

❖ 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

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