

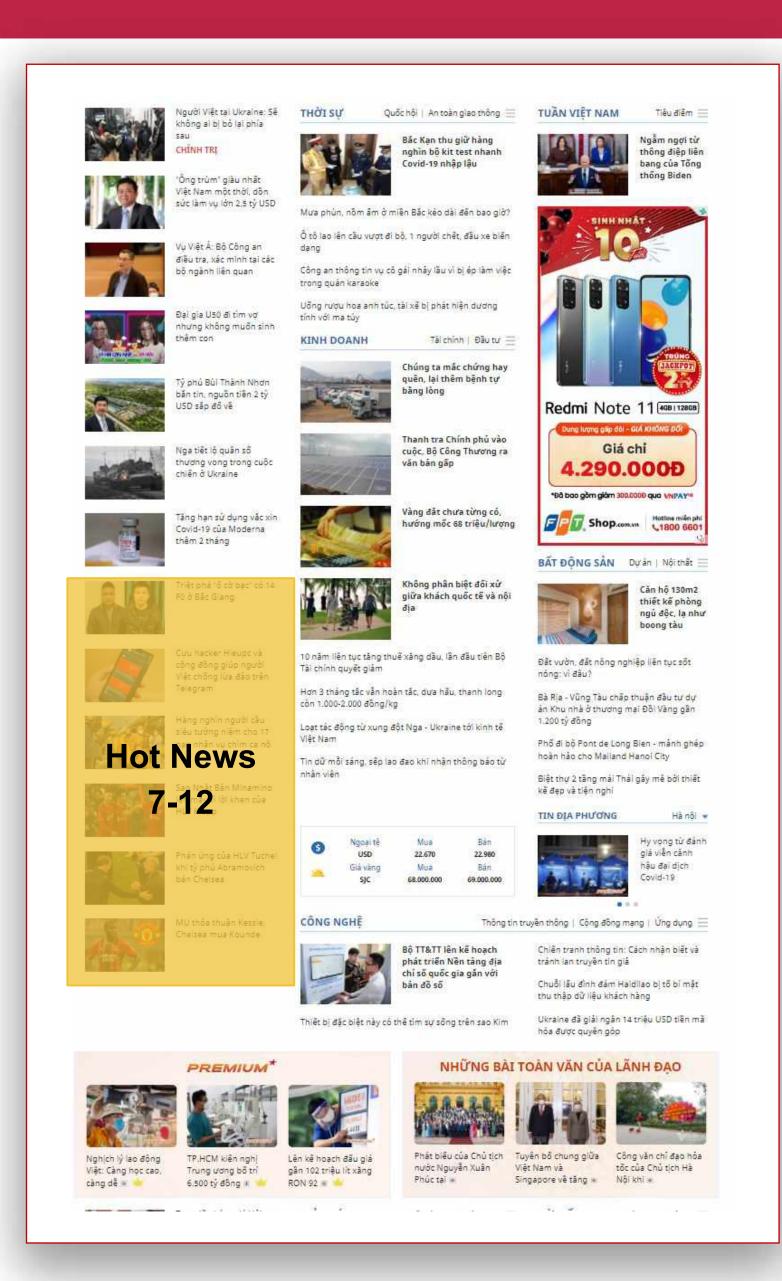


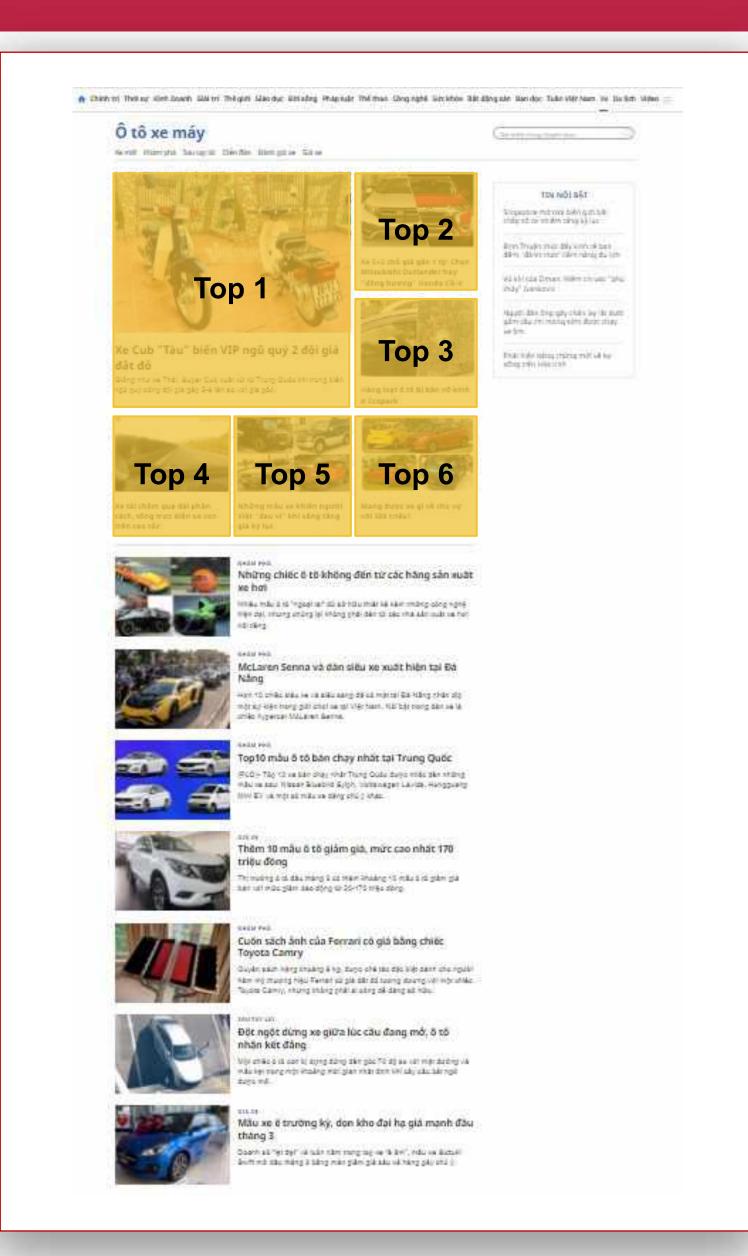
PR ARTICLES OF CAR REVIEWS

1----



A PR article is published in Hot News section on VietNamNet Homepage





Co-published on top positions of an appropriate category

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

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

^{*} Price does not include VAT tax

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