

CAR REVIEWS



Applied since 05/2024

PR ARTICLES OF CAR REVIEWS

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

The screenshot shows the VietNamNet homepage layout. A PR article is highlighted in a yellow box within the 'Hot News' section, which is ranked 7-14. The article is titled 'Phạt biểu của Bộ trưởng Nguyễn Mạnh Hùng tại hội nghị đồng kết năm của VOV'. Other sections visible include 'THỜI SỰ', 'KINH DOANH', 'CHÍNH TRỊ', 'BẤT ĐỘNG SẢN', 'THỂ THAO', 'THẾ GIỚI', and 'GIÁO DỤC'. A 'BIG BANNER 1' and 'CENTER BANNER 2' are also present.

The screenshot shows a car review article titled 'Ô tô xe máy'. The article is ranked 'Top 1' in the 'Ô tô xe máy' category. Other articles in the category are ranked 'Top 2' through 'Top 6'. The article content includes a list of 'Top 10 mẫu ô tô bán chạy nhất tại Trung Quốc' and 'Thêm 10 mẫu ô tô giảm giá, mức cao nhất 170 triệu đồng'. The article is published by 'ĐỨC NGỘT' and is dated '15/05/2024'.

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 7-14 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 7-14 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 7-14 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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