

# CUSTOMIZED SUBCATE



Applied since 05/2023

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# 1. WEBSITE TRAFFIC

**230.000.000**

Pageviews

**00:04:30**

Time on site

**30.000.000**

Users

## Gender



**55%**

Male



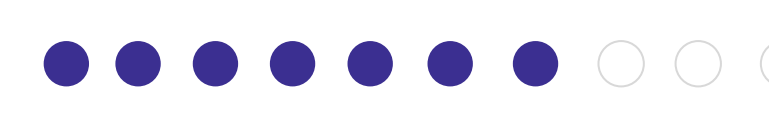
**45%**

Female

## Devices



**30%**



**70%**

## Regions

Hà Nội

TP.HCM

Others



40%

35%

25%

## Age

18 - 24

25 - 34

35 - 44

45 - 54

55 - 65

65+



18%

40%

15%

14%

11%

2%

(\*) Data from Google Analytics

# 2. INTRODUCTION OF CUSTOMIZED SUBCATE

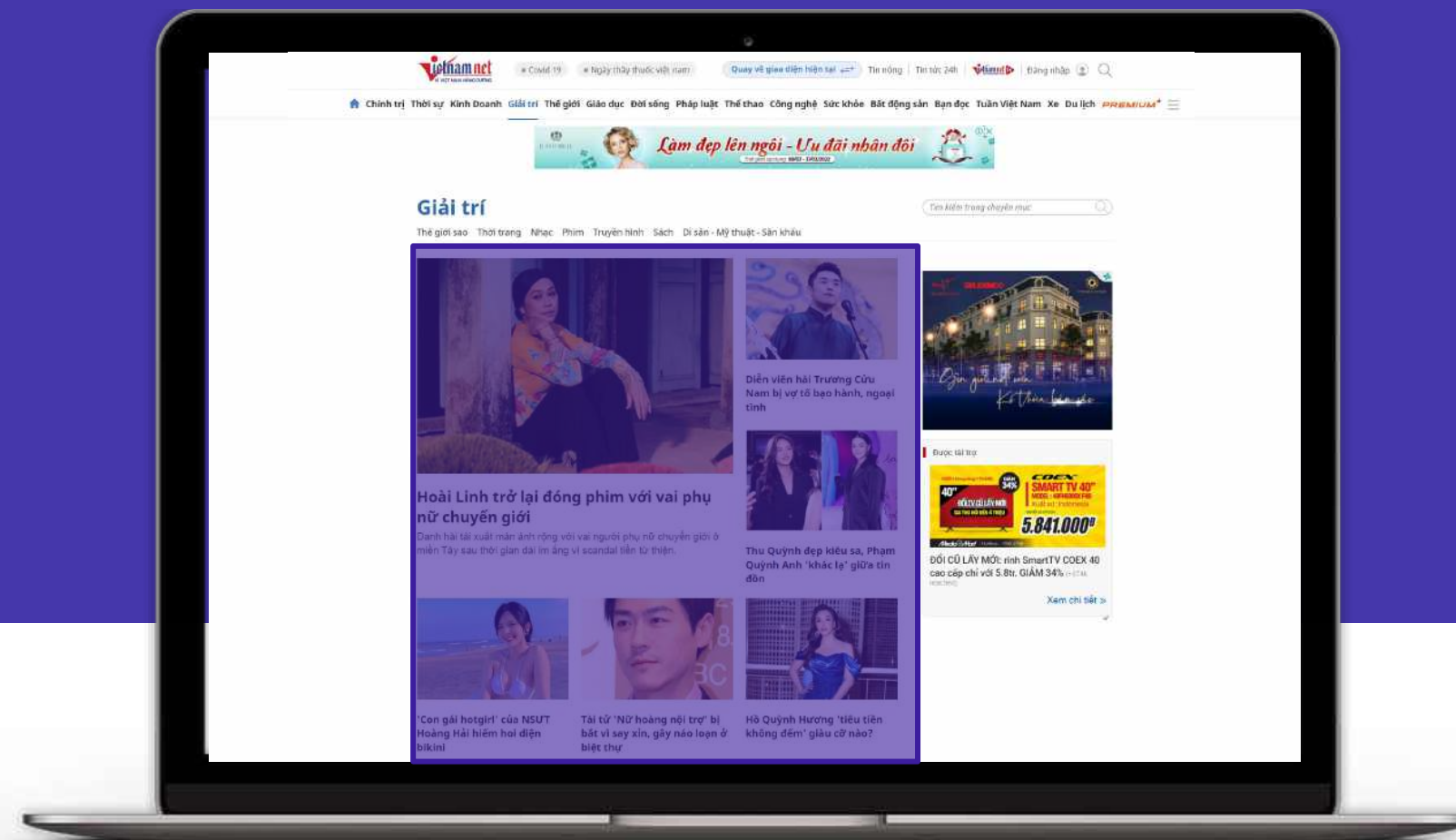
## What is customized subcate?

- 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.



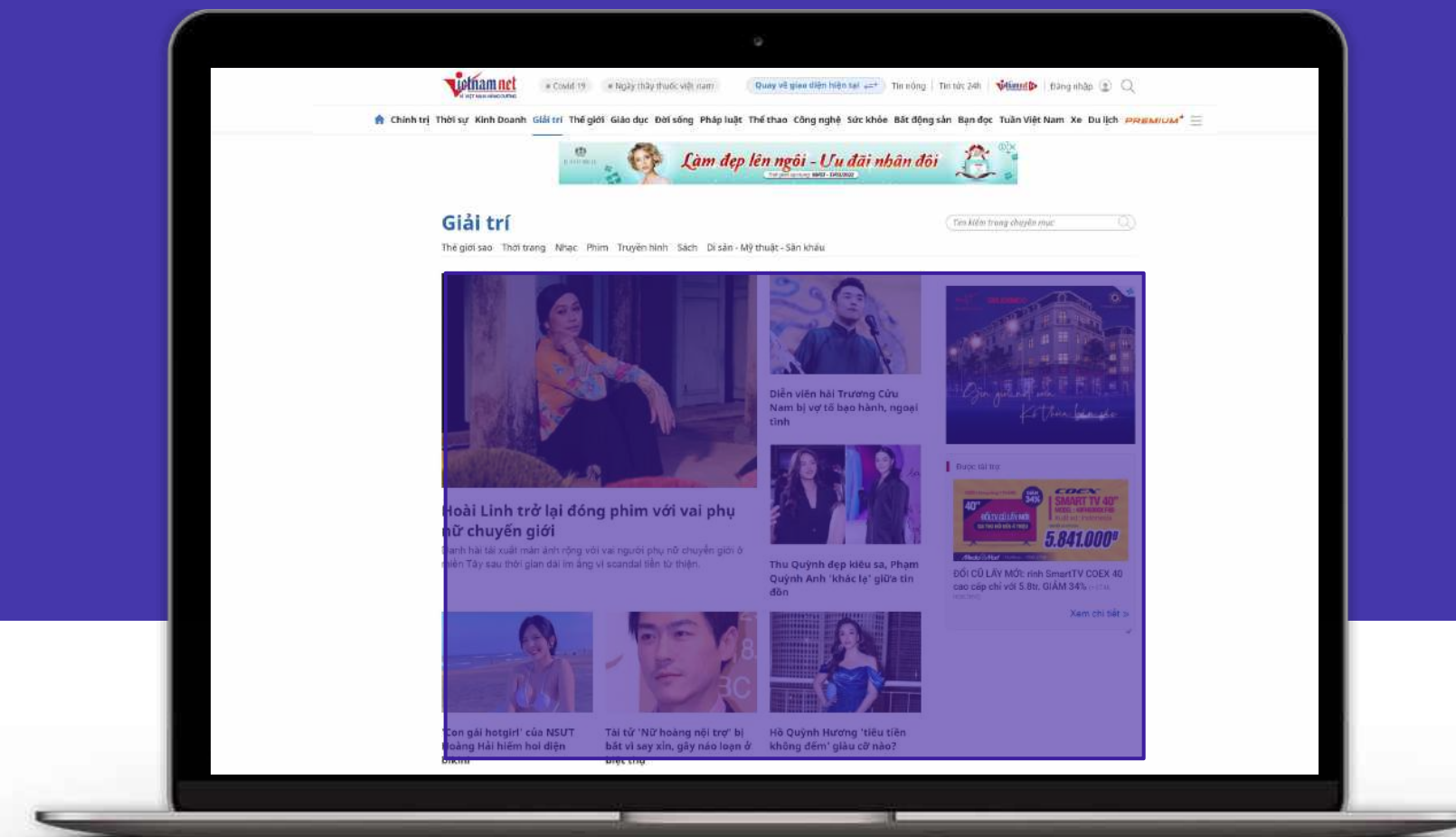
# STANDARD PAGE & EXCLUSIVE PAGE

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

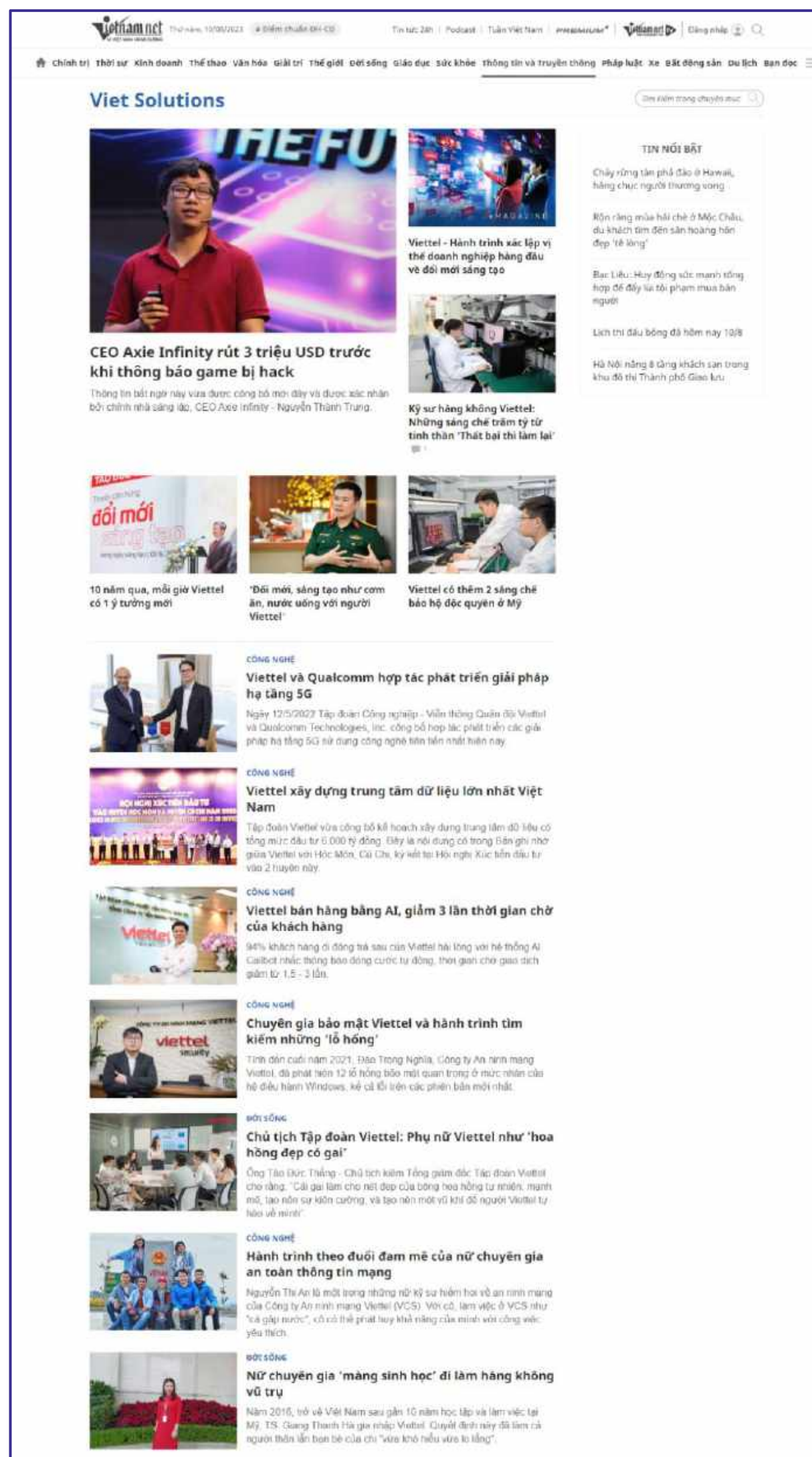


# 3.1:STANDARD PAGE

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](#)



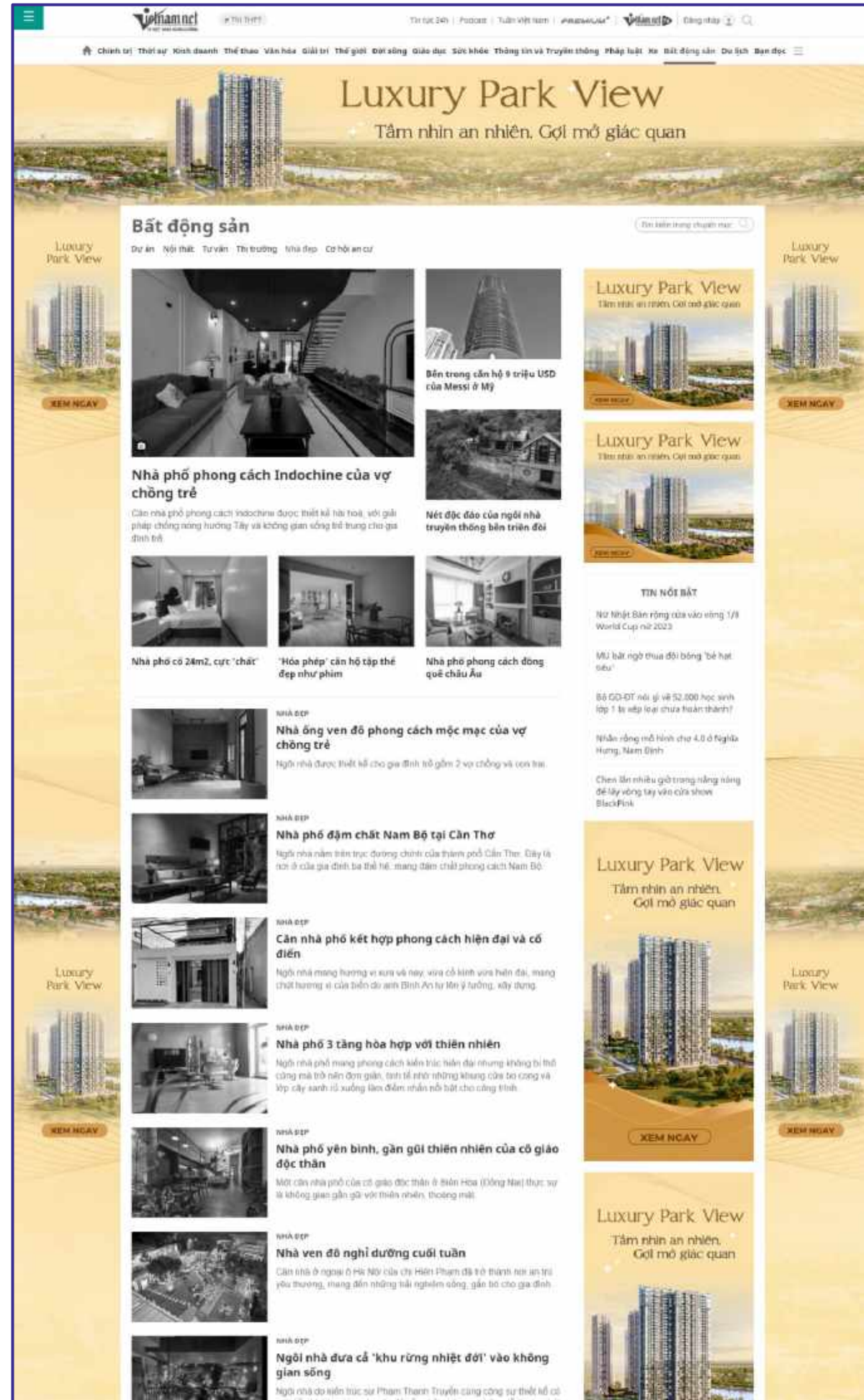
CONTENT	DETAIL	PRICE
Category with brand name	<ul style="list-style-type: none"> <li>- The item page name is requested by the customer and approved by VietNamNet.</li> <li>- Customers are allowed to use the content area of the item page.</li> <li>- Content display interface (excluding Header, Footer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

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

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