

**PR**

Apply from 01/06/2017 to 31/12/2017

# PR ADVERTORIAL

## HOMEPAGE - ZING NEWS

Unit Price: VND (exclude 10% VAT)

Position		Top News	Group 1	Group 2
Desktop	Mobile			
Top News 1	Slide 2	120,000,000	-	-
-	Slide 2	30,000,000	-	-
Top News 2	4 <sup>th</sup> position	80,000,000	-	-
Top News 3	4 <sup>th</sup> position	60,000,000	-	-
Hot News Group	4 <sup>th</sup> position	50,000,000	-	-
Top 1	8 <sup>th</sup> position	-	25,000,000	11,000,000
Top 2	8 <sup>th</sup> position	-	20,000,000	10,000,000
Top 3	8 <sup>th</sup> position	-	15,000,000	9,000,000

**Note:**

- Slide 2 Mobile: Apply for the articles which are posted on Desktop homepage.
- Time to display: 1 hour for 1 article.
- *Homepage - Group 1:* Thoi su, Kinh doanh, The thao, Song tre, Giai tri, Am nhac, Phim anh, Thoi trang, Cong nghe, Xe 360, Tin anh - Video, Suc khoe, Giao duc, Du lich.
- *Homepage - Group 2:* Tin sach, Am thuc.

Demo Homepage  
DESKTOP

Demo Homepage  
MOBILE

# PR ADVERTORIAL

## SUBPAGE - ZING NEWS

Unit Price: VND (exclude 10% VAT)

Position		Mainpage			Subpage			
Desktop	Mobile	Group 1	Group 2	Group 3	Group 1	Group 2	Group 3	Group 4
2 <sup>nd</sup> position in box "Moi nhat"	6 <sup>th</sup> position	6,000,000	5,000,000	4,000,000	-	-	-	-
Top 1	Top 1	-	-	-	10,000,000	9,000,000	6,000,000	4,000,000
Top 2	Top 2	-	-	-	8,000,000	7,000,000	4,000,000	-
Top 3	Top 3	-	-	-	4,000,000	3,000,000	2,000,000	3,000,000

**Note:**

- Time to display: 1 hour for 1 article.
- Mainpage - Group 1: Thoi su, Kinh doanh, Song tre, Giai tri, Am nhac, Thoi trang, Cong nghe.
- Mainpage - Goup 2: Phim anh, Xe 360, Nhip song, The thao, Suc khoe, Giao duc, Du lich, Am thuc.
- Mainpage - Group 3: Tin sach.
- Subpage - Group 1: Do thi, Anh & Video, Doi song, Tai chinh chung khoan, Bat dong san, Doanh nhan, Guong mat tre, Cong dong mang, Viet Nam, Quoc te, Vpop, Au My, Sao, Mac dep, Lam dep, Dien thoai, May tinh bang, Ung dung di dong.
- Subpage - Group 2: Bong da Anh, Cup chau Au, Bong da Tay Ban Nha, The thao the gioi, Hau truong, Anh & Video, Truyen hinh, Chieu rap, Xe may, O to, Xe do, Sieu xe, Khoe dep, Dinh duong, Me va be, Benh thuong gap, Tuyen sinh, Tu van, Du hoc, Diem den, Cong dong, Cuoi, Trac nghiem, Quan hay, Mon ngon.
- Subpage - Group 3: Tin tuc, Sach hay, Tac gia.
- Subpage - Group 4: Su kien, Thong tin doanh nghiep.

Demo Mainpage  
DESKTOP

Demo Mainpage  
MOBILE

Demo Subpage  
DESKTOP

Demo Subpage  
MOBILE

# POLICIES

- The article on the homepage should be checked carefully with Editorial Board and reviewed before posting.
- The article which are posted should be only modified once. After the page is modified and agreed to air, any revision later will be charged 500,000 each time.
- The time to display the article on the top of categories will be 1 hour.
- The number of links in article: maximum 02 link (including hyperlink)
- The duration of video inserted into the PR post: maxium 3 minutes. The duration of videos posted on Photo/Video category should range from 5 to 10 minutes.
- The Title: maximum 10 words.
- The text news should contain no more than 1,000 words and 5 images; the photo news (with photo caption) shouls contain no more than 350 words and 10 images. The brand name should be mentioned from 1 to 5 times in the article, depending on location.
- At the bottom of the article must have the source of the article. The article on Home Zing can skip the source and include the author name.
- The number of images for the illustration purpose should no more than 2 ones. The width of the image: 650 - 1500 pixels. The size of the image: maximum 2 MB.
- Zing News reserves the right to refuse to the article in case the content is inappropriate or does not meet the editorial requirements.
- The article will be posted within 2 working days after receiving full information from the customer and after the customer made full - booking fee payment.

# PR SERVICE

## ADD-ON

Unit Price: VND (exclude 10% VAT)

Service	Price	Note
Embedded video - Homepage, Mainpage	2,000,000/video	
Embedded video - Subpage	1,000,000/video	
Add link	500,000/link	
Tag keyword	500,000/3 key words	
Add image	500,000/image	Maximum 5 images
Embedded Before - After image	500,000/image	
Before - After Article Fee	4,000,000/article	
Animated image Article Fee	6,000,000/article	
Animated motion image fee	1,000,000/image	
Add Animated image	500,000/image on article 1,000,000/cover image	

# PR SERVICE

## BRANDING

Unit Price: VND (exclude 10% VAT)

Service	Homepage	Mainpage	Subpage
<p><b>Fullbrand Package</b> <u>Fullbrand included:</u></p> <ul style="list-style-type: none"><li>Content Box, located in a particular suitable main page or subpage, contains customer information including articles and full banner.</li><li>A box contains 10-15 PR articles related to a topic/product/service, which has been planned.</li><li>Branded PR Layout for Subpage (max 15 articles).</li><li>Homepage-Content Box position: Homepage on Desktop &amp; Banner Middle on Mobile.</li></ul> <p><u>Note:</u></p> <ul style="list-style-type: none"><li>The PR articles show up in Box content only; pay adding fee for another position on Zing News.</li><li>Box only shows up in the dealt page.</li><li>Fullbrand Package on Mainpage: not display on Subpage.</li><li>Adding Box Video Ads below Box content: check the rate card - Box position: above “Thong tin doanh nghiep”, not to banner R1 &amp; R2</li></ul>	150,000,000	60,000,000	30,000,000
<p><b>Branded PR Layout</b></p> <ul style="list-style-type: none"><li>Branded PR Lauout applied for on dealt PR articles.</li><li>Banner zones in those articles are free for customer usage.</li><li>No fee for layout design.</li><li>Display banner position: Top, Background on Desktop &amp; Masthead, Article middle+bot-tom, Inpage on Mobile.</li></ul>	12,000,000	6,000,000	4,000,000
<b>Additional TVC</b>	20,000,000	10,000,000	5,000,000

# PR SERVICE

## SUPPORT

Unit Price: VND (exclude 10% VAT)

Service	Price	Note
Writing Fee - Homepage Zing News	4,000,000/article	Max 500 words. 7-10 images
Writing Fee - Mainpage, Subpage Zing News	3,000,000/article	Max 500 words. 7-10 images
Writing & Hosting Fee - Hidden Link	2,000,000/article/month	Host link on Zing News
Special Article Format	-	Contact for more information
View Support	1,500/CPC	
Viral Support	15,000,000/post	Post on Zing News Fanpage (Facebook), Zalo OA (Zalo)
Content Marketing	-	Contact for more information
Subfolder	50,000,000/package	Including 10-15 articles. Time to display: 2 weeks for 1 category
Live interview	60,000,000/article	
Live report	60,000,000/article	
QUIZ service	10,000,000/article	
Animation Video Package	8,000,000/article	
360 Degree Images	35,000,000/article	
Interactive Infographic	Infographic fee: 4,000,000/article Content & Design fee: 20,000,000/article Add code: 15,000,000/article	
Video Production	Short News: 4,000,000/article Long News/News Story: 6,000,000/article Product Review Video: 6,000,000/article	Duration of Short News: maximum 1 minute Duration of Long News: maximum 3 minutes



# Contact us



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