

SPONSORED ARTICLES

SPONSORED LINK



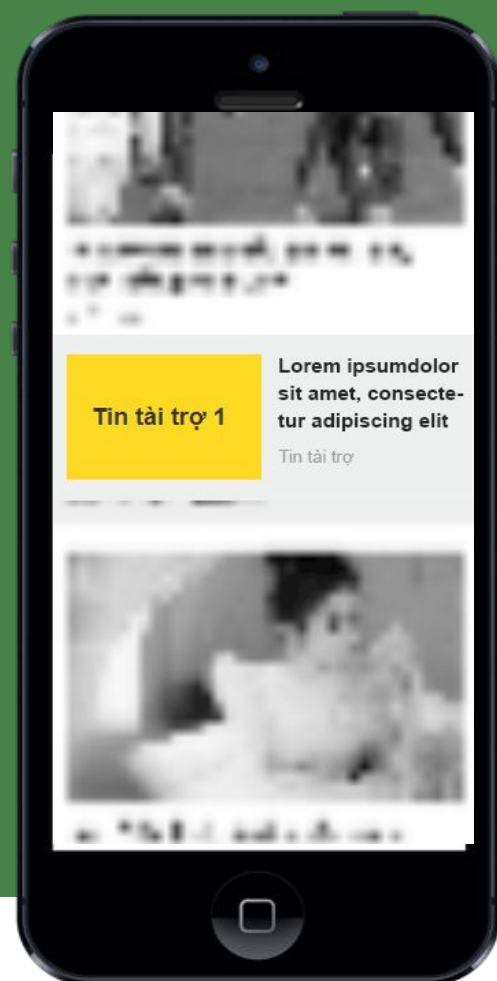
Applied since 10/2023

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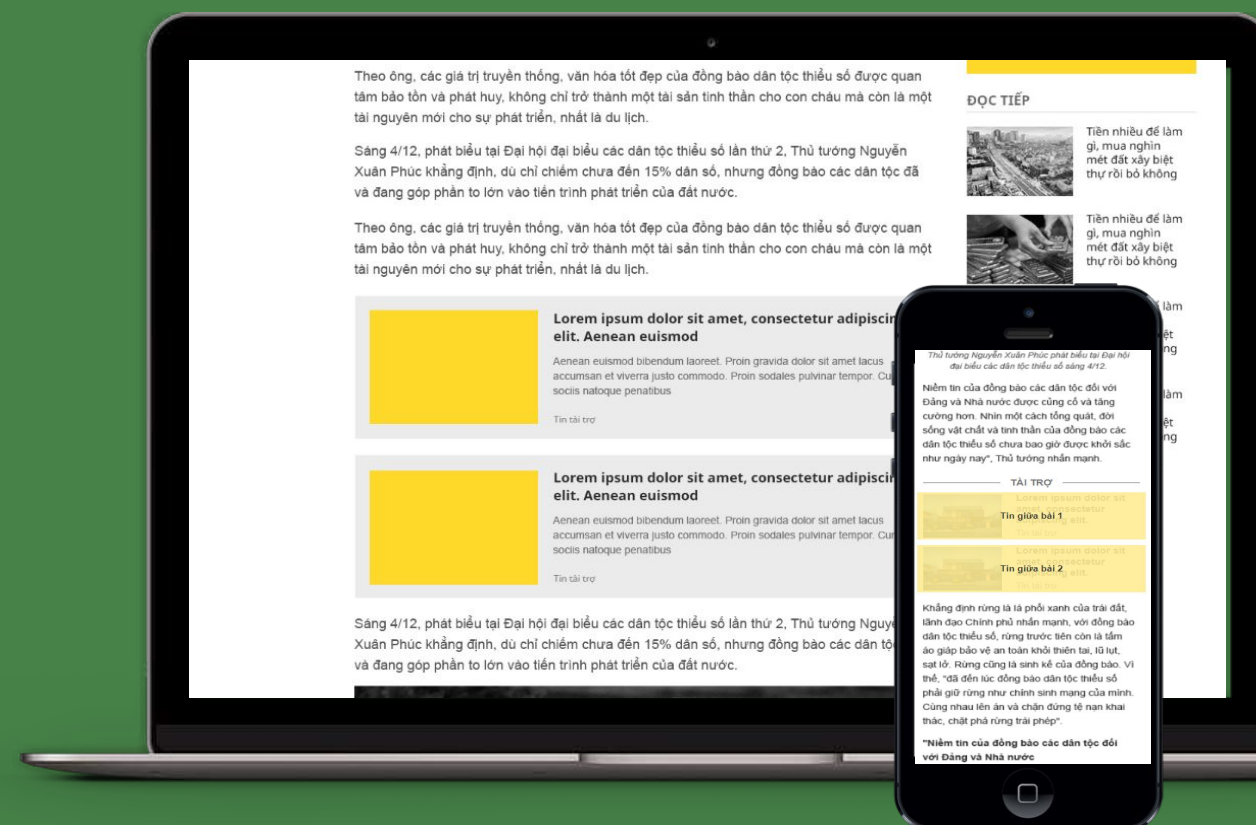
1. INTRODUCTION OF SPONSORED ARTICLES

Mobile Homepage



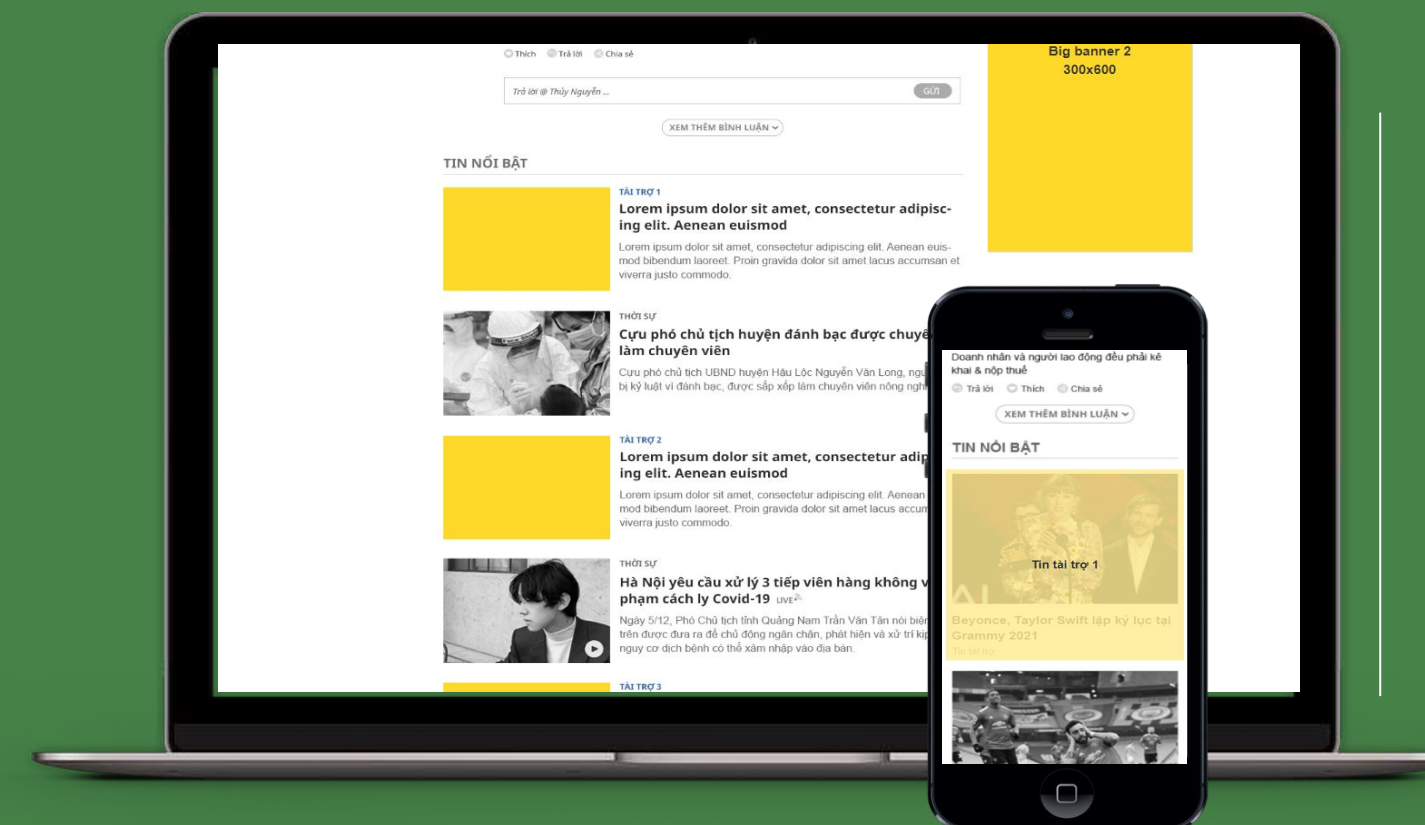
Sponsored Article on Mobile Homepage

Link in Article page



After clicking in Sponsored link, it will lead to Sponsored Articles or PR Articles on VietNamNet

Link in "Hot news" Box



Various positions

- **Sponsored Articles** is a paid advertising article which is displayed natively in the website's specific content as "related news" and surrounded by other articles. Clients can insert Sponsor's name or "Sponsored" tag below the title.
- **Note:** Do not insert hyperlink in the sponsor's name

Sponsored Link zone



Sponsored link in detailed articles



Link in "Hot news" box - 6 ad slots

2. SPONSORED ARTICLES ON VIETNAMNET.VN

Sponsored Articles slot	Mobile Homepage (VND/day)
Sponsored Articles home 1	20.000.000
Sponsored Articles home 2	18.000.000
Sponsored Articles home 3	15.000.000

Sponsored link slot	Cross detailed page Desktop (VND/day)	Cross detailed page Mobile (VND/day)
Sponsored Link in an article 1 or 2	4.500.000	6.500.000
Sponsored Link 1	4.500.000	6.000.000
Sponsored Link 2	4.500.000	6.000.000
Sponsored Link 3	4.000.000	5.000.000
Sponsored Link 4	4.000.000	5.000.000
Sponsored Link 5	3.000.000	4.000.000
Sponsored Link 6	3.000.000	4.000.000

Note:

- The minimum time for purchase is **7 continuous days**.
- Sponsored link from 1 to 6 is taken place in **"Hot news"** positions.
- The position of each sponsored article is **exclusive on the displaying time**.

[View Demo](#)

3. SPONSORED ARTICLES ON 2SAO.VN & TINTUCONLINE.COM.VN



Sponsored Articles slot *	Mobile Homepage (VND/day)
Sponsored Articles home 1	10.000.000
Sponsored Articles home 2	8.000.000
Sponsored Articles home 3	6.000.000

Sponsored Link slot	Cross detailed page Desktop (VND/day)	Cross detailed page Mobile (VND/day)
Sponsored Link in an article 1 or 2	2.500.000	2.000.000
Sponsored Link 1	2.500.000	2.000.000
Sponsored Link 2	2.000.000	2.000.000
Sponsored Link 3	2.000.000	2.000.000
Sponsored Link 4	1.500.000	1.500.000
Sponsored Link 5	1.500.000	1.500.000
Sponsored Link 6	1.500.000	1.500.000

Notes:

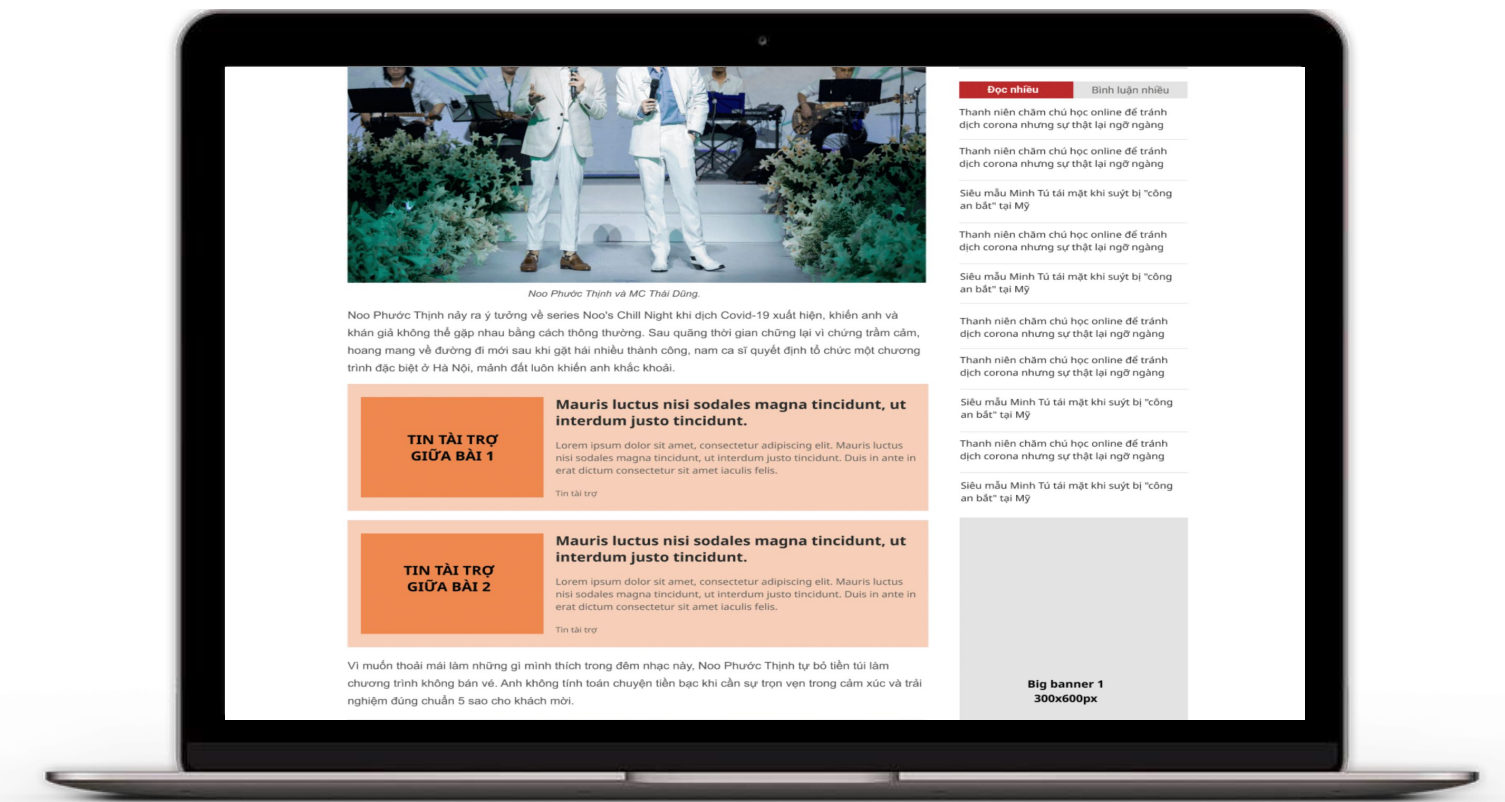
- Sponsored Articles home applied only for 2Sao.vn
- The minimum time for purchase is **7 continuous days.**
- Price above is for only **1 position on 2Sao or TintucOnline**

[Demo on 2SAO](#)

[Demo on TTOL](#)

4. SPONSORED ARTICLES ON INFONET

Sponsored link slot	Cross detailed page Desktop (VND/day)	Cross detailed page Mobile (VND/day)
Sponsored Link in an article 1 or 2	3.500.000	3.500.000
Sponsored Link 1	3.000.000	3.000.000
Sponsored Link 2	3.000.000	3.000.000
Sponsored Link 3	3.000.000	3.000.000
Sponsored Link 4	3.000.000	3.000.000
Sponsored Link 5	3.000.000	3.000.000
Sponsored Link 6	3.000.000	3.000.000



Note:

- The minimum time for purchase is **7 continuous days**.
- Sponsored link from 1 to 6 is taken place in **“Related news”** positions.
- The position of each sponsored article is **exclusive on the displaying time**.

[View Demo](#)

5. GENERAL REGULATIONS

- Price does **not include** VAT tax.
- The sponsored article must be an article published on VietNamNet or client's websites. Articles on other publishers are not accepted.
- Ads are **not displayed on special categories** including Politics (Chính trị), Tuần Việt Nam, Straight View (Góc nhìn thẳng), Information & Communication (Thông tin và Truyền thông)
- Censorship: the content of the sponsored article must be censored before publishing. VietNamNet will not accept sensitive content such as **tonic, condoms, casinos**.
- Clients must provide **Product licenses** and **Advertising licenses** according to Advertisement Law before publishing.
- The minimum time for purchase is **7 continuous days**.

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