

❖ **DAILY NEWSPAPER ADVERTISING RATES**

PAGE	MODE	SIZE (cm)	PRICE (VNĐ)	
		Width x Height	Black & White	Color
Back page (28)	Full page	26 x 37	NA	66,000,000
	1/2 page	26 x 18.5 or 17 x 28	NA	33,000,000
	1/4 page	13 x 18.5 or 17 x 14	NA	16,500,000
Right pages (5, 7, 9, 11, 13, 15, 17, 19)	Full page	26 x 37	21,120,000	48,400,000
	1/2 page	26 x 18.5 or 17 x 28	10,560,000	24,200,000
	1/4 page	13 x 18.5 or 17 x 14	5,280,000	12,100,000
	1/8 page	13 x 9 or 8.5 x 14	2,640,000	6,050,000
	Stripe	26 x 5	2,860,000	6,600,000
Inside pages	Full page	26 x 37	19,200,000	44,000,000
	1/2 page	26 x 18.5 or 17 x 28	9,600,000	22,000,000
	1/4 page	13 x 18.5 or 17 x 14	4,800,000	11,000,000
	1/8 page	13 x 9 or 8.5 x 14	2,400,000	5,500,000
	Stripe	26 x 5	2,600,000	6,000,000
	Card	8.5 x 5	700,000	NA
	Box	4 x 5	330,000	NA
Pages: 6, 13, 21, 26	Top box	4 x 5	400,000	NA

❖ **ADVERTORIAL RATES:**

1. Advertorial rates with company's source in daily newspaper:

PAGE	MODE	SIZE (cm)	PRICE (VNĐ)	
		Width x Height	Black & White	Color
Inside pages	Full page	26 x 37	24,000,000	48,400,000
	1/2 page	26 x 18.5 or 17 x 28	12,000,000	24,200,000
	1/4 page	13 x 18.5 or 17 x 14	6,000,000	12,100,000
	1/8 page	13 x 9 or 8.5 x 14	3,000,000	6,050,000
CEO - Business Insight (max 1,000 words with photos including a photo and precede in Front page Inside Box)- source VNS			28,600,000	

2. Native ads on website basic rate (subject to change under additional conditions): 5,000,000VNĐ each
- Native ads as 300 x 200 pixel banners are placed on the right side of the web page and stay for 02 weeks.

* Please settle the payment and finalise layout 03 (working) days prior to publication date.

Contact: ADVERTISING DEPARTMENT

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Viet Nam News

Account No (VNĐ): 001.1.00.0027584
Vietcombank Operations Centre
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Hanoi, Viet Nam
Swift code: BFTVVNVX001

❖ **DAILY NEWSPAPER ADVERTISING RATES**

PAGE	MODE	SIZE (cm)	PRICE (US\$)	
		Width x Height	Black & White	Color
Back page (28)	Full page	26 x 37	NA	\$4,200
	1/2 page	26 x 18.5 or 17 x 28	NA	\$2,100
	1/4 page	13 x 18.5 or 17 x 14	NA	\$1,050
Right pages (5, 7, 9, 11, 13, 15, 17, 19)	Full page	26 x 37	\$1,100	\$2,800
	1/2 page	26 x 18.5 or 17 x 28	\$550	\$1,400
	1/4 page	13 x 18.5 or 17 x 14	\$275	\$700
	1/8 page	13 x 9 or 8.5 x 14	\$138	\$345
	Stripe	26 x 5	\$140	\$375
Inside pages	Full page	26 x 37	\$1,000	\$2,520
	1/2 page	26 x 18.5 or 17 x 28	\$500	\$1,260
	1/4 page	13 x 18.5 or 17 x 14	\$250	\$630
	1/8 page	13 x 9 or 8.5 x 14	\$125	\$315
	Stripe	26 x 5	\$130	\$340
	Card	8.5 x 5	\$44	NA
	Box	4 x 5	\$25	NA
Pages: 6, 13, 21, 26)	Top box	4 x 5	\$30	NA

Please settle the payment and finalise layout 03 (working) days prior to publication date.

HANOI HEAD OFFICE

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Viet Nam News
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