

STRAIGHT VIEW TALKSHOW (GÓC NHÌN THẲNG)



Applied since 05/2023

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1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

Goc nhin thang is a program that discusses and analyzes events that are receiving great attention from readers in a direct and profound way from the perspective of leading experts in each field. The program is hosted by the MC who is a reporter VietNamNet

CONTENT TIMELINE



Center Banner 3
Published on the homepage

1ST PR article

Providing the main topic,
timetable and sponsors



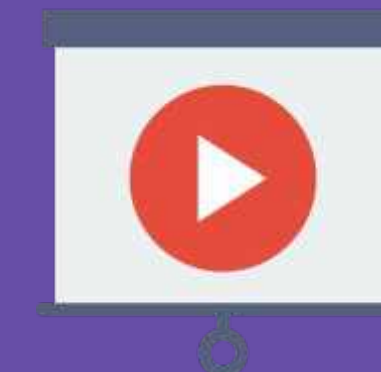
Video clip

Attached in the 2nd PR article



2nd PR article

Reporting and summarizing
the talkshow



1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

WHY SHOULD CHOOSE US PRODUCTS



The attraction from the hot topic

The program attracted a lot of readers due to its trending topic, increasing awareness for the brands that sponsored the program.

Take advantage of the prestige of Vietnamnet Newspaper

Boost visibility for the company by serving as sponsors of a talkshow on a major Vietnamese online newspaper.

Attraction from experts, program guests

The majority of the visitors taking part in the event are leaders and authorities in their respective industries. Brands will easily attract the attention of the visitors.

1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

1st PR article: Providing the main topic, timetable and sponsors

2nd PR article: Reporting and summarizing the talkshow

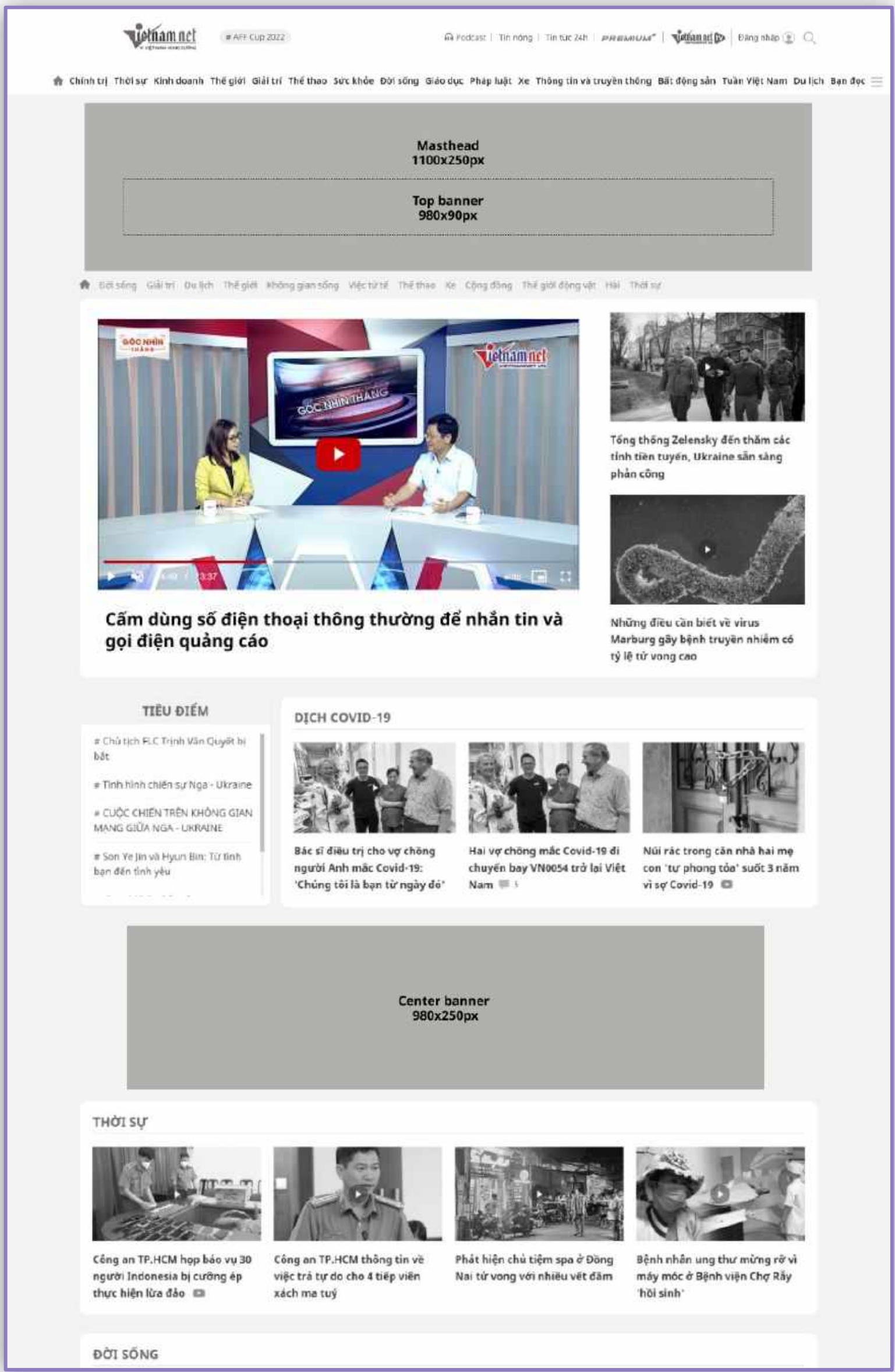


Center Banner 3: Presenting the topic and time of the show

1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW



2nd PR article
Containing a video of
the talkshow
[\(View demo\)](#)



Video is attached in
the article updating the
event and co-published
on the 1st Top in
VietnamnetTV
Homepage during 2
hours

2. DEMO OF STRAIGHT VIEW TALKSHOW



[Click to view Demo of Straight view Talkshow](#)

3. RATE CARD OF STRAIGHT VIEW TALKSHOW

- Price: **90.000.000 VNĐ**
- Details:

| No | Content | Description | Timeline |
|----|--|--|--|
| 1 | Center banner 3: talkshow introduction banner | Dimension of banner: 980x250 | During 03 days until the launching day |
| 2 | 1st PR article: An article introduces the topic of that event and the sponsors | Top 7 - 12 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory | 03-07 days before the launching day |
| 3 | 2nd PR article: An PR article reports and summarizes the event | Top 7 - 12 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory | On the launching day |
| 4 | Live video clip of the talkshow | The video is attached in the article updating the talkshow and co-published on the 1st Top on VietnamnetTV Homepage in 2 hours. | On the launching day |

Notes: Price does not include VAT

3. THE BENEFITS OF SPONSORS

| ✓ | Benefits of sponsor's name and logo | Vị trí |
|----|--|----------------------------|
| 1 | In the article introducing the topic and time of the talkshow | 1 st PR article |
| 2 | In the article containing the video clip of the talkshow | 2 nd PR article |
| 3 | At the bottom right corner of the screen during the talkshow | Video clip |
| 4 | At studio's background or out-of-studio background | Video clip |
| 5 | In the show's intro and credit as a sponsor | Video clip |
| 6 | MC mentions the sponsor's name in the introduction and at the end of the show. | Video clip |
| ✓ | Benefits of advertisement | |
| 7 | The information displayed in the banner includes ABC – Great honour to sponsor the “Góc nhìn thẳng”p talkshow No.: [Name of the show] | Center banner 3 |
| 8 | PR article introduces the sponsor | 1 st PR article |
| 9 | Maximum 30 seconds Pre-roll ad in the video clip of the show | Video clip |
| 10 | Overlay ad is displayed in the video when broadcasting the talkshow | Video clip |

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