ul style="list-style-type: none"> <li>- The logo is placed in the title bar of the Sponsored category</li> <li>- Logo height: 28px</li> </ul>	
<b>Sponsor's logo on detail articles of the sponsored category</b>	<ul style="list-style-type: none"> <li>- The logo is attached in the title bar of the detailed news page of the sponsored category.</li> <li>- Logo height: 15px</li> </ul>	
<b>Posting Banner</b>	<ul style="list-style-type: none"> <li>- 1 Top Banner Desktop at sponsored category in 1 month.</li> <li>- Dimension of banner: 980x90px</li> </ul>	
<b>PR articles</b>	1 PR article Top 1 và 1 PR article Top 5 at Sponsored Category	

[Demo Desktop](#)
[Demo Mobile](#)

## OTHER COSTS

Content	Detail	Price
Designing banner costs	Standard Banner Flash	2.000.000 VND/Banner
	Resize banner	1.000.000 VND/Banner
	Hosting video in banner	5.000.000 VND/Banner/Week, Maximum size: 3Mb/ Video

### NOTES

- Price does **not include VAT tax**
- Sponsorship does **not apply to special categories** including: Politics (Chính trị), Information & Communication (Thông tin & Truyền thông), Tuần Việt Nam, Straight View (Góc nhìn thẳng).
- No more than **3 news articles** are **updated weekly**.
- Sponsored Box must be **submitted 03 days before** publishing day
- Advertising contract with **display duration** less than 7 days will be rounded **up to 1 week**

## Contact Information

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