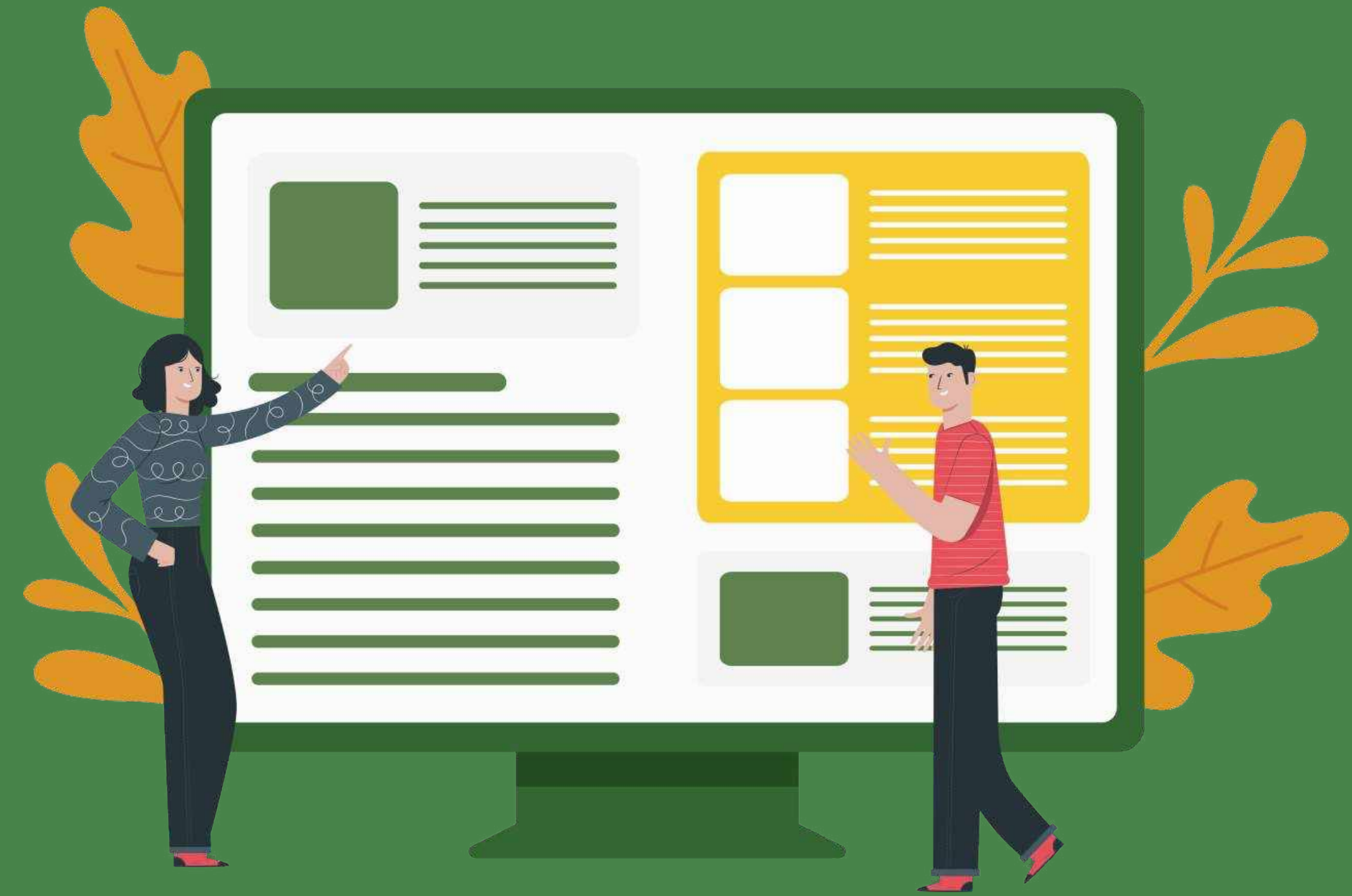


SPONSORED BOX

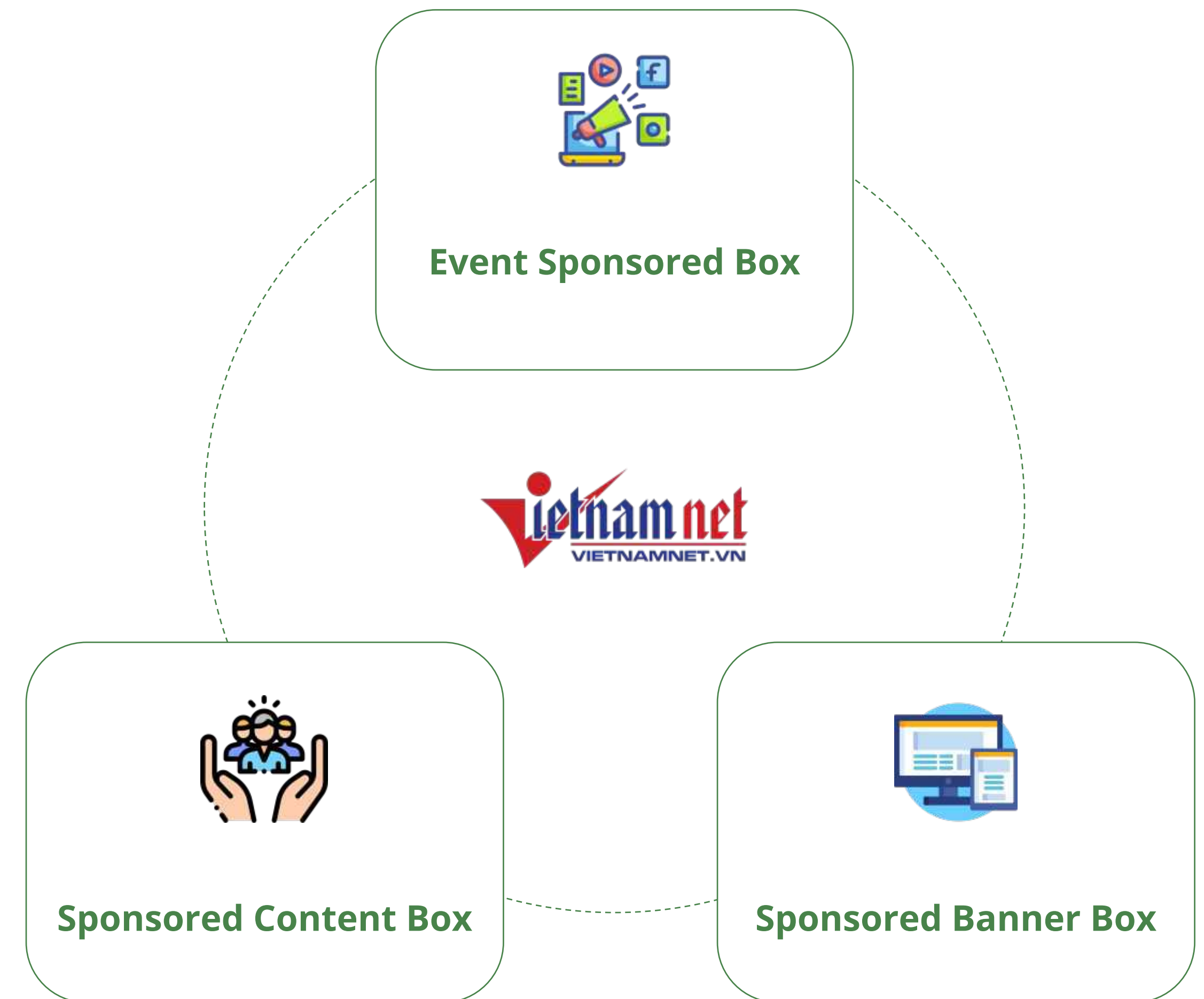


Applied since 05/2024

INTRODUCTION OF SPONSORED BOX

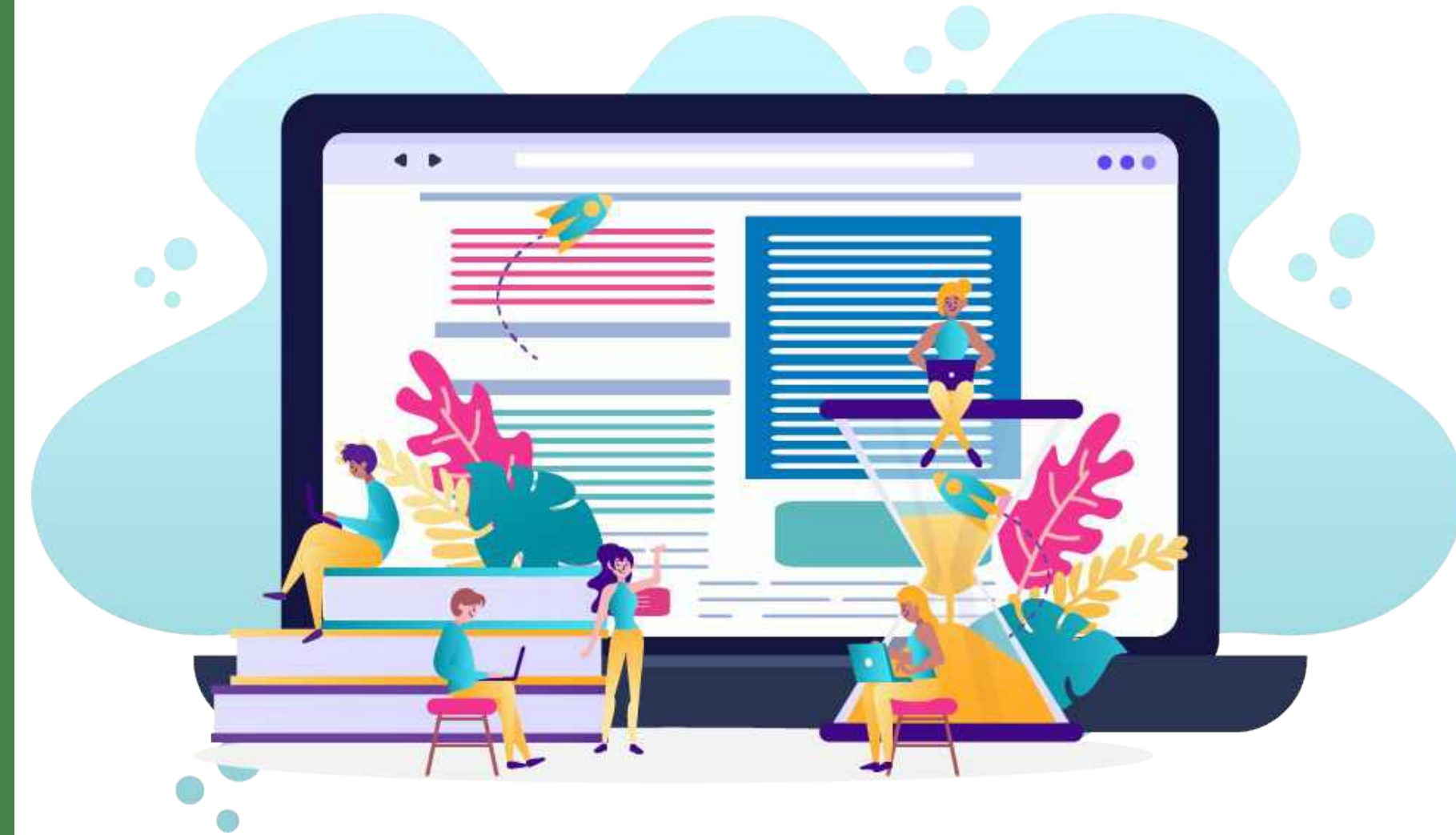
A sponsored box is an advertisement that is expressed in a article box with a thumbnail and has a natural and friendly layout. **By clicking on it**, it links to a detailed article or a separate page. Some **advantages of Sponsored Box**:

- ✓ **Convey the messages naturally to your target audiences.**
- ✓ **Increase brand awareness:** By clicking on Banner and Articles, customers can browse another pages or brand websites to have more information about products/services
- ✓ **Optimize SEO and improve website rankings:** High quality traffic from VietNamNet website will help brand's websites improve rankings on search engines.



MỤC LỤC

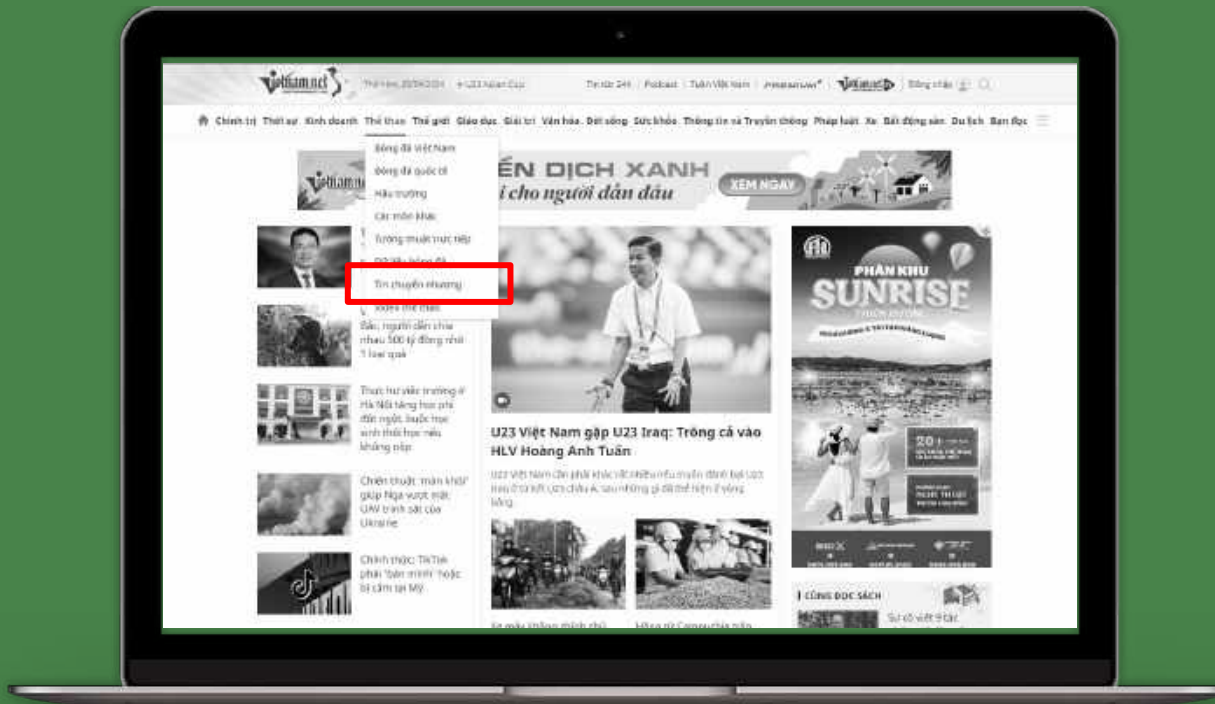
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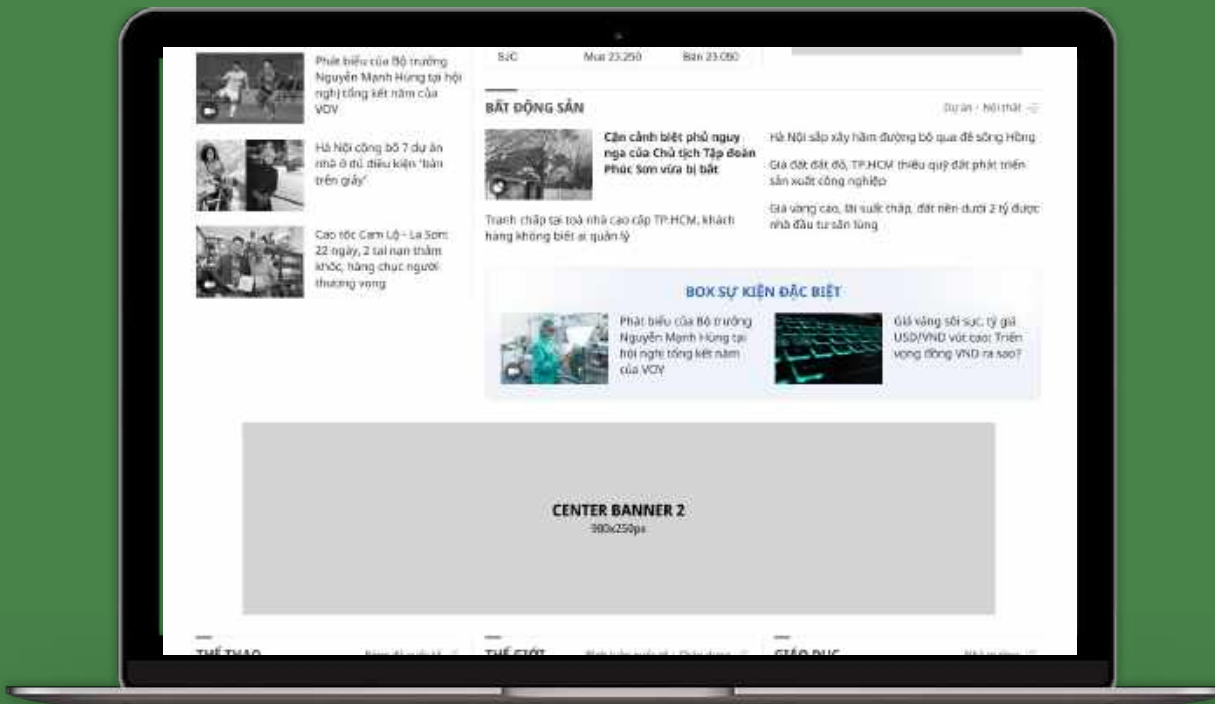
I. SPONSORED BOX ON DESKTOP



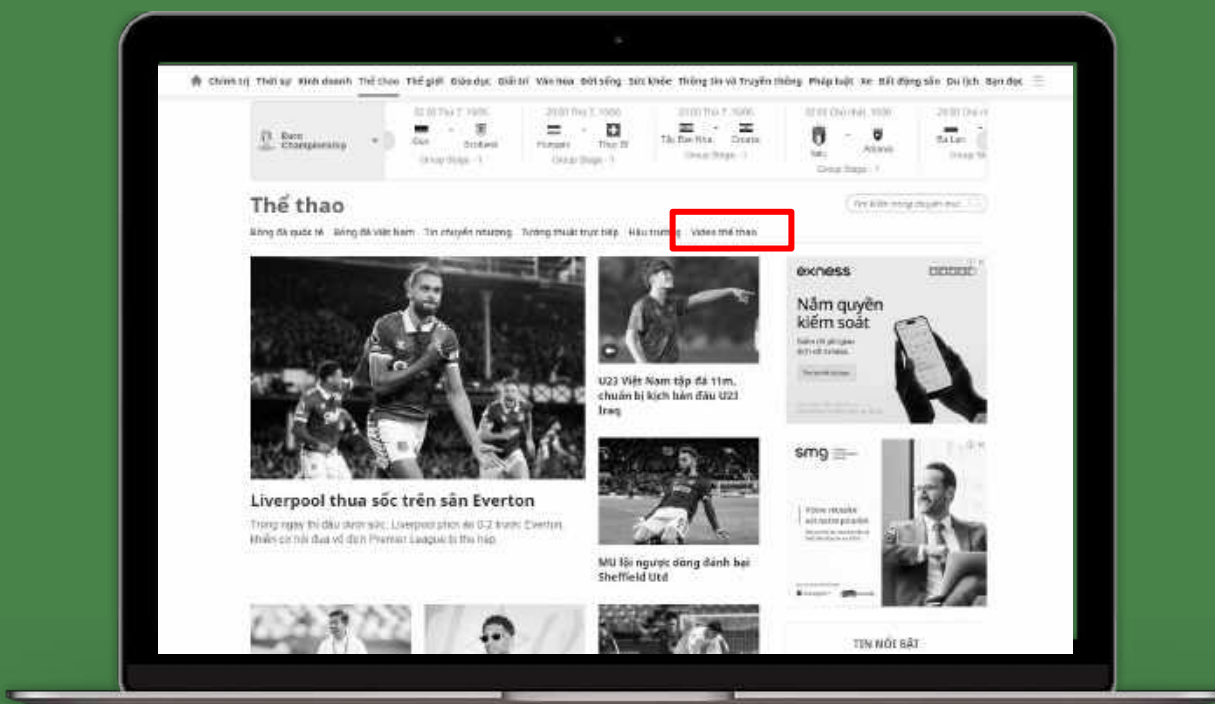
1. SPONSORED EVENT BOX ON VIETNAMNET



Submenu at header bar



Box gồm 3 bài. Cả 3 bài đều có hình ảnh. Khi click vào sẽ chuyển đến bài chi tiết hoặc một trang riêng biệt.

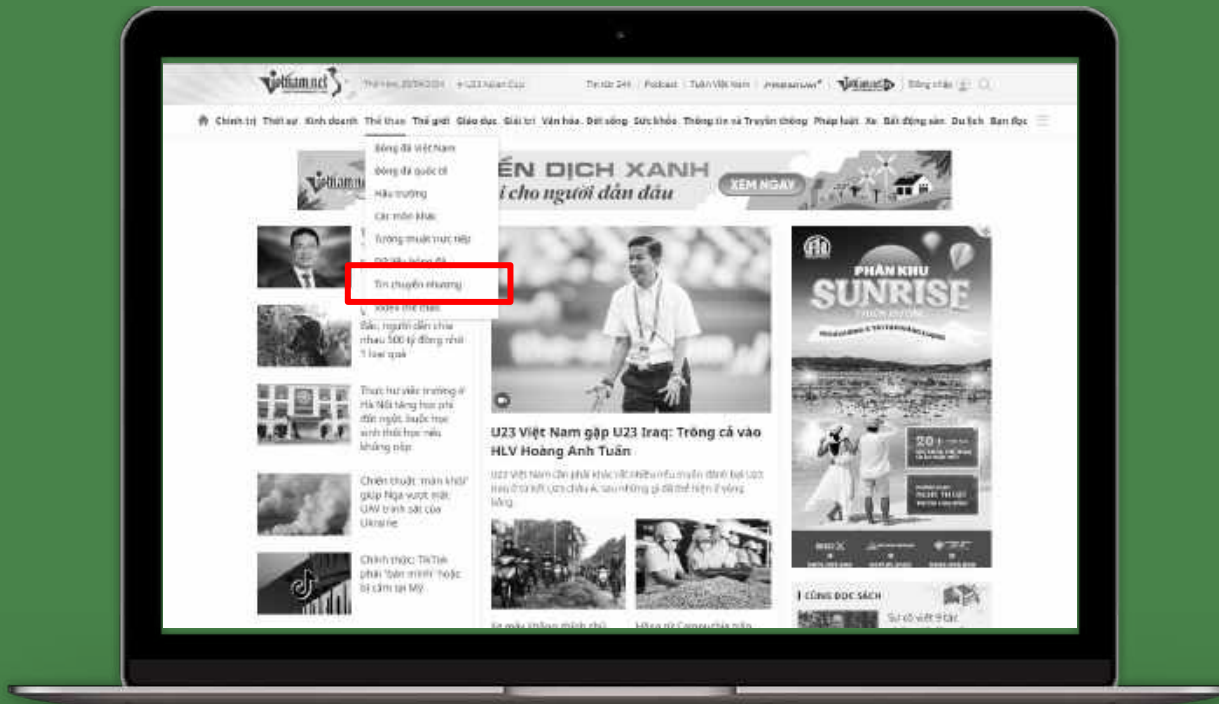


1 submenu tại menu mục + 1 subcate riêng trong chuyên mục phù hợp

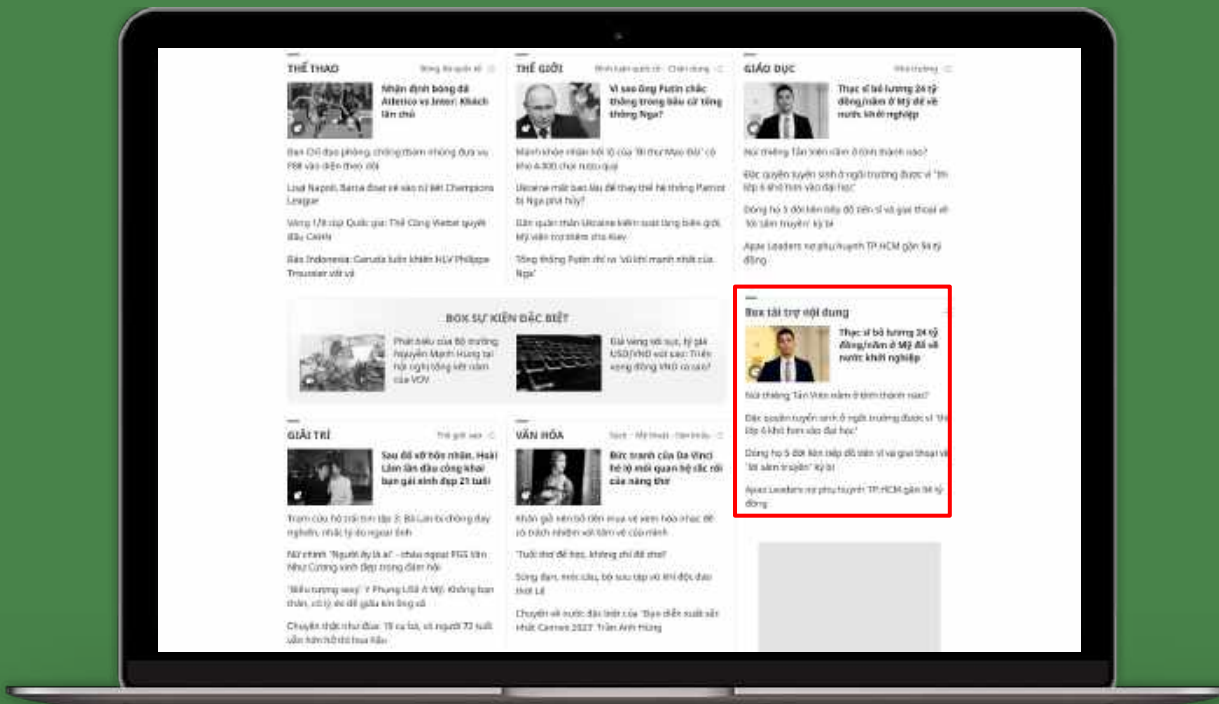
- Sponsored Event Box is displayed on the Desktop Home page
- Dimension: 720x285px
- Packages:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VND/month)	Demo
Event Box home 1	350.000.000	Demo
Event Box home 2	300.000.000	
Event Box home 3	250.000.000	

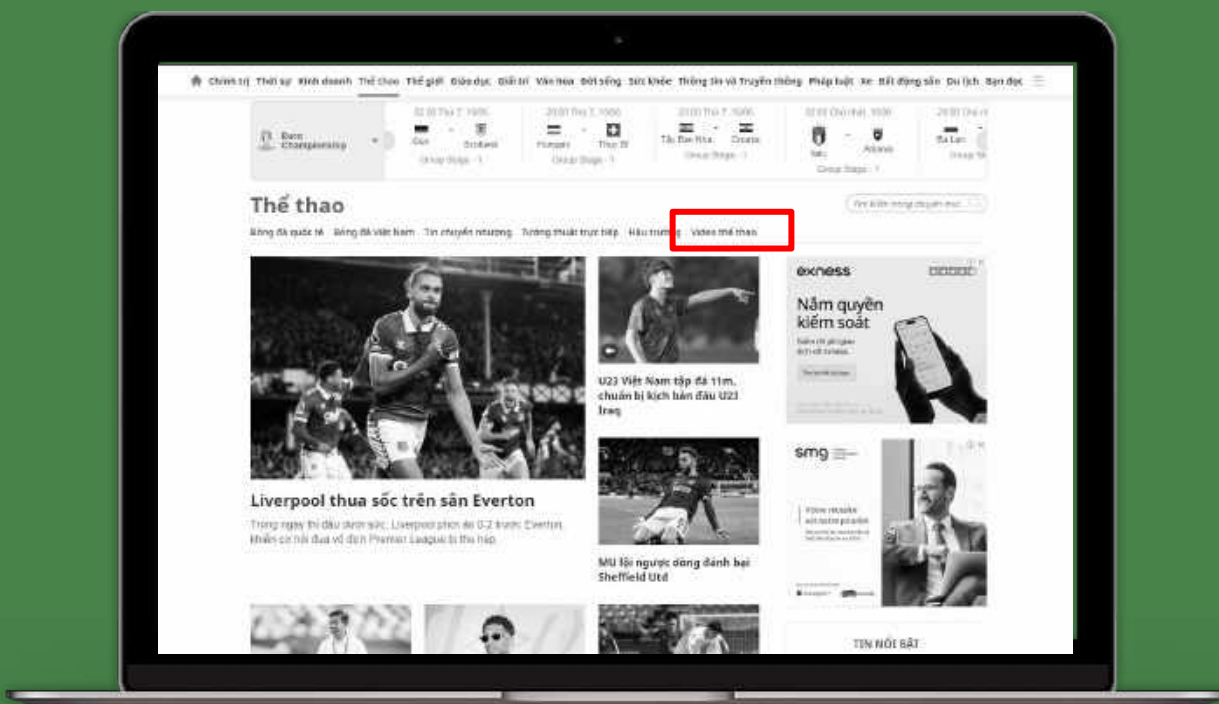
2. SPONSORED CONTENT BOX



Submenu at header bar



Box includes 3-5 articles, 1 of which has a thumbnail photo. The box links to a detailed articles or a sub-cate.

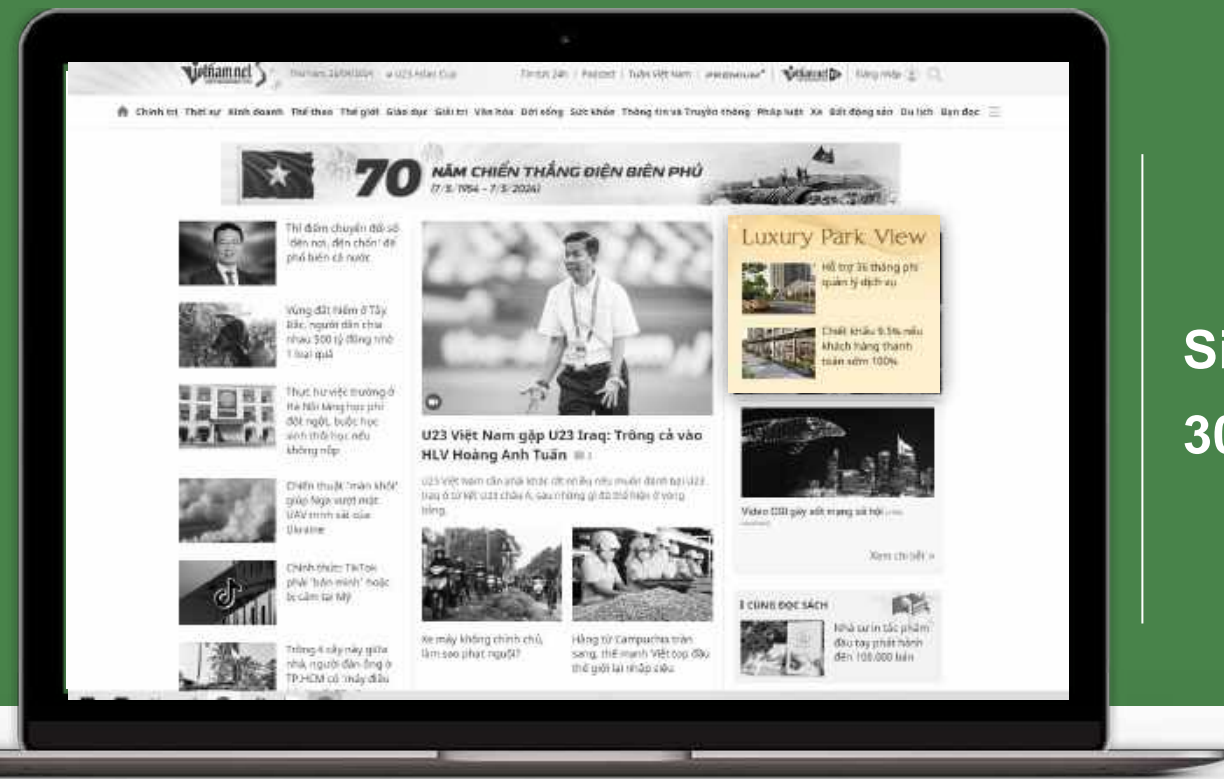


1 submenu at menu bar + 1 subcate in appropriate cate

- Sponsored box is displayed on the Home page or Category page on the Desktop, and shares 01
- Dimension: 300x400px
- Packages:
 - 1 content box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VNĐ/month)	Demo
Sponsored Content Box home	200.000.000	Demo
Sponsored Content Box cate	120.000.000	Demo

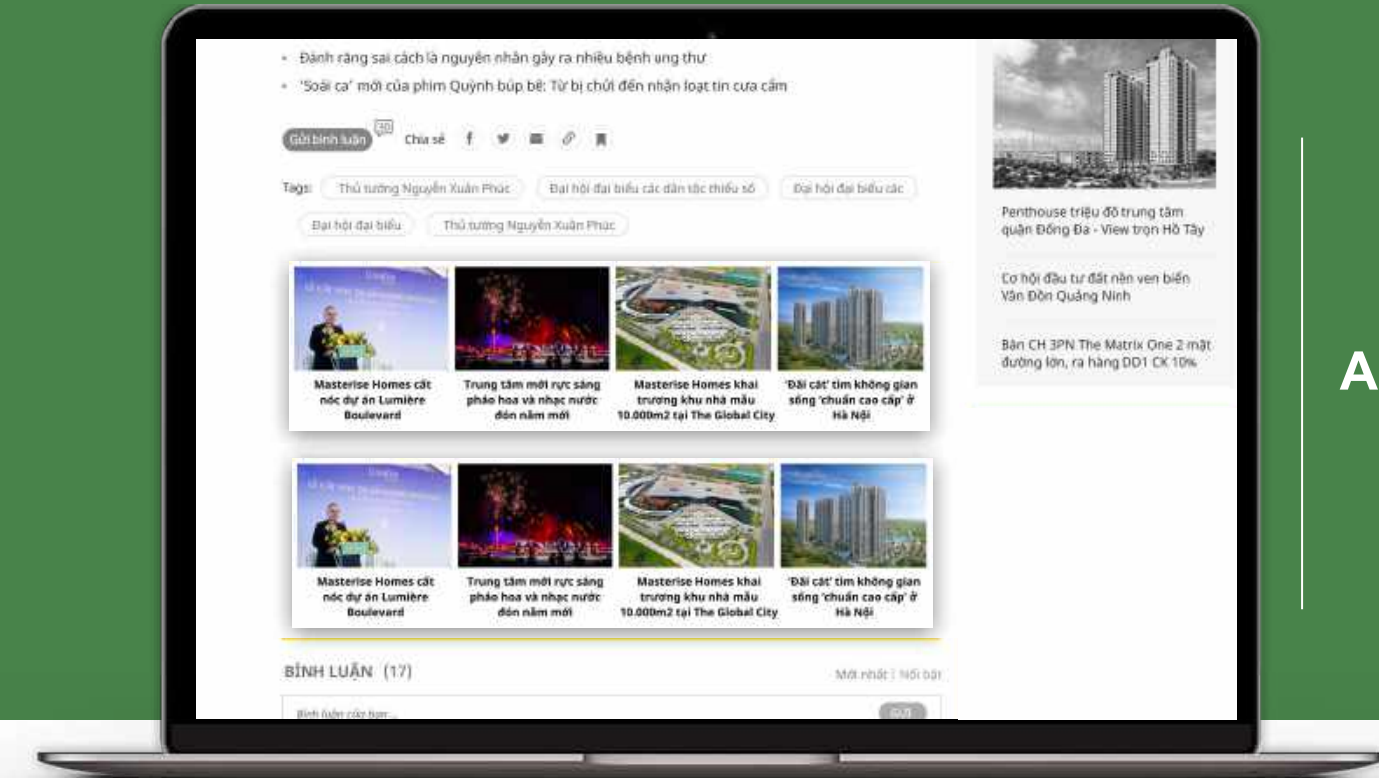
3. SPONSORED BOX BANNER ADS SLOT



Size
300x250



Size
300x600



Article Banner

- The box is displayed at chosen banner position. The box includes articles with thumbnail photos
- Sponsored box is designed in accordance with the brand and VietNamNet interface
- Three - user sharing mode - the same with regulations of display ads
- **Price = Price of banner ad slot x 1.2**

Dimension	VietNamNet	2Sao	TTOL
300x250	✓	✓	✓
300x600	✓	✓	✓
Article Banner	✓	✓	✓
Demo	Demo Banner Demo Article	Demo Banner Demo Article	Demo Banner Demo Article

II. SPONSORED BOX ON MOBILE



2. SPONSORED EVENT BOX ON VIETNAMNET



Box includes 3 articles with thumbnails. The box links to articles or a sub-cate.



1 submenu at Header bar + 1 subcate in an appropriate category

- Sponsored Event Box is displayed on the Mobile Home page
- Dimension: 640x336px
- Packages:
 - 1 event box
 - 1 submenu at header bar
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

Position	Price (VNĐ/month)	Demo
Event box home 1	400.000.000	Demo
Event box home 2	350.000.000	
Event box home 3	300.000.000	

2. SPONSORED CONTENT BOX



**Box includes 5 articles.
1 article has a thumbnail photo.**



**1 submenu
+ 1 subcate in an appropriate cate**

- Sponsored content box is displayed on the Home page or Category page on Mobile and shares 01.
- Dimension: 640x1090px
- Packages:
 - 1 content box
 - 1 submenu at category bar
 - 1 subcate is named by both client and VietNamNet: The box links to a subcategory of the relevant category, including maximum 10 articles, 5 of which are updated weekly and maximum 1 article is updated per day. If the sponsor had previously had PR articles published on VietNamNet, they would be co-published on sponsored sub-cate.

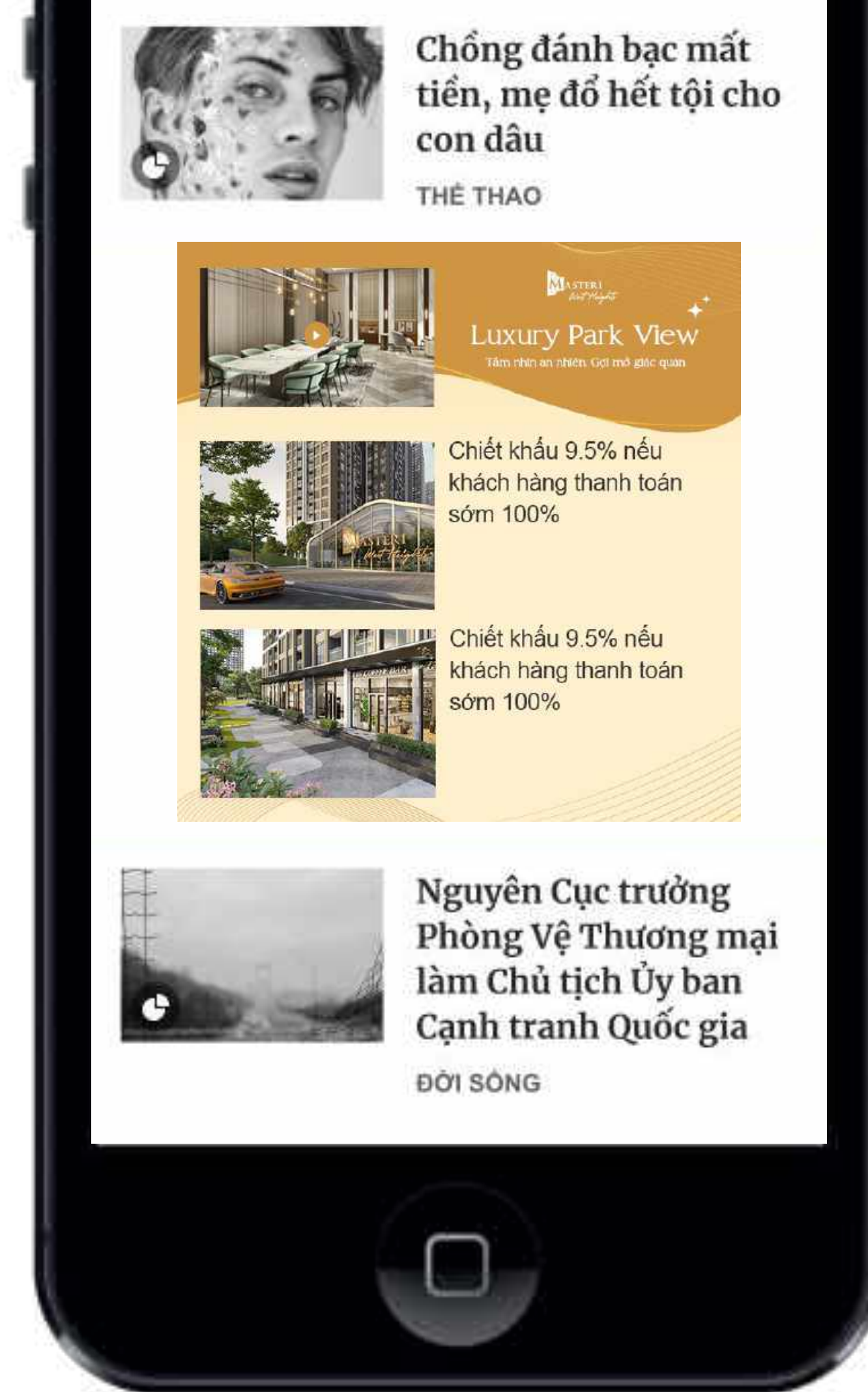
Vị trí	Giá (VNĐ/tháng)	Demo
Sponsored content box home	200.000.000	Demo
Sponsored content box cate	120.000.000	Demo

3. SPONSORED BOX BANNER ADS SLOT

Increase user-friendly experience for readers using mobile devices to access VietNamNet

Vị trí banner	VietNamNet	2Sao	TTOL
Center Banner Mobile	✓	✓	✓
Bottom Banner Mobile	✓	✓	✓

- Displayed in banner ad slot on mobile version. Custom layout includes lists of news and their thumbnail photos.
- Maximum 3 news .
- Sponsored box is designed to suit brand and Vietnamnet interface, and may include videos.
- **Price: Price of banner ad slot x 1.2**
- Share the same as regulations of display ads
- Only sell for Cross-page (Including Homepage + Cross-detailed page).



DEMO SPONSOR BOX BANNER ADS SLOT



III. OTHER COSTS

ITEMS	DESCRIPTION	PRICE
Banner design costs	Banner Flash Standard	2.000.000 VND/Banner
	Resize banner	1.000.000 VND/Banner
	Hosting video in banner	5.000.000 VND/Banner/Week Capacity is not over than 3Mb/ Video

IV. GENERAL REGULATIONS

- Price **does not include** VAT tax
- For **section Sponsored Box**, customers choose 1 of the categories which is suitable for your product / service to be promoted.
- Sponsored Box must be **submitted 03 days before** publishing day.
- **News article** is updated weekly, no more than 05 news /week.
- VietNamNet **only allows changing the content** of published news articles up to twice a week
- **Standards for Sponsored Box Banner**: File format: JPG/GIF/HTML5, max file size: 50KB except for special ad can have file weight up to 100KB maximum
- **Plus 20% publishing fee** for each brand, from the second one and owned by different people or corporations, mentioned.

Contact Information

VietNamNet Media Joint Stock Company



Hanoi: 4th Floor, C'land
Building, 156 Xa Dan 2, Dong
Da District.

Phone: 024 37 727 988



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

Phone: 028 38 181 436

Fax: 028.38181433