

PR ARTICLES



(VietNamNet English online newspaper)





Applied since 03/2022


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2. ADVANTAGES OF PR ARTICLES

-  **1 Improve the company's standing**

A PR article post about products or services on VietNamNet can increase firms' reputation with consumers because VietNamNet is one of the most popular online newspapers in Vietnam
-  **2 Brand's story telling**

The PR article effectively communicates the brand identity with engaging language, making it simple to draw the target consumers to the company's narrative.
-  **3 Variety and adaptability**

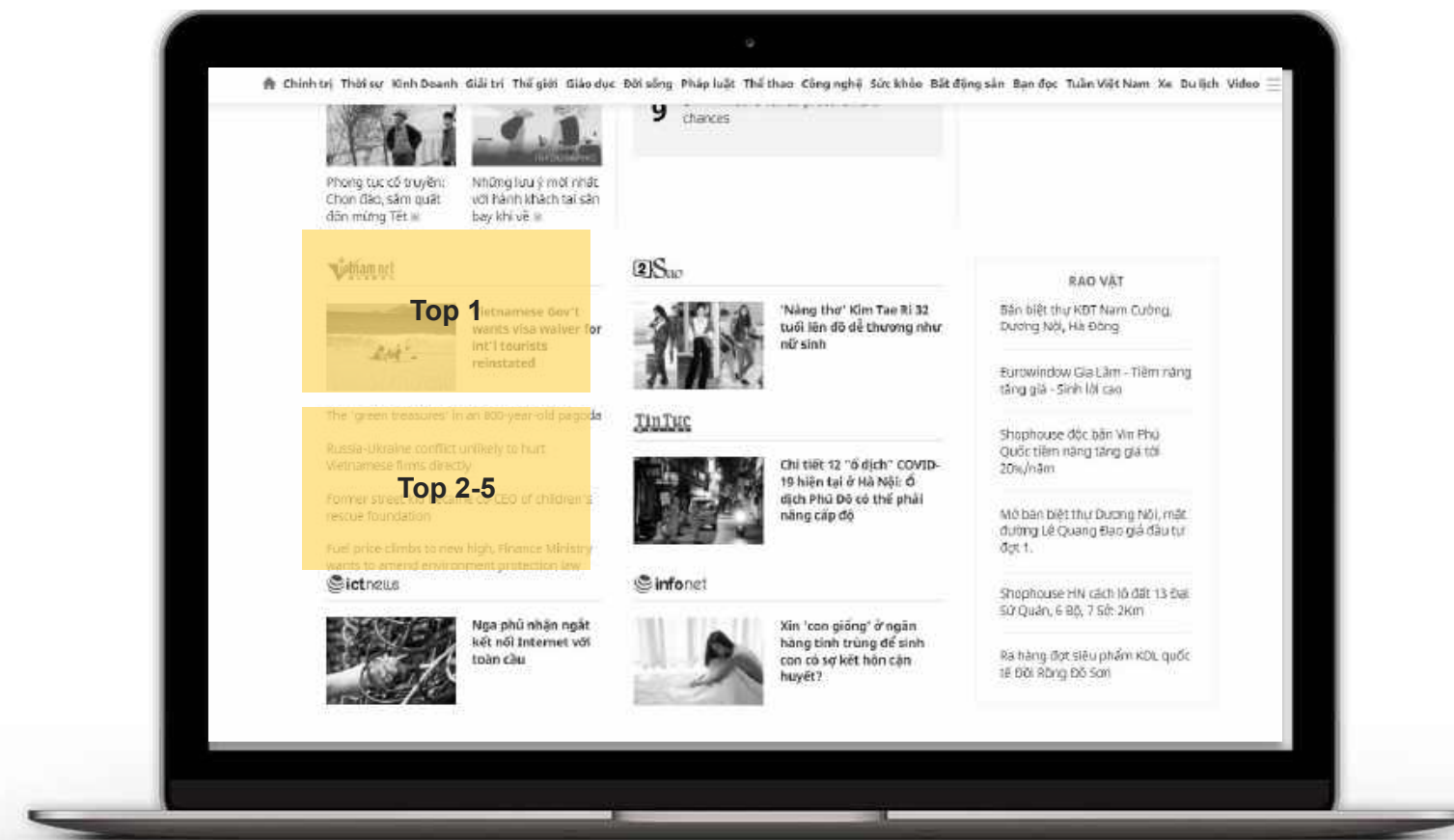
The PR posting service provided by VietNamNet offers a selection of posting opportunities that are suitable for a wide range of organizations in numerous fields and industries.



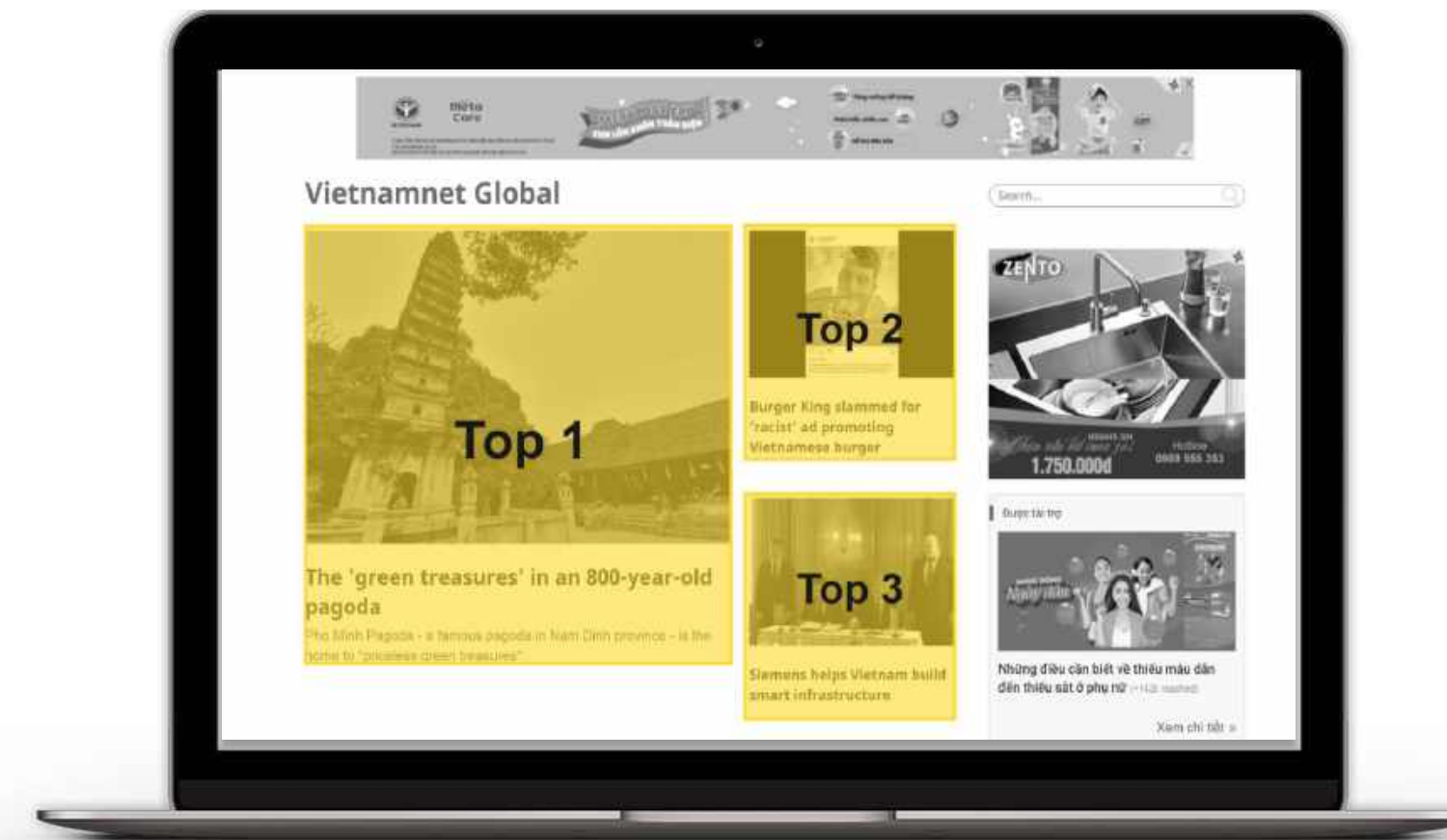
2. RATE CARD & DEMO



PR ARTICLES ON VIETNAMNET GLOBAL



[Demo on VietNamNet homepage](#)



[Demo on VietNamNet Global homepage](#)

POSITION	DESCRIPTION	PRICE (VND)
TOP 1	Published on Top 1 Vietnamnet Global homepage and Top 1 Box Vietnamnet Global on Vietnamnet homepage in 2 hours.	19.000.000
TOP 2 - 5	Published on Top 2 - 5 Vietnamnet Global homepage and Top 2 - 5 Box Vietnamnet Global on Vietnamnet homepage in 2 hours.	11.000.000
TOP 6 downward	Published on Top 6 downward Vietnamnet Global homepage in 2 hours.	9.000.000

OTHER COSTS

CATEGORY	DESCRIPTION
Content writing rates	5.000.000 VND/article
In case of the number of photos exceeds 5 in normal articles or 9 in photo articles	<ul style="list-style-type: none"> • Plus 5% for each additional photos • Additional fee must be less than 40% of the total price
Attach a video clip (shorter than 3 minutes, maximum size 250Mb) to the article	Plus 1.000.000 VND
Attach a video clip (from 3 - 5 minutes, maximum size 250Mb) to the article	Plus 1.500.000 VND
Attach a video clip (longer than 5 minutes, maximum size 250Mb) to the article	Plus 2.000.000 VND
A published article is moved to the same position when being re-published	Plus 30% of the price
An article is re-published more than 1 time on the same position in 2 hours	Plus 30% of the price
Editing published articles: date, time, title, lead, content of an articles (Edited content must be approved by VietNamNet)	Costs: 500.000 VND/correction Rules: Do not edit more than 10 words and 2 corrections maximum
Translation and editing rates	<ul style="list-style-type: none"> • English translation rates: from 3.000.000/article • English article editing rates: optional

3. VALUE-ADDED SERVICES



Hyperlinks

A hyperlink is a link to another landing page off the article site



Readers Interactive Box

Supporting businesses do market research

HYPERLINKS



A hyperlink is a link to another landing page off the article site



1. Description:

- Hyperlinks are electronic links providing direct access from one distinctively marked place to a different site.
- Display time on page: 1 month
- They are embedded in an article in two forms:
 - Text Hyperlink or Anchor Text
 - Full link

2. Price: Plus 10.000.000VND/hyperlink in a PR article

3. Notes:

- Prices do not include VAT
- Maximum 3 hyperlinks in an article.
- Each Link can only be inserted in 1 position (Anchor text or Link Full).
- Links are moderated on a case-by-case basis

READERS INTERACTIVE BOX

Box	Description	Price (VND)
<p>Survey Box in a category</p>	<ul style="list-style-type: none"> - Position: The box is inserted in a category with a fixed position - Description: Multiple choice checkbox. A question with a group of answer choices that the reader can select. The box and its submit button are designed based on VietNamNet Global's template. 	<p>10.000.000/month/ category</p>

Demo of Survey Box

The screenshot shows a news article with a survey box overlaid on the right side. The survey question is: "Theo bạn, ông Donald Trump có cơ hội lật ngược tình thế?" (In your opinion, does Donald Trump have a chance to reverse the situation?). The options are: Giảm nhiệt (60%), Càng thẳng hơn (88%), and Xăng đột (30%). The "Càng thẳng hơn" option is selected. The survey box includes a "GỬI" (SEND) button and a "XEM KẾT QUẢ" (VIEW RESULTS) button. Below the survey box, there is a "Big banner 2 (300x600)" placeholder.

4. GENERAL REGULATIONS

- ✓ Prices do **not include** VAT and article writing fee.
- ✓ **A normal article** has a maximum length of 1,000 words for content, of 12 words for the title, and no more than 5 photos.
- ✓ **A photo article** has a maximum length of 300 words and no more than 9 photos.
- ✓ In **the co-publishing policy**, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories in 2SAO. The cost of a co-publishing article must be equal to or lower than the first article.
- ✓ Article content must **comply with Vietnamese regulations on Press and Fine Customs**. The Editorial Board can edit content, photos to meet the general criteria of VietNamNet.
- ✓ **Plus 100% fee** for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- ✓ **Plus 20% publishing fee** for each brand, from the second one and owned by different people or corporations, mentioned.

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