

CUSTOMIZED SUBCATE



Applied since 05/2023

TABLE OF CONTENT

1. WEBSITE TRAFFIC
2. INTRODUCTION OF CUSTOMIZED SUBCATE
3. RATE CARD AND DEMO
4. OTHER COSTS
5. GENERAL REGULATIONS

1.WEBSITE TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

30.000.000

Users

Gender



55%

Male



45%

Female

Devices



30%



70%

Regions

Hà Nội

TP.HCM

Others



Age

18 - 24

25 - 34

35 - 44

45 - 54

55 - 65

65+



(*) Data from Google Analytics

2. INTRODUCTION OF CUSTOMIZED SUBCATE



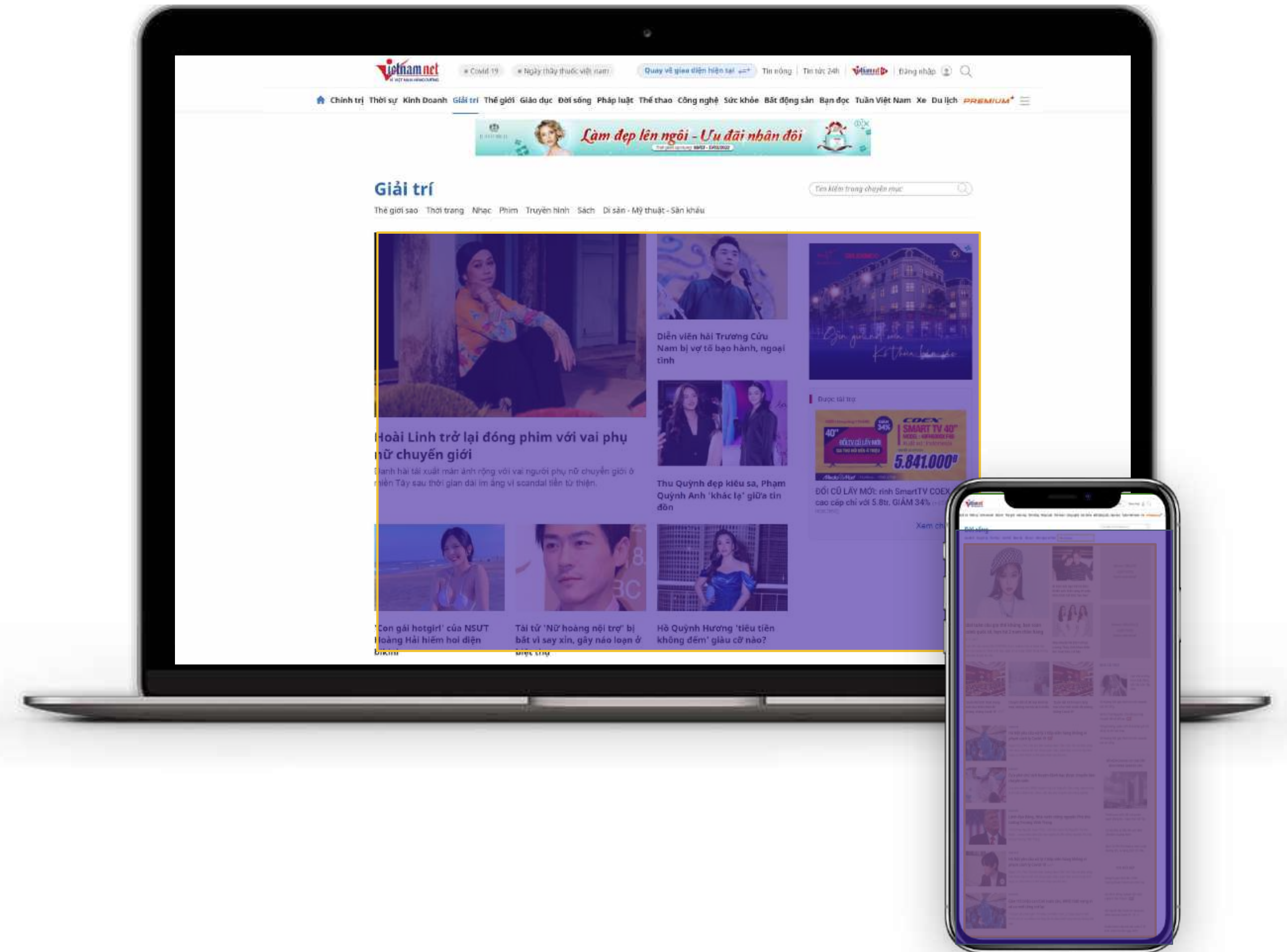
What is customized subcate?

1

Is a collection of PR content of the brand, located in a compatible category, representing a unified theme.

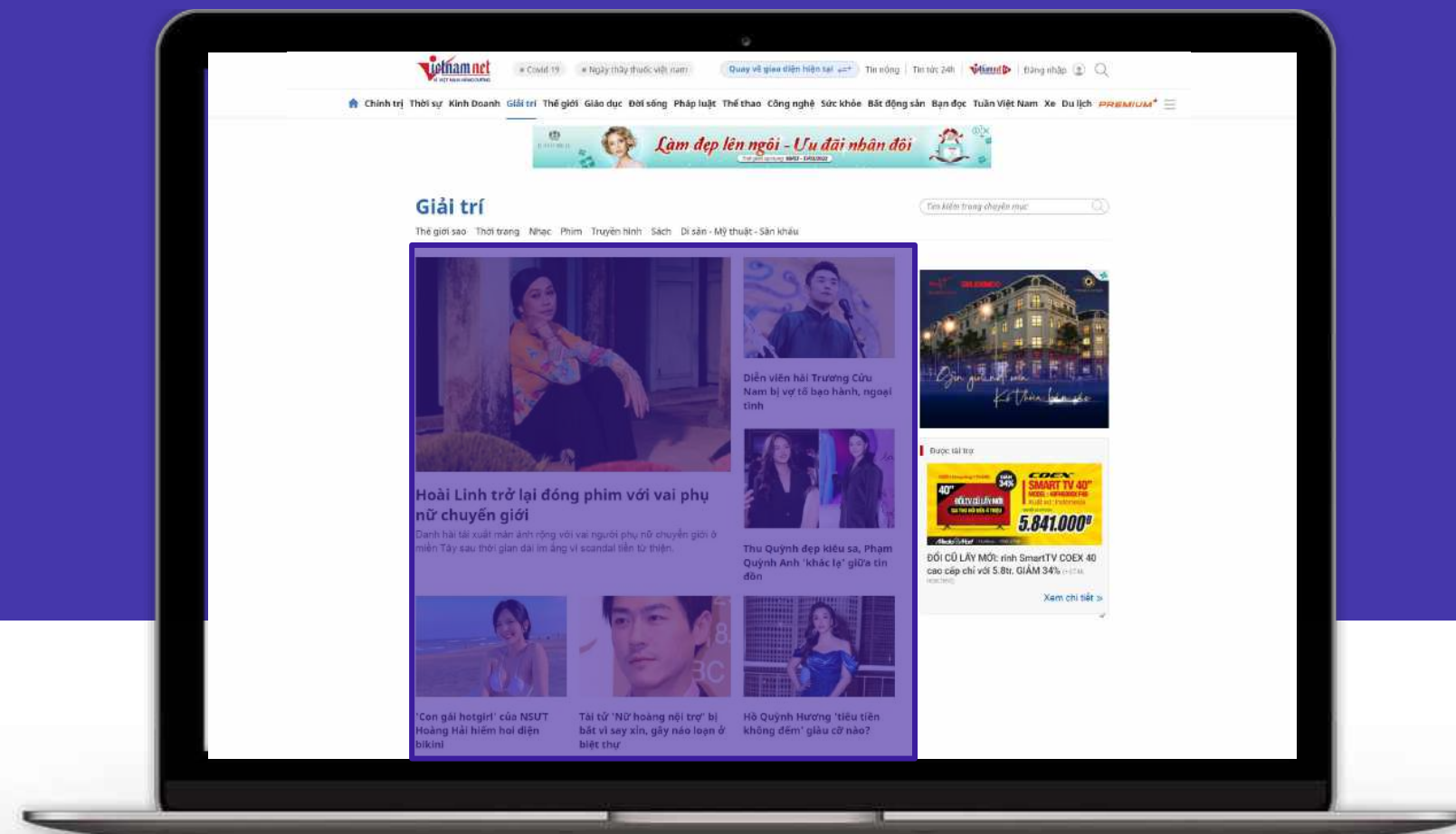
2

Customized subcate helps to increase brand awareness, credibility and coverage of the content to the target audience.



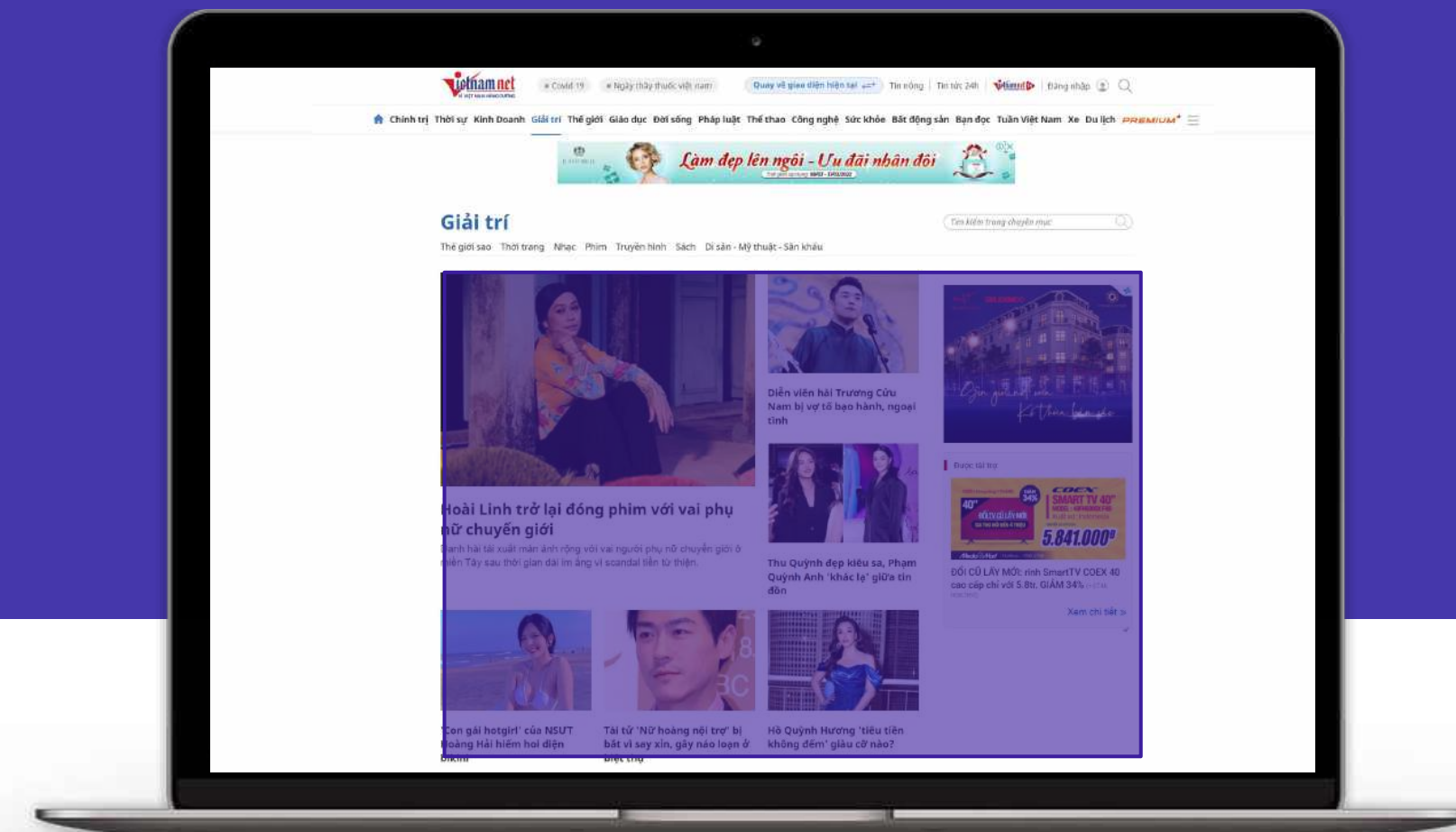
STANDARD PAGE & EXCLUSIVE PAGE

What is a private page? It is a collection of PR content of a brand in a compatible category, representing a unified content theme to increase brand awareness and credibility and coverage of content to targeted readers.



STANDARD PAGE

- Content display interface (excluding Header, Footer and right column areas)
- VietNamNet is allowed to advertise on this subcategory, ensuring no effect on customers' content.



EXCLUSIVE PAGE

- Content display interface (including all areas displayed on this category, except Header, Footer to identify VietNamNet)
- VietNamNet does not post ads on this Subcate

3. RATE CARD & DEMO

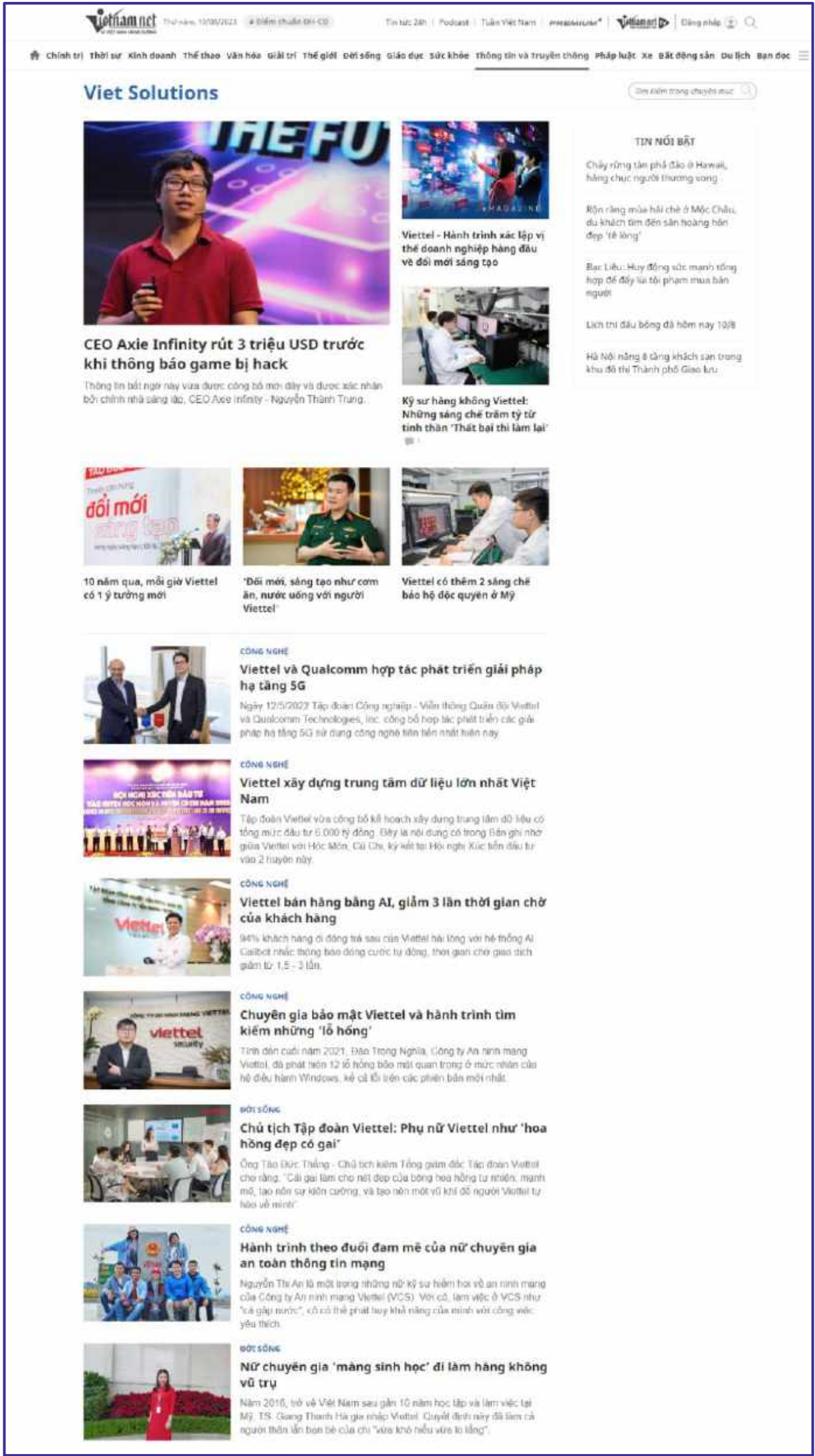


3.1:STANDARD PAGE

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

View demo

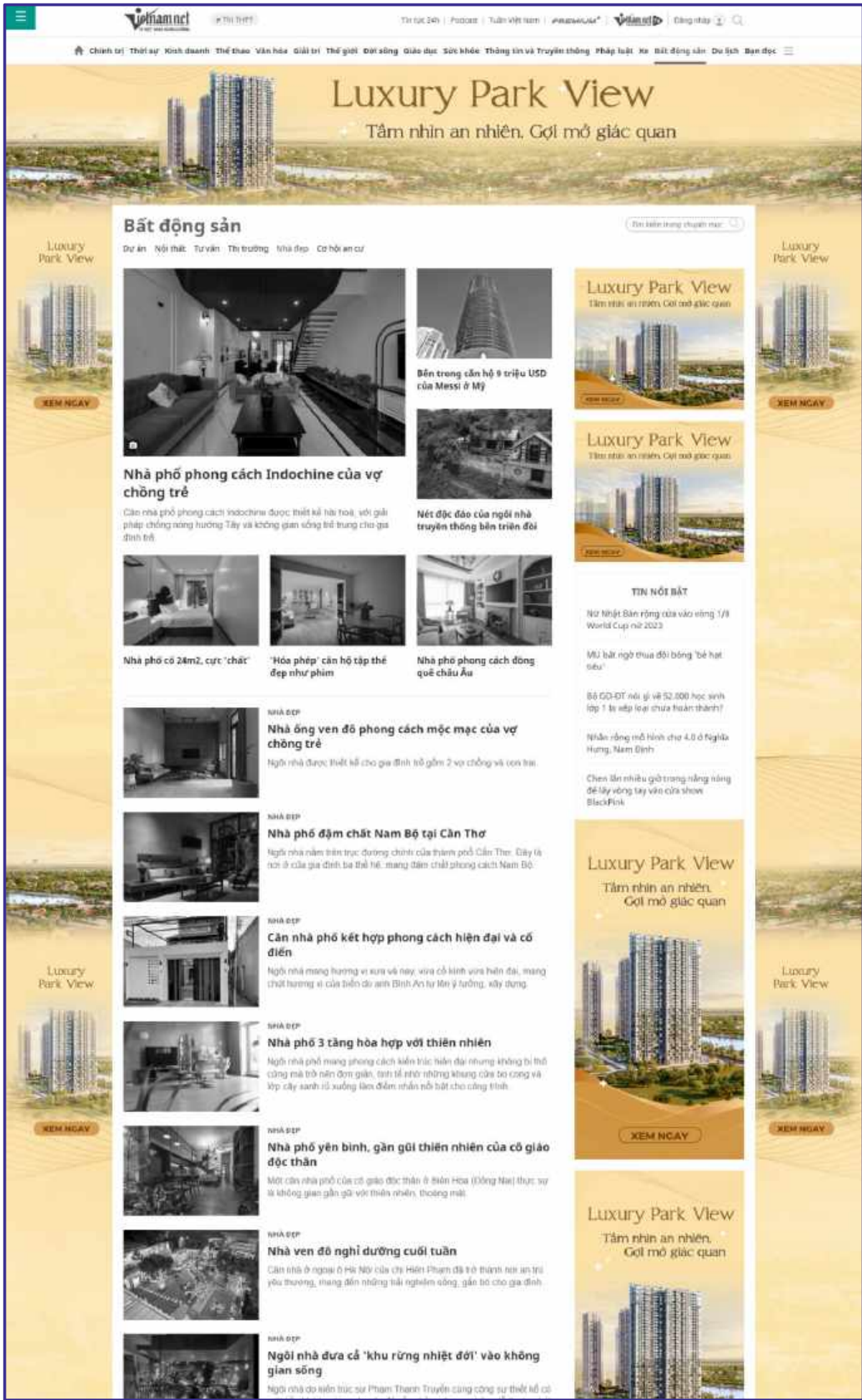


CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none">- The item page name is requested by the customer and approved by VietNamNet.- Customers are allowed to use the content area of the item page.- Content display interface (excluding Header, Footer and right column areas)- VietNamNet manages advertising slots on this Sub-Cate, not affect to customer content	80.000.000 VNĐ/tmonth
PR article	<ul style="list-style-type: none">- To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity:- 10 articles are available as soon as the page is published.- 5 articles are published weekly.- The post is approved and published by VietNamNet.	
Page link placed on the total menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.	

01 menu link on all page without homepage is the sub menu of the appropriate category

10 articles are available as soon as the page is published. 5 articles are published weekly. No more than 1 article is published in 1 day.

[View demo](#)



CONTENT	DETAILS	PRICE
Category with brand name	<ul style="list-style-type: none">- The item page name is requested by the customer and approved by VietNamNet.- Customers are allowed to use the content area of the item page.- Content display interface (excluding Header, Footer and right column areas)- VietNamNet is not allowed to manage advertising slots on this Subcategory and ensure not to affect customer's articles.	120.000.000 VNĐ/month
PR article	<ul style="list-style-type: none">- To ensure that Subcategory has enough content to display and meet the overall quality of the newspaper, customers need to ensure the quantity:- 10 articles are available as soon as the page is published.- 5 articles are published weekly.- The post is approved and published by VietNamNet.	
Page link placed on the total menu	The name of the customer's category page is linked on the website's main menu - as a sub-menu of the appropriate category.	
Page link placed on menu item	The name of the customer's own item page is linked on the item menu - as a sub-menu of the appropriate category.	

III. OTHER COSTS

Content	Price
Design Standard HTML5 banner	2.000.000 VNĐ/Banner
Resize banner	1.000.000 VNĐ/Banner
Host video in banner (no more than 6Mb/Video)	5.000.000 VNĐ/Banner/week

IV. GENERAL REGULATIONS

- Ads are not displayed on special pages including Politics (Chính trị), Information & Communication (Thông tin & Truyền thông), Tuần Việt Nam, Straight View (Góc nhìn thẳng)
- Price **does not include** VAT tax

Contact

VietNamNet Media Joint Stock Company



Ha Noi: 4th Floor, C'land Building,
156 Xa Dan II St., Nam Dong
Ward, Dong Da Dist.

Phone: (+84)24 37 727 988



Ho Chi Minh City: 2nd Floor, 27 Nguyen
Binh Khiem, Ward Dakao, District 1.

Phone: 028 38 181 436,

Fax: 028.38181433