

LIVE Q&A DISCUSSION (GIAO LƯU TRỰC TUYẾN)



Applied since 05/2024

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1. INTRODUCTION OF LIVE Q&A DISCUSSION

Live Q&A Discussion is a form of invited online consultants, answering readers' questions on issues of interest to society in many fields.

CONTENT TIMELINE

1st PR article

An article provides information about the main topic, brand name, and the urgency of that topic. It also receives the questions for the Live Q&A Discussion



2nd PR article

An article published on the homepage updates more information about the Live Q&A Discussion than the 1st PR article



Center Banner 3

Linked to the introduction article



3rd PR article

A PR article reports and summarizes information and result of the event

2. LIVE Q&A DISCUSSION ON VIETNAMNET



1st PR article: An article provides information about the main topic, brand name, and the urgency of that topic. It also receives the questions for the Live Q&A Discussion

Demo PR 1

2nd PR article: An article published on the homepage updates more information about the Live Q&A Discussion than the 1st PR article

Demo PR 2

3rd PR article: A PR article reports and summarizes information and results of the event

Demo PR 3

The screenshot shows a news website layout with several sections:

- THỜI SỰ (News):** Articles about NATO's stance on Ukraine, a fire in HCMC, and a meeting with the US ambassador.
- KINH DOANH (Business):** News about a meeting with the US ambassador, a meeting with the US ambassador, and a meeting with the US ambassador.
- THỂ THAO (Sports):** News about Atletico vs Inter, Napoli, and the Vietnam national football team.
- THẾ GIỚI (World):** News about Putin's stance on Ukraine, the US national football team, and the Vietnam national football team.
- GIÁO DỤC (Education):** News about the Vietnam national football team.
- PR Articles:** A central purple box highlights "1st, 2nd, 3rd PR articles published on Top 7-14 of Hot news".
- BIG BANNER 1:** A large banner with the text "AN TOÀN SỨC KHỎE TRẺ EM SAU TIÊM VẮC XIN PHÒNG COVID-19".
- CENTER BANNER 2:** A smaller banner below the big one.

The screenshot shows a news website layout with several sections:

- PHÁP LUẬT (Law):** Articles about a meeting with the US ambassador, a meeting with the US ambassador, and a meeting with the US ambassador.
- Ô TÔ XE MÁY (Cars/Motorcycles):** News about a meeting with the US ambassador, a meeting with the US ambassador, and a meeting with the US ambassador.
- DU LỊCH (Travel):** News about a meeting with the US ambassador, a meeting with the US ambassador, and a meeting with the US ambassador.
- PR Articles:** A central purple box highlights "1st, 2nd, 3rd PR articles published on Top 7-14 of Hot news".
- BIG BANNER 1:** A large banner with the text "AN TOÀN SỨC KHỎE TRẺ EM SAU TIÊM VẮC XIN PHÒNG COVID-19".
- CENTER BANNER 2:** A smaller banner below the big one.
- VIDEO:** A video player showing a building.
- THỊ TRƯỜNG TIỂU DÒNG (Small Market):** News about a meeting with the US ambassador, a meeting with the US ambassador, and a meeting with the US ambassador.
- ĐỌC NHIỀU (Most Read):** A list of 9 articles.

Center banner 3: links to the article introducing the event

2. LIVE Q&A DISCUSSION ON VIETNAMNET



3rd PR article contains the video of the Live Q&A Discussion

The video is attached in the article updating the event and co-published on Top 1 of VietnamnetTV Homepage in 2 hours

DEMO LIVE Q&A DISCUSSION ON VIETNAMNET



[Click to view Demo of Live Q&A Discussion](#)

RATE CARD OF LIVE Q&A DISCUSSION ON VIETNAMNET.VN



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

No	Content	Description	Timeline
1	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-14 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory	03-07 days before the launching day (based on sponsor's requirements)
2	Center Banner 3 links to the article introducing the event	Dimension of banner: 980x250.	During 03 days until the launching day
3	2nd PR article: An article introduces the event published on Homepage (adding more details from the 1 st PR article)	Published on Top 7-14 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory	Half of day before the launching day
4	3rd PR article: An PR article reports and summarizes the event	Published on Top 7-14 of Hot news section on Vietnamnet.vn Homepage (co-published on 3 rd Top of suitable category) in 2 hours, then stored in an appropriate subcategory	On the launching day

Notes: Price does not include VAT

SPONSOR'S BENEFITS

I	Benefits to appear Sponsor's Name and Logo	Location
1	Appeared in the article introducing the content and urgency of the GLTT	PR number 1
2	Appeared in the article introducing the GLTT session on the homepage	PR number 2
3	Appeared in the article reporting the GLTT and summarizing	PR number 3
4	Sponsor logo appears on the media banner for the GLTT program at the Home page	Center banner 3
5	To appear on the set background or the background background (if recording off-set)	Pictures/videos
II	Advertising benefits	
1	PR post number 1 has an introduction to the brand	Bài PR number 1

3. LIVE Q&A DISCUSSION ON 2Sao & TinTúc ONLINE



LIVE Q&A DISCUSSION ON 2SAO

LIVE Q&A DISCUSSION ON TTOL

Top Banner links to the article introducing the event

All PR articles published on 2SAO Homepage in 2 hours, then stored in an appropriate subcategory



Top Banner links to an article introducing the event

All PR articles published on TTOL Homepage in 2 hours, then stored in an appropriate subcategory



01 1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences

02 2nd PR article: An article published on the homepage updates more information about the Live Q&A Discussion than the 1st PR article

03 3rd PR article: An PR article reports and summarizes the event

RATE CARD OF LIVE Q&A DISCUSSION ON &



- Price: **50.000.000 VNĐ**
- Details:

No	Content	Description	Timeline
1	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on the 1 st Top of Top stories (Tiêu điểm hoặc Tin nổi bật) category on 2Sao or TTOL Homepage during 2 hours, then stored in an appropriate sub-Cate	03-07 days before the launching day (based on sponsor's requirements)
2	Top banner links to the article introducing the event	Top Banner on the homepage. Dimension of the banner: 980x90px.	During 03 days until the launching day
3	2nd PR article: An article published on the homepage updates more information about the Live Q&A Discussion than the 1st PR article	Published on the 1 st Top of Top stories (Tiêu điểm hoặc Tin nổi bật) category on 2Sao or TTOL Homepage during 2 hours, then stored in an appropriate sub-Cate	Half of day before the launching day
4	3rd PR article: An PR article reports and summarizes the event	Published on the 1 st Top of Top stories (Tiêu điểm hoặc Tin nổi bật) category on 2Sao or TTOL Homepage during 2 hours, then stored in an appropriate sub-cate	On the launching day

Notes: Price does not include VAT

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3	Appeared in the article reporting the GLTT and summarizing	PR number 3
4	Sponsor logo appears on the media banner for the GLTT program at the Home page	Top banner
5	To appear on the set background or the background background (if recording off-set)	Pictures/videos
II	Advertising benefits	
1	PR post number 1 has an introduction to the brand	Bài PR number 1

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