

MULTIMEDIA

GRAPHIC PRODUCTION, INTERACTIVE & VIDEO



Applied since 09/2023

TABLE OF CONTENT

- 1. INTRODUCTION OF MULTIMEDIA**
- 2. RATE CARD & DEMO**
- 3. GENERAL REGULATIONS**
- 4. CONTACT INFORMATION**

1. INTRODUCTION OF MULTIMEDIA

Benefits of Multimedia

- Bring to readers the best reading experience, without advertising displayed on articles
- The article is a combination of graphic designs, videos, images and effects that bring excitement for readers from the beginning to the end of articles.



When clients should choose Multimedia?



Brand's story



New experiences



Businesses have a brand story and want to tell the whole story to target customers.

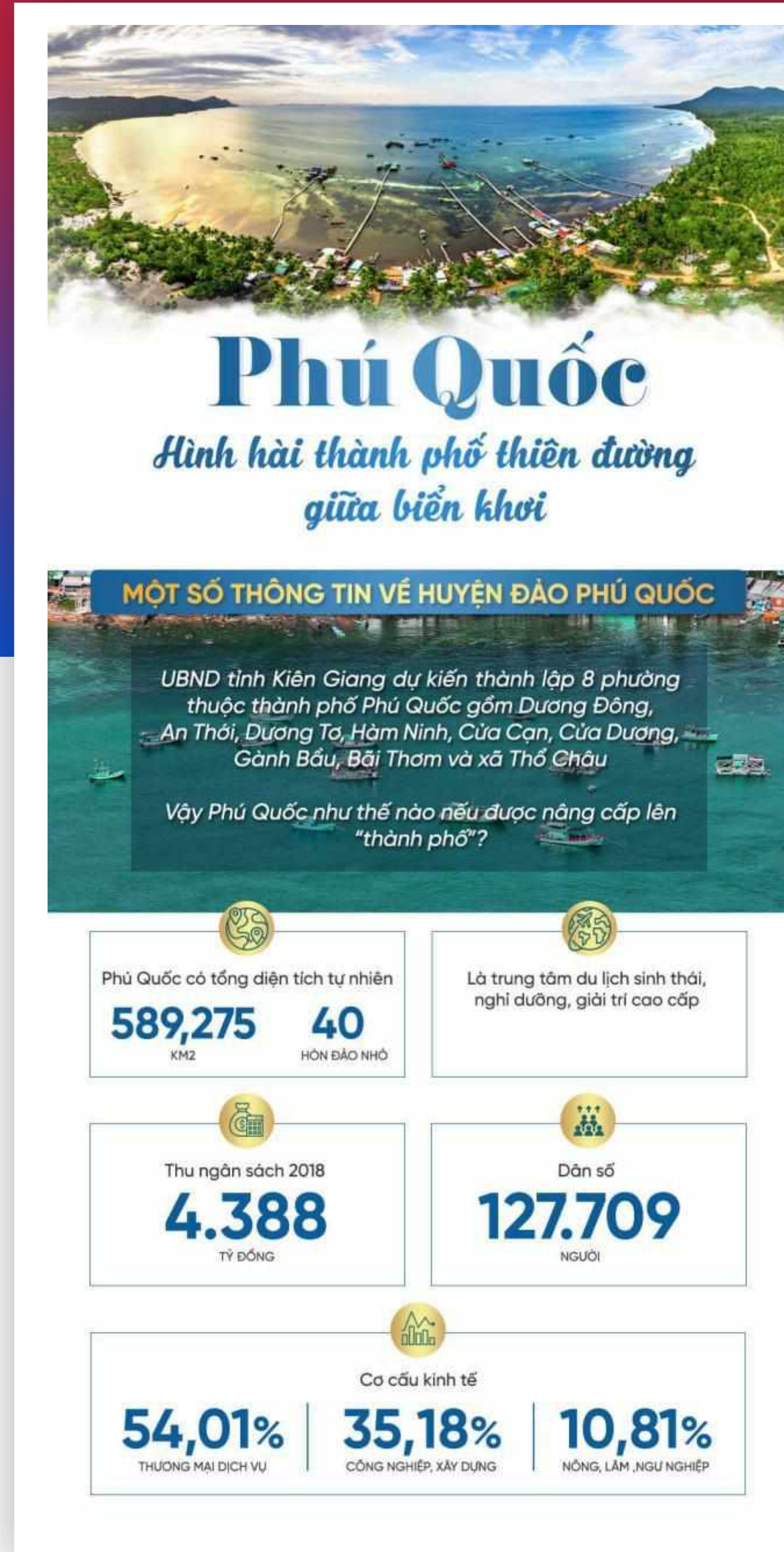


Bring a new experience for readers and attract the attention of the target audience about the brand.

INFOGRAPHIC

The information is presented in **infographic** or **gifographic** form, including bar graphs, pie charts or histograms to make the data easily understandable.

[Demo of Gifographic](#)



eMAGAZINE

eMagazines are digitized versions of a magazine. The content and visuals of each article are displayed creatively with attractive effects.

Longform

Longform is designed based on magazine style with high-quality photos and simple effects.

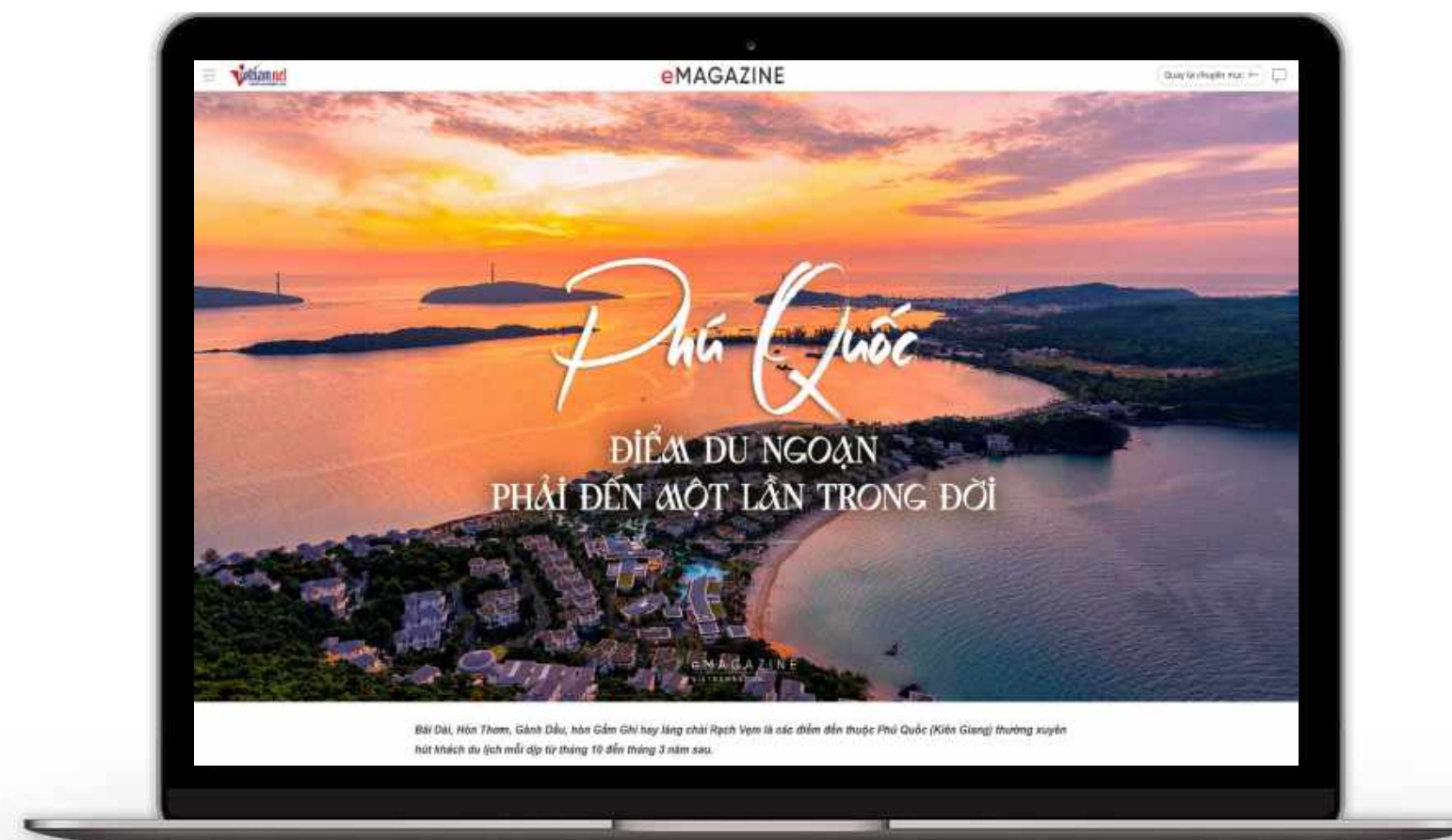
Story Scroll



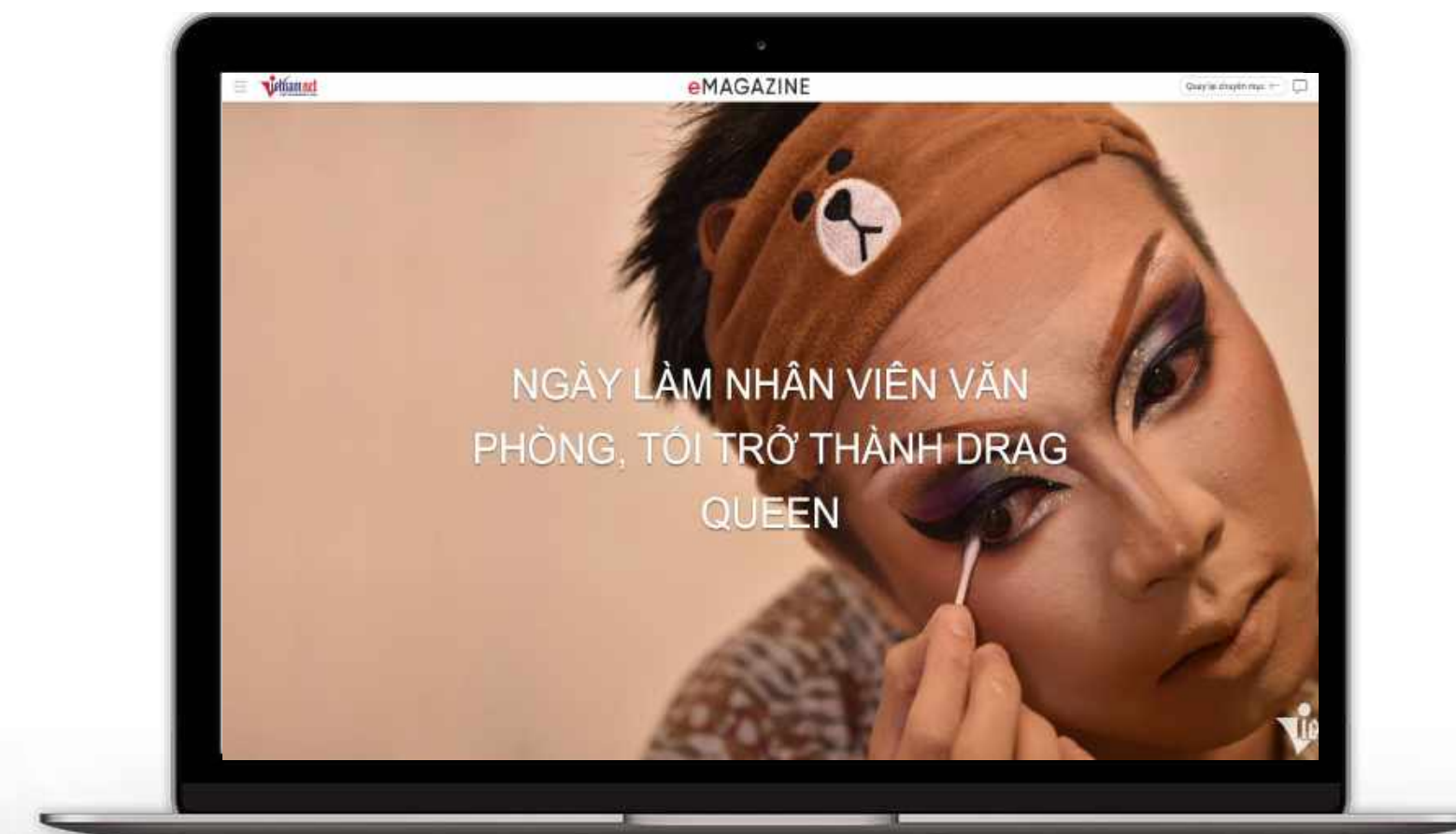
A unique format in which there is new content on every scroll.



Displayed full-screen with high-quality photos and text above.



Demo of Longform



Demo of Story Scroll



Chọn ra mắt ở Nashville, một thành phố quyến rũ, hình ảnh mẫu xe Lexus ES càng trở nên nổi bật trên những cung đường thơ mộng, mang tới cho khách hàng trải nghiệm độc đáo tại địa điểm địa phương nổi tiếng.



Thành phố âm nhạc

INTERACTIVE

The E-Magazine is presented in an interactive form to highlight the message, optimizing the reader experience through flexible effects.

- There are 3-5 simple interactive effects such as opening or flipping.
- The format used must be HTML5 or be coded.

[Demo of Interactive e-Magazine](#)

Video

Videos are produced to introduce and promote the customer's products and services.



Creative team with extensive experience in producing successful TV shows and TVCs.



The mobile TV car and the studio are modernly invested.



Professional production package to meet the diverse needs of customers.



A partner in producing and providing news and entertainment clips for network operators.

Video

Videos are produced to introduce and promote the customer's products and services.



- Detailed script
- MC
- Organization of production
- Director
- Film
- Machine Engineering (VTR)
- Light equipment
- Montage
- Techniques, graphics
- Voice recording
- Editor

(-) The cost does not include expenses incurred when filming outside Hanoi and Ho Chi Minh City.

2.1 RATE CARD OF MULTIMEDIA

No	Formats	Description	Time	Price	Demo
1	Infographic	The information is presented in infographic form, including bar graphs, pie charts or histograms to make the data easily understandable	2 - 3 days	10.000.000	Demo
	Gifographic	The information is presented in gifographic form, including bar graphs, pie charts or histograms to make the data easily understandable	5 - 10 days	20.000.000	Demo
2	Longform	Longform is designed based on e-magazine style with high-quality photos and simple effects.	3 - 5 days	12.000.000	Demo
3	Story Scroll	<ul style="list-style-type: none"> - Story Scroll is a unique format in which there is new content on every scroll. Every page has high-quality photo as the background and text displayed above it. - This format required high-quality photos so as to be displayed full-screen. 	3 - 5 days	12.000.000	Demo
4	Interactive	<ul style="list-style-type: none"> - Interactive is an interactive presentation format to highlight the message, optimize the reader experience through flexible effects; coded HTML. - There are 3-5 simple effects that interact with the user (open, flip, click switch...) 	5 - 10 days	From 25.000.000	Demo
*	Gifographic/Interactive	Customers already have design files, VietNamNet handles code and other techniques.	3 - 5 days	10.000.000	

2.2 RATE CARD OF VIDEO

No	Formats	Description	Time	Price	Demo
1	Video News	<ul style="list-style-type: none"> - Live action video at the event/scene made by reporters. The crew includes reporters and cameraman. - Clip are 1 - 3 minutes long. 	According to the actual situation	10.000.000	
2	Video Intro	<ul style="list-style-type: none"> - Short video to introduce images, promote brands or use as background/ introduce events. - Clip are 30 - 60 seconds long, the image material sent by the customer. 	According to the actual situation	15.000.000	
3	Video Promotion	<ul style="list-style-type: none"> - The video was produced and edited by a crew including: <ul style="list-style-type: none"> • MC, script • Director, cinematographer, camera technician (VTR) • Lighting equipment, sound equipment • Film editing, effects, graphics • Editor, voice recorder - Clips are 1 - 3 minutes long. 	According to the actual situation	28.000.000 (2.000.000/block 1 minutes extra)	Separate costs incurred when filming outside Hanoi and Ho Chi Minh City: transportation costs, food, testing equipment and guests (if any)
5	Video Review	<ul style="list-style-type: none"> - Short video to review and showing both the pros and cons of the product or service; helps viewers have a realistic view as they are experiencing it themselves. - Clip are 1 - 3 minutes long; product and context customers prepare themselves. 	According to the actual situation	28.000.000 (2.000.000/block 1 minutes extra)	

3. GENERAL REGULATIONS

Content requirements

- Maximum 05 photos for Infographic/Gifographic and maximum 15 photos for Longform/Story Scroll.
- Maximum 1000 words.

Size requirements

The infographic is displayed in 2 sizes as 2 types of image:

- 01 small image as being viewed in the interface with a width of 600px.
- 01 large image as being opened full screen with a width of 1000px.

Editing Requirements

- Revisions are based only on initial requirements. Suppose there are unexpected requirements that affect the content and design layout. In that case, time will be extended. Depending on the editing requirements, the additional price will be charged from 10% to 100% of the cost.

Costs Incurred

- Production price may vary depending on the level of use of graphics, effects, and actual requirements; excluding the cost of purchasing other data such as 2D, 3D illustrations, copyrighted images...

Production time

- Excluding time for preparing script, designing and censoring the multimedia product.

Price

- The price pluses 20% publishing fee for each brand, from the second one mentioned.
- Price does not include VAT tax and posting position.

Contact Information

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