

RATE CARD

NATIVE BRANDING & COMMUNICATION SOLUTIONS

Applied since December 2023

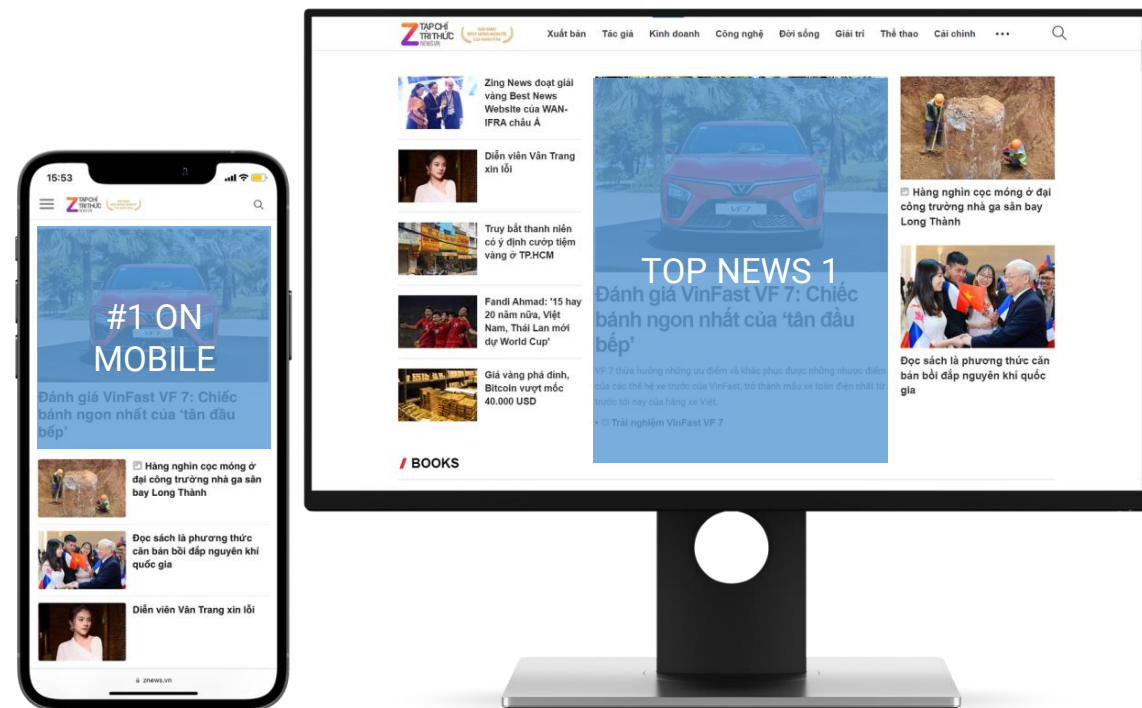


01. Rate card | Communication Services



SERVICE PRICE				
BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 01 package	70,000,000	Top News 1 Homepage Znews <ul style="list-style-type: none"> #1 PC #1 Mobile on Znews 	160,000,000	65,000
TOTAL PRICE (VND)		230,000,000		

Note: Price for 1 hour.

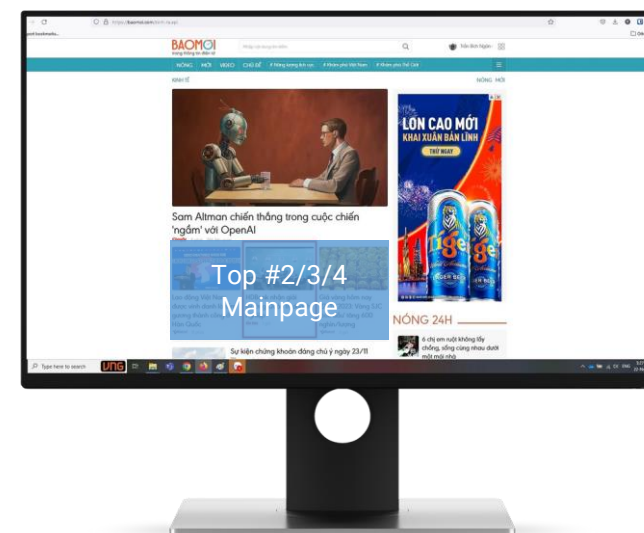
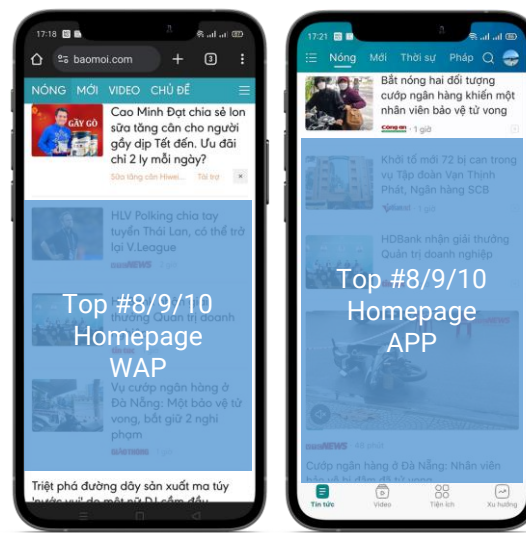
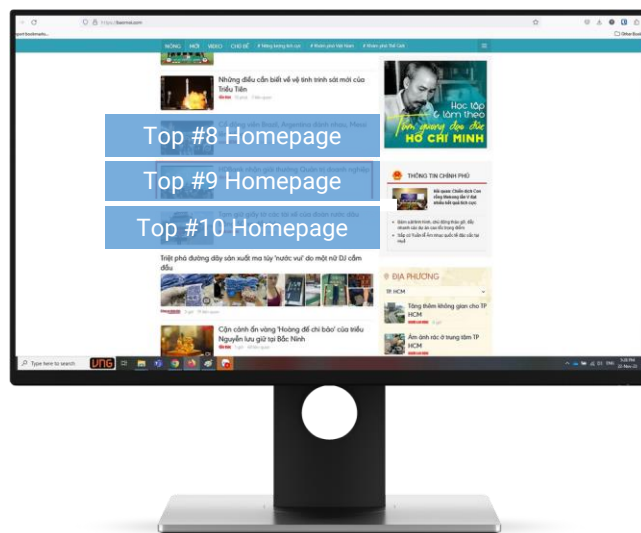


Display - Top News 1 Homepage Znews

SERVICE PRICE

BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 01 package	70,000,000	<ul style="list-style-type: none"> Top #8/9/10 Homepage Baomoi PC, APP & WAP And Top #2/3/4 Mainpage Baomoi PC 	48,000,000	55,000
TOTAL PRICE (VND)		118,000,000		

Note: Price for 1 hour.

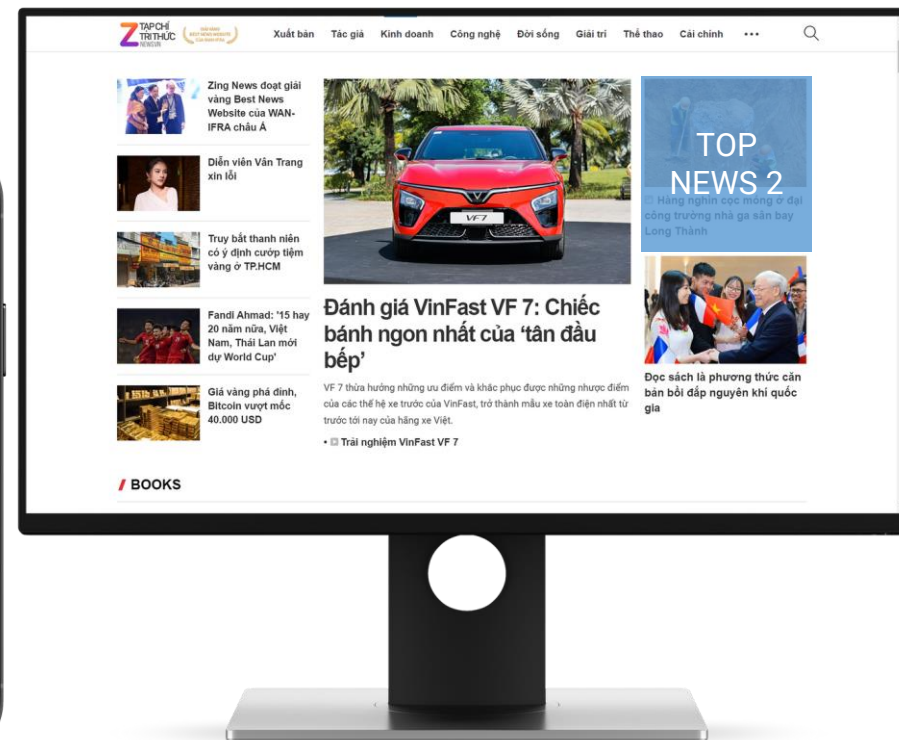


Display - Top #8/9/10 Homepage Baomoi PC, APP & WAP

Display - Top #2/3/4 Mainpage Baomoi PC

SERVICE PRICE				
BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 02 package	50,000,000	Top News 2 Homepage Znews • #2 PC • #4 Mobile on Znews	110,000,000	45,000
TOTAL PRICE (VND)		160,000,000		

Note: Price for 1 hour.



Display - Top News 2 Homepage Znews

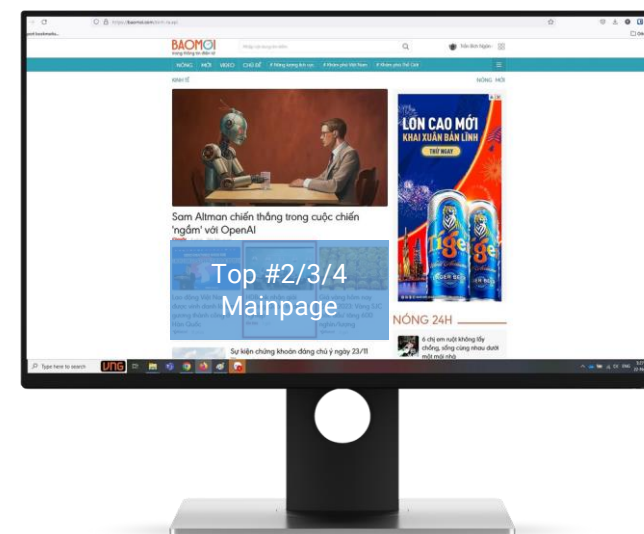
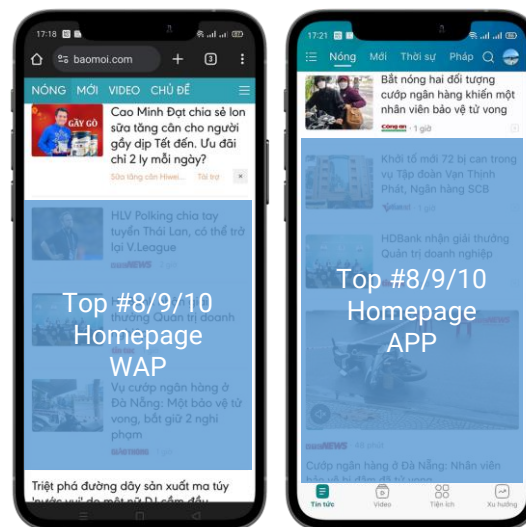
SERVICE PRICE

BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 02 package	50,000,000	<ul style="list-style-type: none"> Top #8/9/10 Homepage Baomoi PC, APP & WAP And Top #2/3/4 Mainpage Baomoi PC 	48,000,000	45,000
TOTAL PRICE (VND)		98,000,000		

Note: Price for 1 hour.



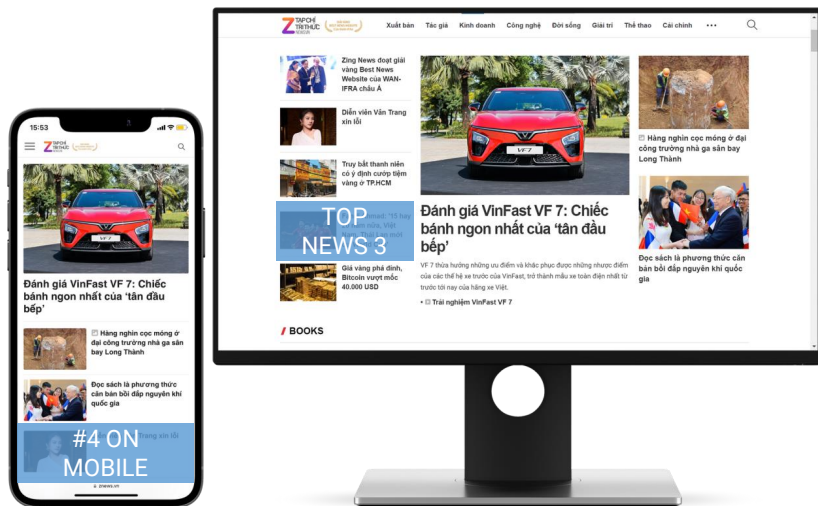
Display - Homepage Baomoi PC, APP & WAP



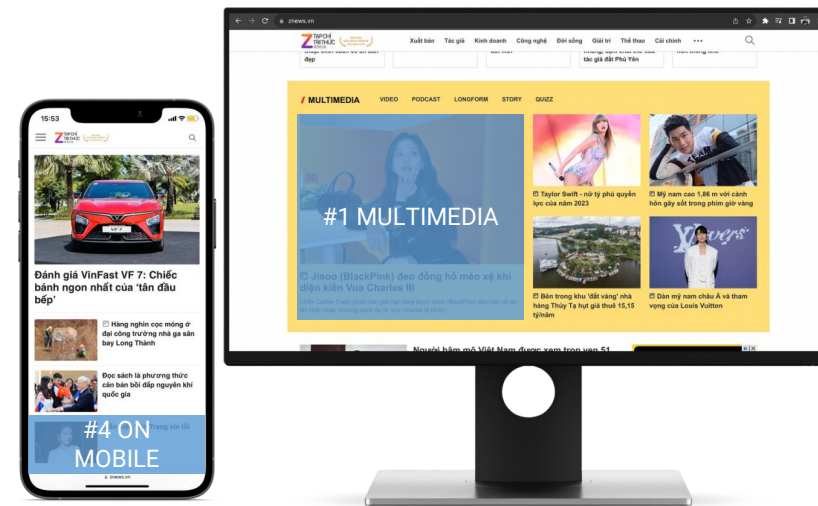
Display - Mainpage Baomoi PC

SERVICE PRICE				
BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 03 package	40,000,000	<ul style="list-style-type: none"> Top News 3 Homepage Znews: #4 on Hot news column PC and #4 Mobile on Znews Or Multimedia 1 Homepage Znews: #1 on Multimedia PC và #4 Mobile on Znews 	90,000,000	35,000
TOTAL PRICE (VND)		130,000,000		

Note: Price for 1 hour.



Display - Top News 3 Homepage Znews



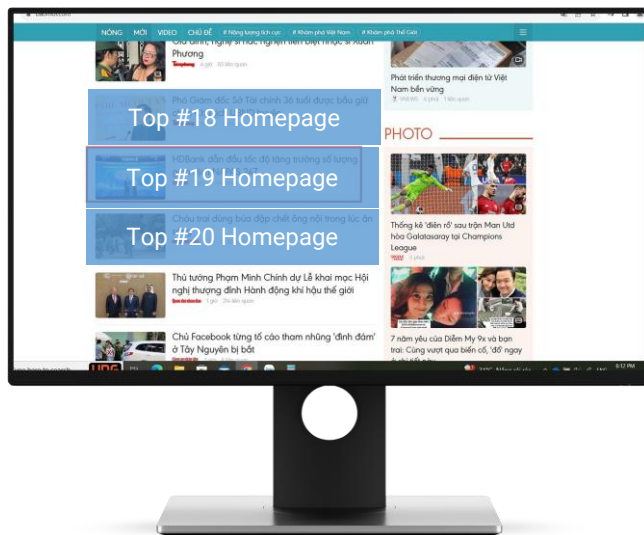
Display - Multimedia 1 Homepage Znews



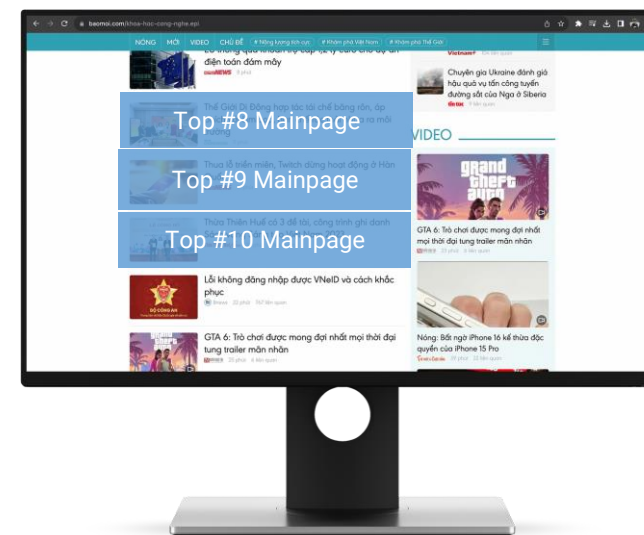
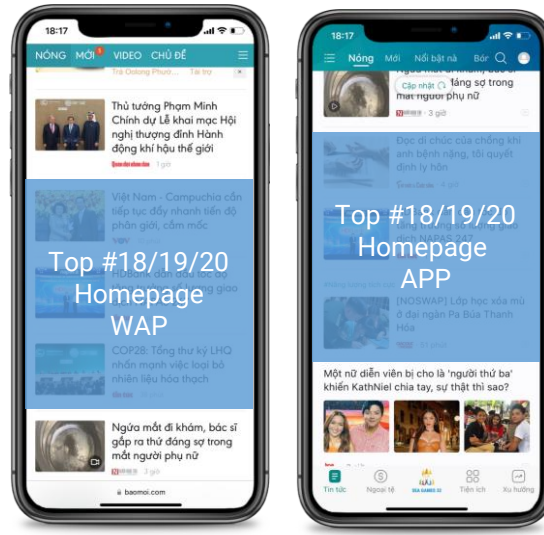
SERVICE PRICE

BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 03 package	40,000,000	<ul style="list-style-type: none"> Top #18/19/20 Homepage Baomoi PC, APP & WAP And Top #8/9/10 Mainpage Baomoi PC 	30,000,000	29,000
TOTAL PRICE (VND)		70,000,000		

Note: Price for 1 hour.



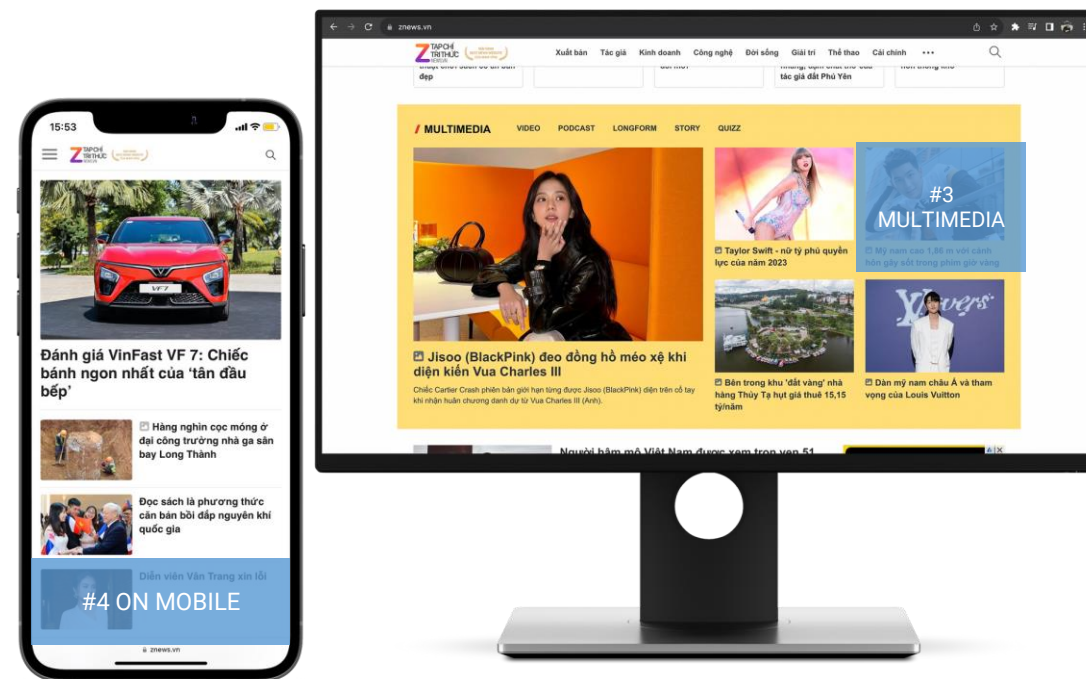
Display - Top #18/19/20 Homepage Baomoi PC, APP, WAP



Display - Top #8/9/10 Mainpage Baomoi PC

SERVICE PRICE				
BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 04 package	35,000,000	Multimedia 2 Homepage Znews: <ul style="list-style-type: none"> #3 on Multimedia PC And #4 Mobile on Znews 	70,000,000	25,000
TOTAL PRICE (VND)		105,000,000		

Note: Price for 1 hour.



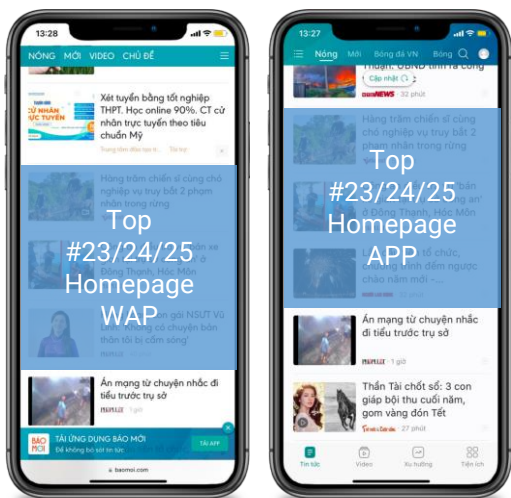
Display - Multimedia 2 Homepage Znews



SERVICE PRICE

BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 04 package	35,000,000	<ul style="list-style-type: none"> Top #23/24/25 Homepage Baomoi PC, APP & WAP And Top #13/14/15 Mainpage Baomoi PC 	22,000,000	22,000
TOTAL PRICE (VND)		57,000,000		

Note: Price for 1 hour.



Display - Top #23/24/25 Homepage Baomoi PC, APP & WAP

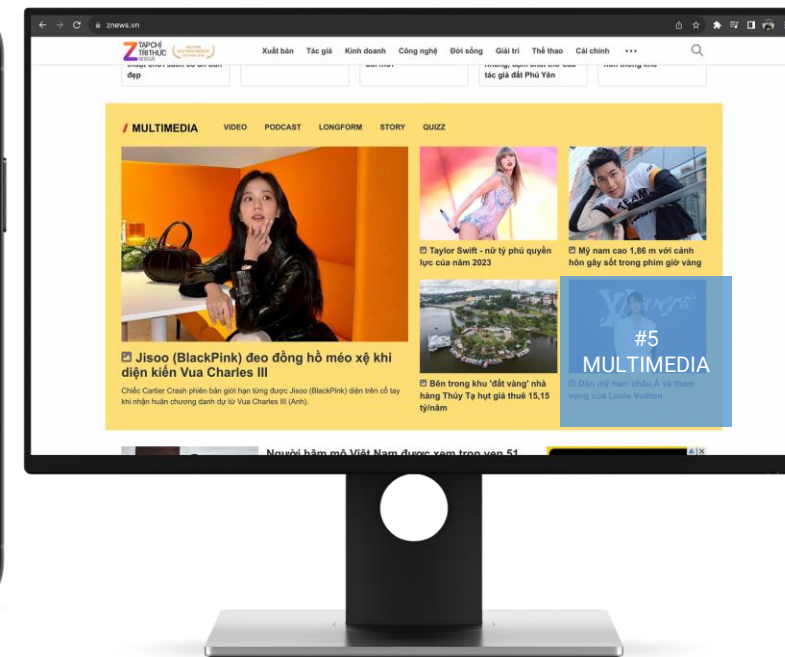


Display - Top #13/14/15 Mainpage Baomoi PC



SERVICE PRICE				
BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
Base 05 package	25,000,000	Multimedia 3 Homepage Znews: <ul style="list-style-type: none"> • #5 on Multimedia PC And • #4 Mobile on Znews 	60,000,000	20,000
TOTAL PRICE (VND)		85,000,000		

Note: Price for 1 hour.



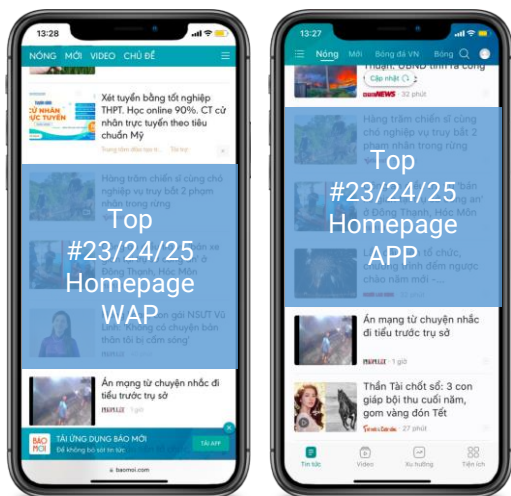
Display - Multimedia 3 Homepage Znews



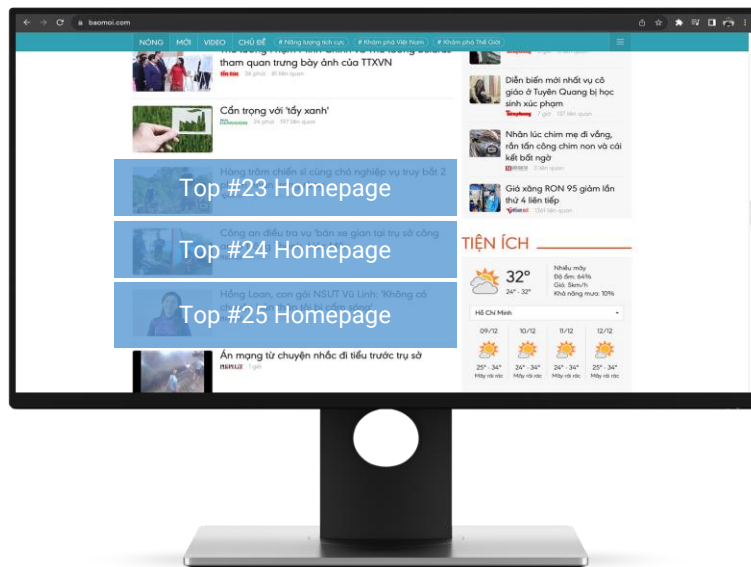
SERVICE PRICE

PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	KPI/EST VIEWS
PREMIUM 5.2	Base 05 package	25,000,000	<ul style="list-style-type: none"> Top #23/24/25 Homepage Baomoi PC, APP & WAP And Top #13/14/15 Mainpage Baomoi PC 	22,000,000	18,000
TOTAL PRICE (VND)			47,000,000		

Note: Price for 1 hour.



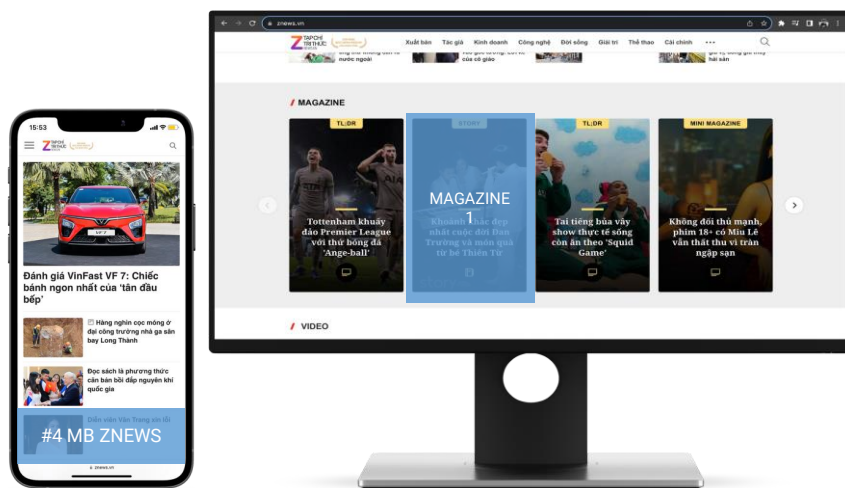
Display - Top #23/24/25 Homepage Baomoi PC, APP & WAP



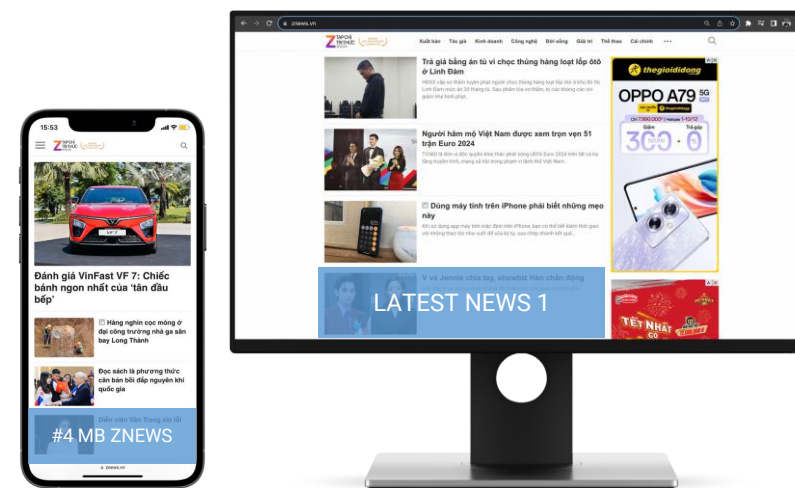
Display - Top #13/14/15 Mainpage Baomoi PC

SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
ADVANCE 1.1	Base 06 package	20,000,000	<ul style="list-style-type: none"> Magazine 1 Homepage Znews: #2 on Magazine PC and #4 Mobile on Znews Or <ul style="list-style-type: none"> Latest News 1 Homepage Znews: #4 on Latest News PC and #4 Mobile on Znews 	40,000,000	60,000,000	16,000
ADVANCE 1.2			<ul style="list-style-type: none"> Any position on Báo Mới. 	20,000,000	40,000,000	15,000

Note: Price for 1 hour.



ADVANCE 1.1 - Display - Magazine 1 Homepage Znews

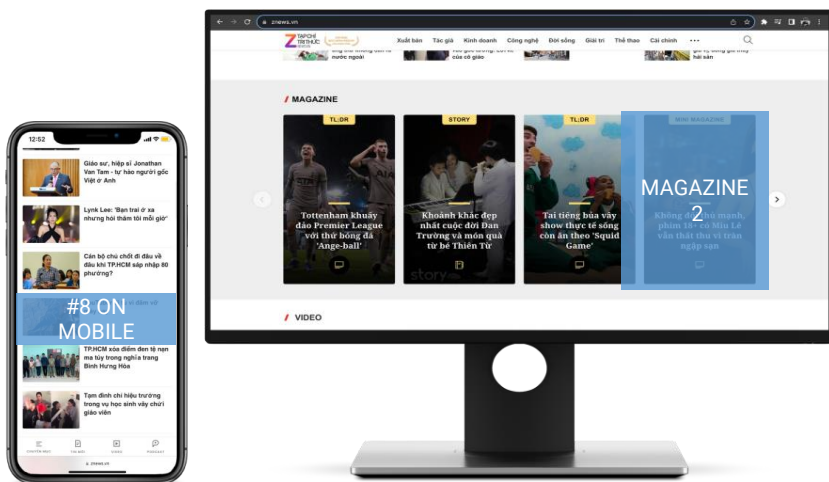


ADVANCE 1.1 - Display - Latest News 1 Homepage Znews

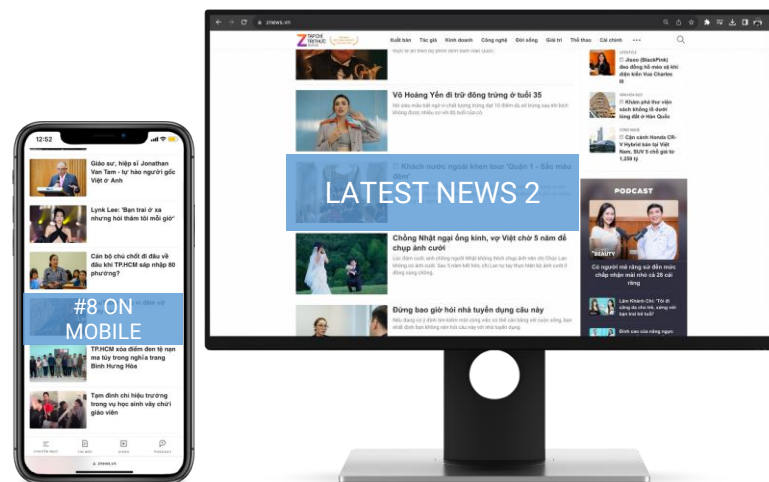


SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
ADVANCE 2.1	Base 07 package	15,000,000	Magazine 2 Homepage Znews: <ul style="list-style-type: none"> #4 on Magazine PC and #8 Mobile on Znews 	40,000,000	55,000,000	15,000
ADVANCE 2.2			Latest News 2 Homepage Znews: <ul style="list-style-type: none"> #10 Latest News PC and #8 Mobile on Znews 	35,000,000	50,000,000	13,000
ADVANCE 2.3			Home Top 1 on Lifestyle Znews : <ul style="list-style-type: none"> #1 PC and #1 Mobile on Lifestyle gateway of Znews Or Home Top 1 on Business Znews : <ul style="list-style-type: none"> #1 PC and #1 Mobile on Kinh doanh gateway of Znews 	30,000,000	45,000,000	12,000
ADVANCE 2.4			Any position on Báo Mới.	20,000,000	35,000,000	14,000

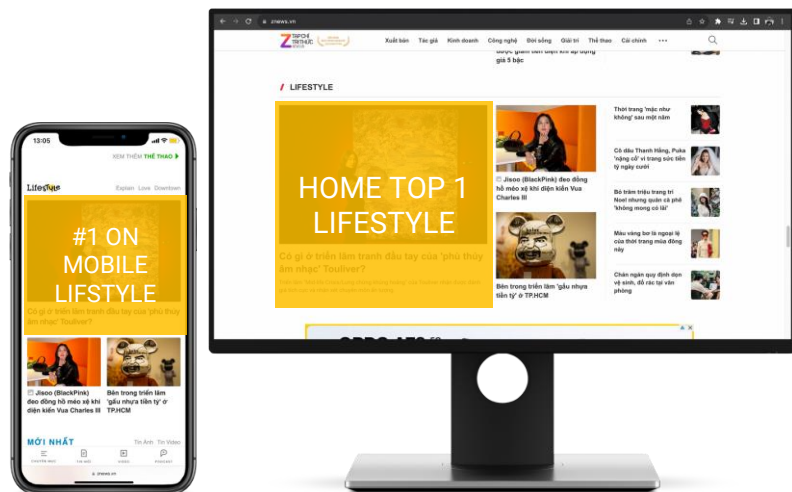
Note: Price for 1 hour.



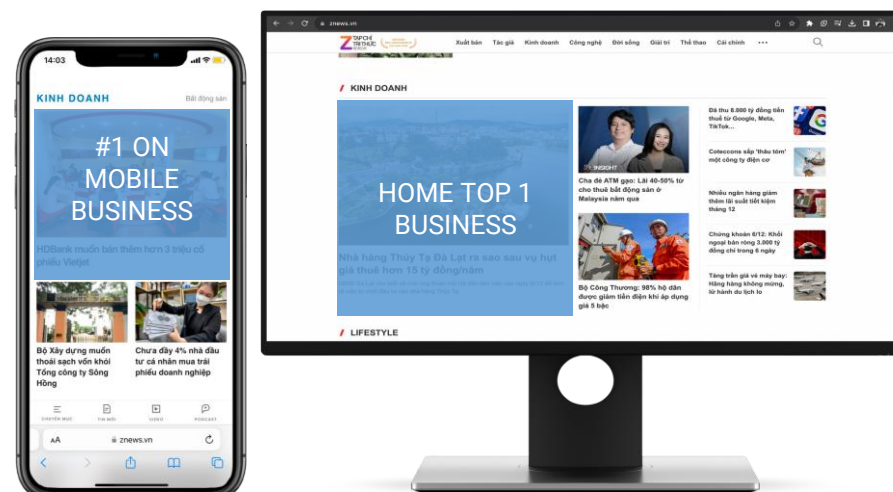
ADVANCE 2.1 - Display - Magazine 2 Homepage Znews



ADVANCE 2.2 - Display - Latest News 2 Homepage Znews



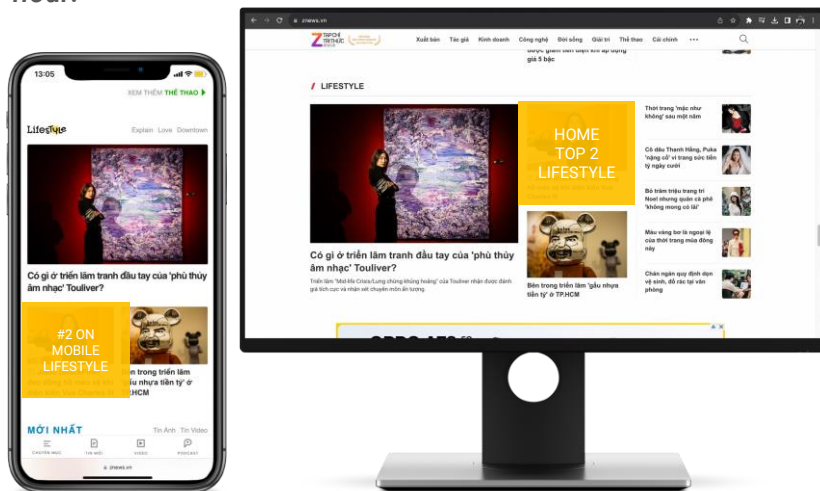
ADVANCE 2.3 - Display - Home Top 1 Lifestyle Znews



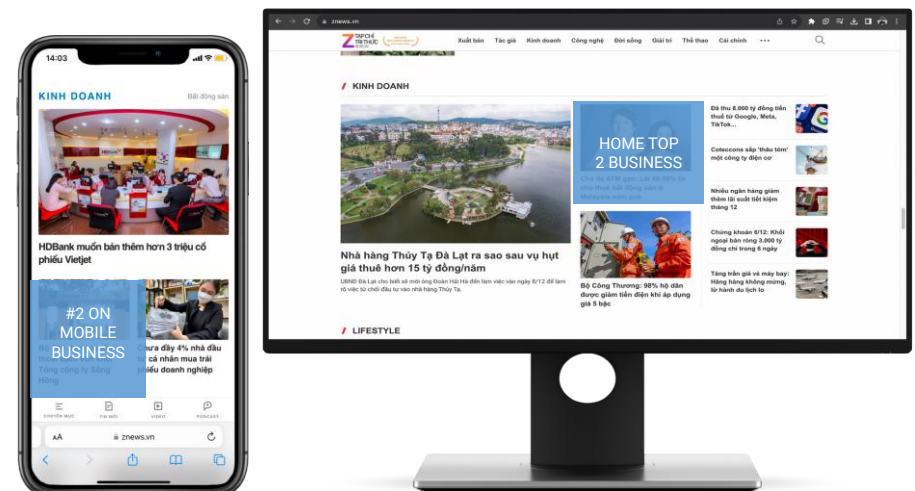
ADVANCE 2.3 - Display - Home Top 1 Business Znews

SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
SPECIAL 1.1	Base 08 package	12,000,000	<ul style="list-style-type: none"> Home Top 2 Lifestyle Znews: #2 PC and #2 Mobile on Lifestyle gateway of Znews Or <ul style="list-style-type: none"> Home Top 2 Business Znews: #2 PC and #2 Mobile on Business gateway of Znews 	28,000,000	40,000,000	11,000
SPECIAL 1.2			<ul style="list-style-type: none"> Any position on Báo Mới. 	20,000,000	32,000,000	12,000

Note: Price for 1 hour.



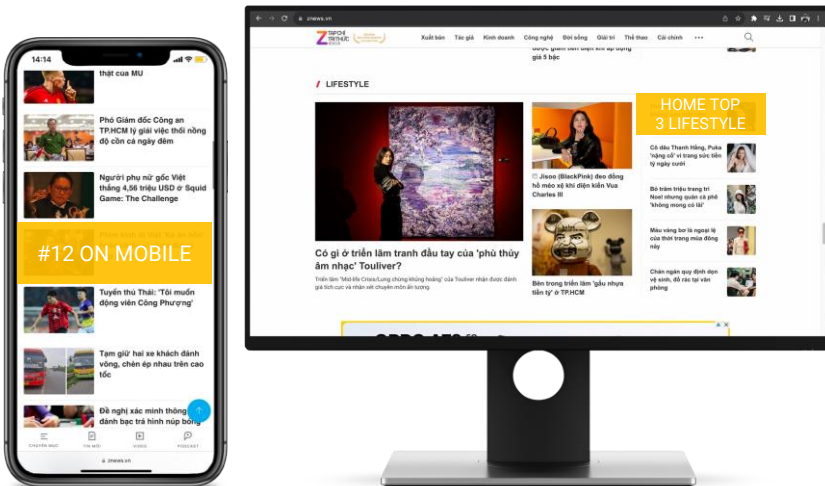
SPECIAL 1.1 – Display - Home Top 2 Lifestyle Znews



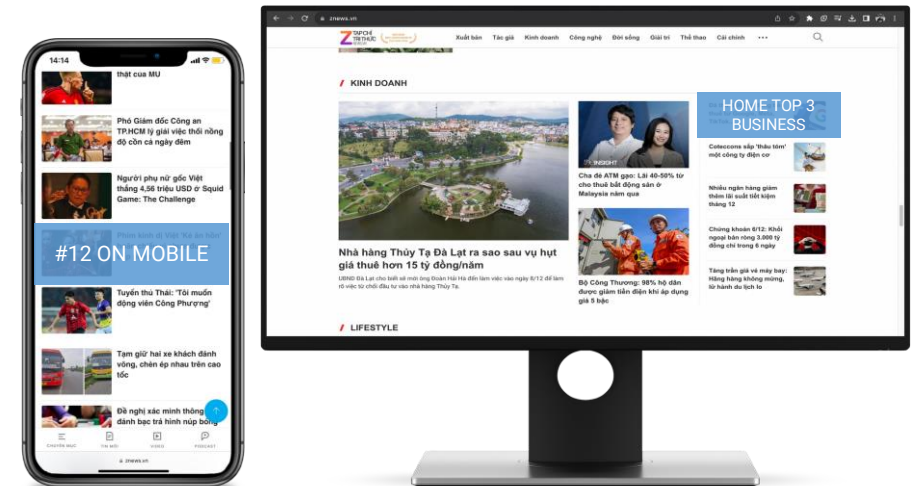
SPECIAL 1.1 – Display - Home Top 2 Business Znews

SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
SPECIAL 2.1	Base 09 package	11,000,000	<ul style="list-style-type: none"> Home Top 3 Lifestyle Znews: #3 PC on Lifestyle gateway and #12 Mobile on Znews Or <ul style="list-style-type: none"> Home Top 3 Business Znews: #3 PC on Business gateway and #12 Mobile on Znews 	24,000,000	35,000,000	10,000
SPECIAL 2.2			<ul style="list-style-type: none"> Any position on Báo Mới. 	14,000,000	25,000,000	8,000

Note: Price for 1 hour.



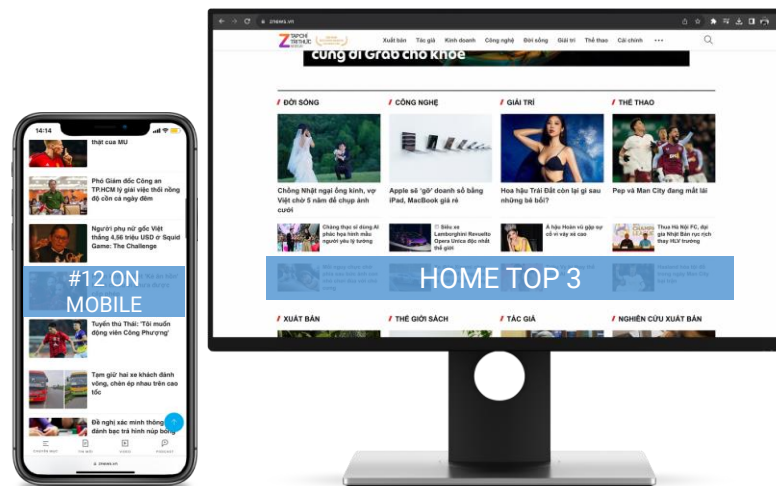
SPECIAL 2.1 – Display - Home Top 3 Lifestyle Znews



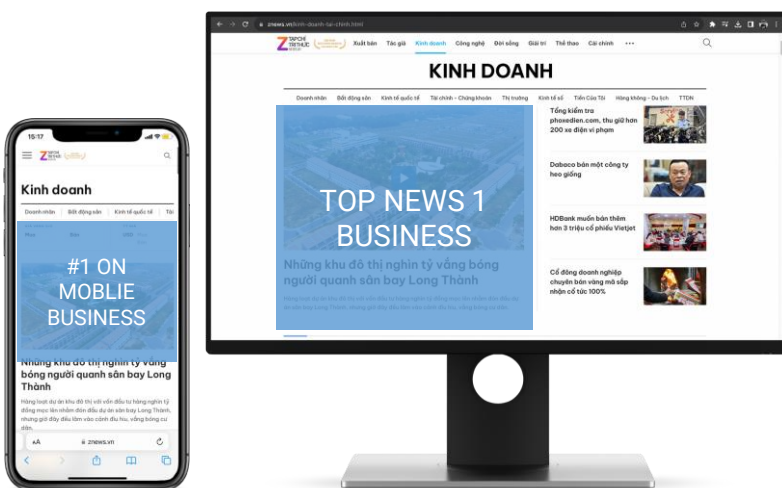
SPECIAL 2.2 – Display - Home Top 3 Business Znews

SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
SIGNATURE 1.1	Base 10 package	10,000,000	Top 3 Category Homepage Znews: <ul style="list-style-type: none"> #3 Homepage PC (except for Group Sách & Xuất bản) and #12 Mobile on Znews 	25,000,000	35,000,000	10,000
SIGNATURE 1.2			<ul style="list-style-type: none"> Top News 1 Business Znews: #1 PC and #1 Mobile on Business specialized page of Znews Or Top News 1 Lifestyle Znews: #1 PC and #1 Mobile on Lifestyle specialized page of Znews 	20,000,000	30,000,000	9,000
SIGNATURE 1.3			Any position on Báo Mới	20,000,000	30,000,000	11,500

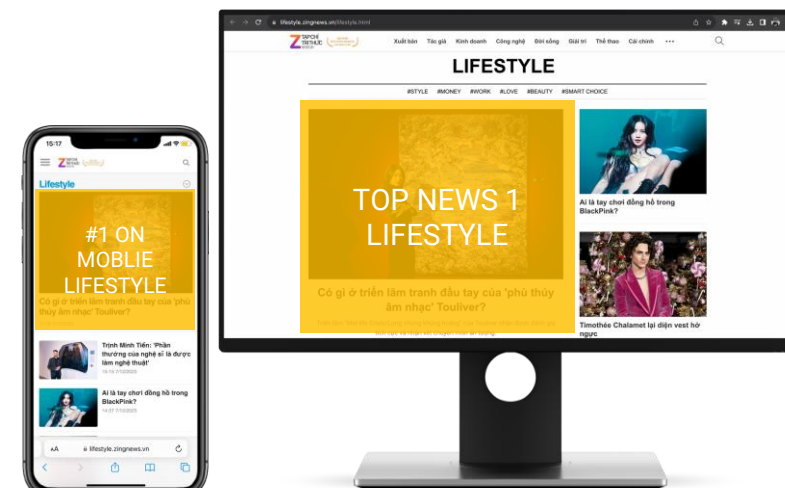
Note: Price for 1 hour.



SIGNATURE 1.1 – Display - Top 3 Category Homepage Znews



SIGNATURE 1.2 - Display - Top News 1 Business Znews

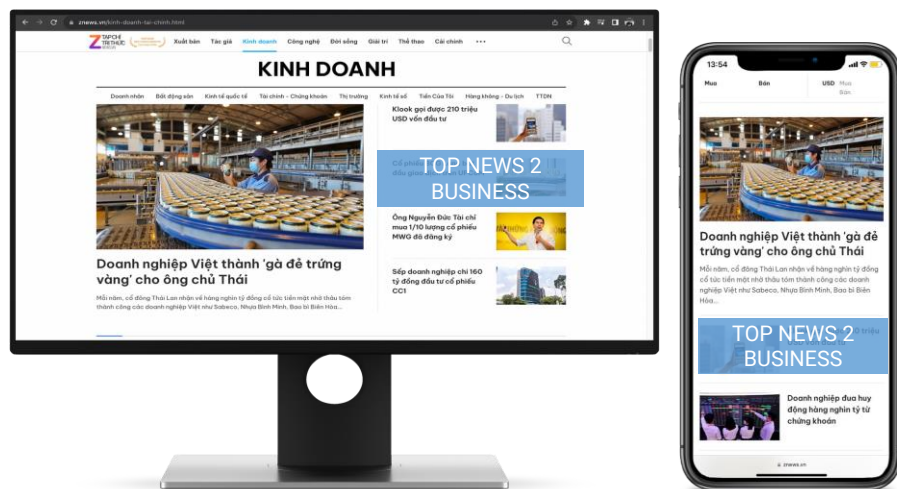


SIGNATURE 1.2 - Display - Top News 1 Lifestyle Znews

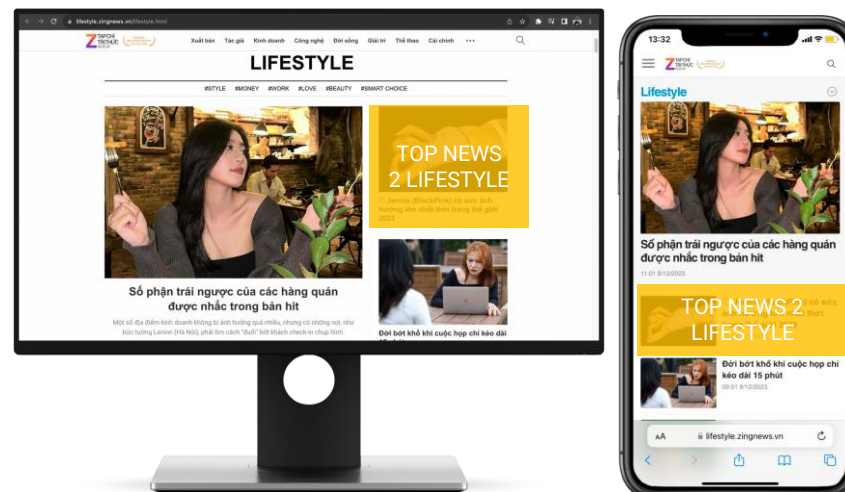


SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
SIGNATURE 2.1	Base 11 package	7,000,000	<ul style="list-style-type: none">Top News 2 Business Znews: #3 PC and #3 Mobile on Business specialized page of Znews Or <ul style="list-style-type: none">Top News 2 on Lifestyle Znew: #2 PC and #2 Mobile on Lifestyle specialized page of Znews	13,000,000	20,000,000	7,000
SIGNATURE 2.2			<ul style="list-style-type: none">Top 1 Subpage on Business/Top 1 Subpage on Lifestyle Or <ul style="list-style-type: none">Top 1 Subpage (except for Group Sách & Xuất bản): #1 PC and #1 Mobile Subpage on Znews	11,000,000	18,000,000	6,000
SIGNATURE 2.3			Any position on Báo Mới	14,000,000	21,000,000	7,000

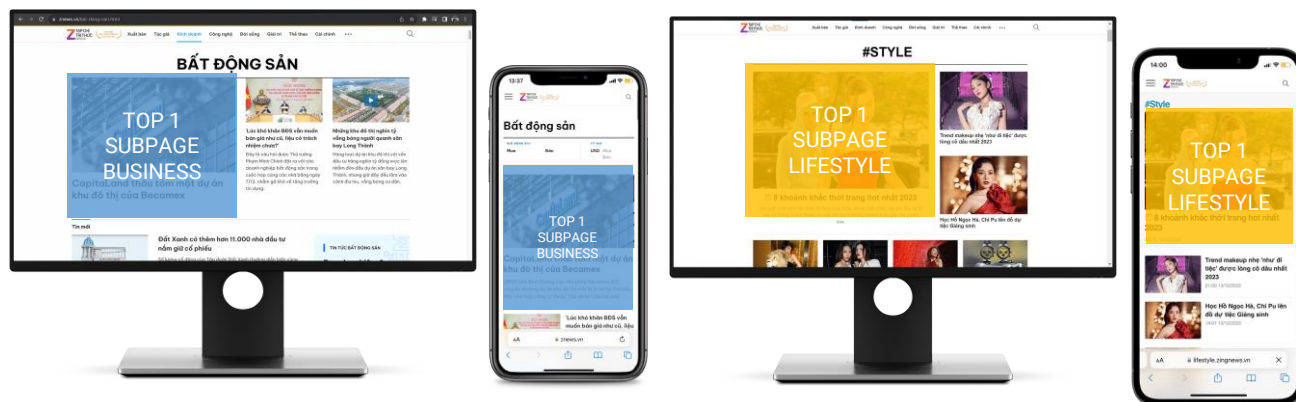
Note: Price for 1 hour.



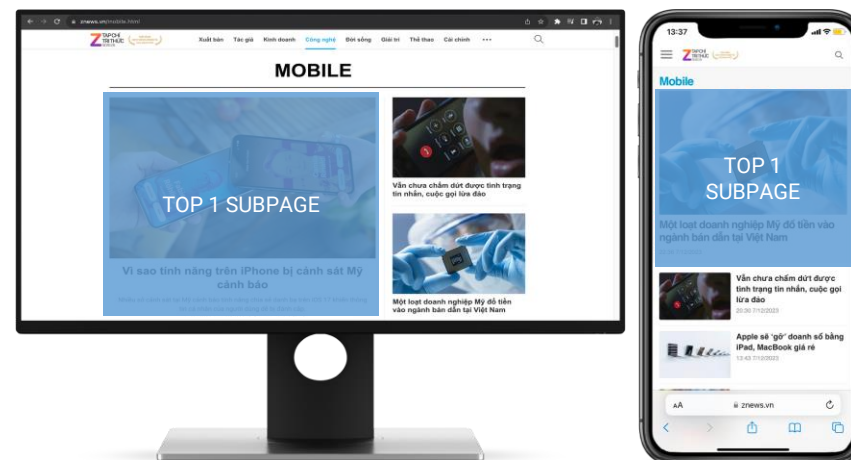
SIGNATURE 2.1 – Display - Top News 2 Business Znews



SIGNATURE 2.1 - Display - Top News 2 Lifestyle Znews



SIGNATURE 2.2 - Display - Top 1 Subpage Business/Lifestyle



SIGNATURE 2.2 - Display - Top 1 Subpage (except Group Sách & Xuất bản)

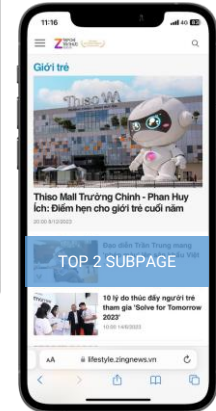
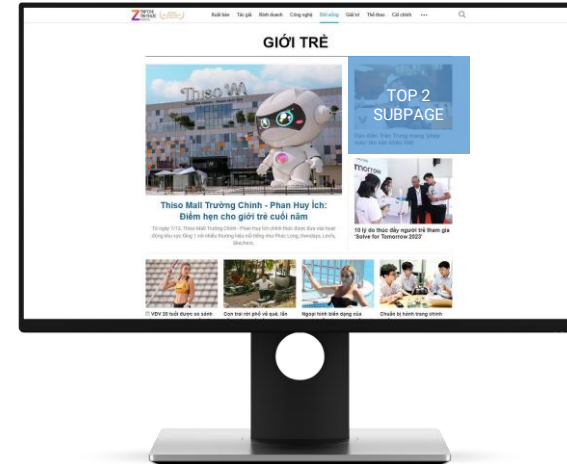


SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
SIGNATURE 3.1	Base 12 package	6,000,000	<ul style="list-style-type: none"> • Top 3 category Homepage Znews: #3 category Homepage PC - Group Sách & Xuất bản and #12 Mobile on Znews Or <ul style="list-style-type: none"> • Top 2 Subpage on Business/Lifestyle specialized page Or <ul style="list-style-type: none"> • Top 2 Subpage (except for Group Sách & Xuất bản): #2 PC and #2 Mobile on relevant subsection categories. 	9,000,000	15,000,000	5,000
SIGNATURE 3.2			<ul style="list-style-type: none"> • Mainpage Kinh doanh/Lifestyle: Displayed in the list of horizontal zone PC and #6 MB on Business/Lifestyle specialized page of Znews Or <ul style="list-style-type: none"> • Mainpage in the list of horizontal zone PC và #6 Mobile: Xã hội, Công nghệ, Đời sống, Du lịch of Znews Or <ul style="list-style-type: none"> • Mainpage #2 position in 'Latest' zone PC and #6 Mobile: Thể thao, Giải trí, Sức khỏe, Giáo dục of Znews 	10,000,000	16,000,000	6,000
SIGNATURE 3.3			Any position on Báo Mới.	14,000,000	20,000,000	6,500

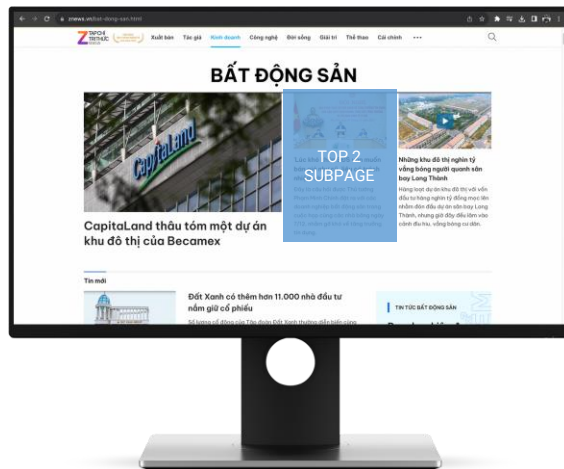
Note: Price for 1 hour.



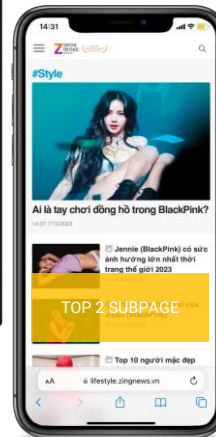
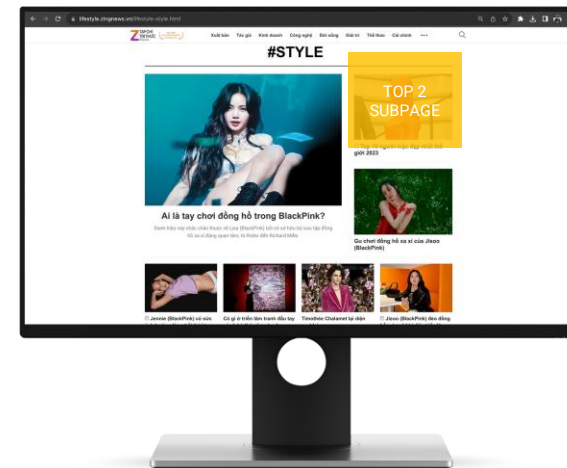
SIGNATURE 3.1 - Display - Top 3 category Homepage Znews (Group Sách & Xuất bản)



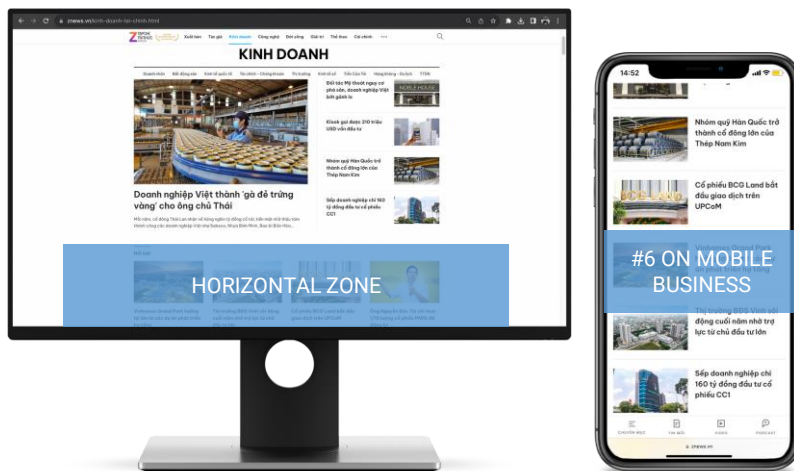
SIGNATURE 3.1 - Display - Top 2 Subpage (except for Group Sách & Xuất bản)



SIGNATURE 3.1 - Display - Top 2 Subpage on Business



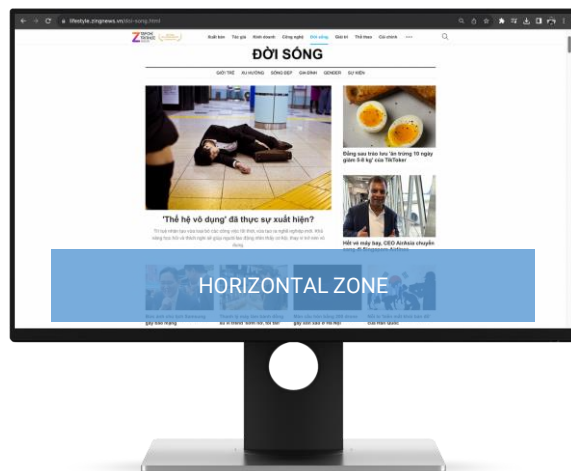
SIGNATURE 3.1 - Display - Top 2 Subpage on Lifestyle



SIGNATURE 3.2 - Display - Mainpage Kinh doanh



SIGNATURE 3.2 - Display - Mainpage Lifestyle



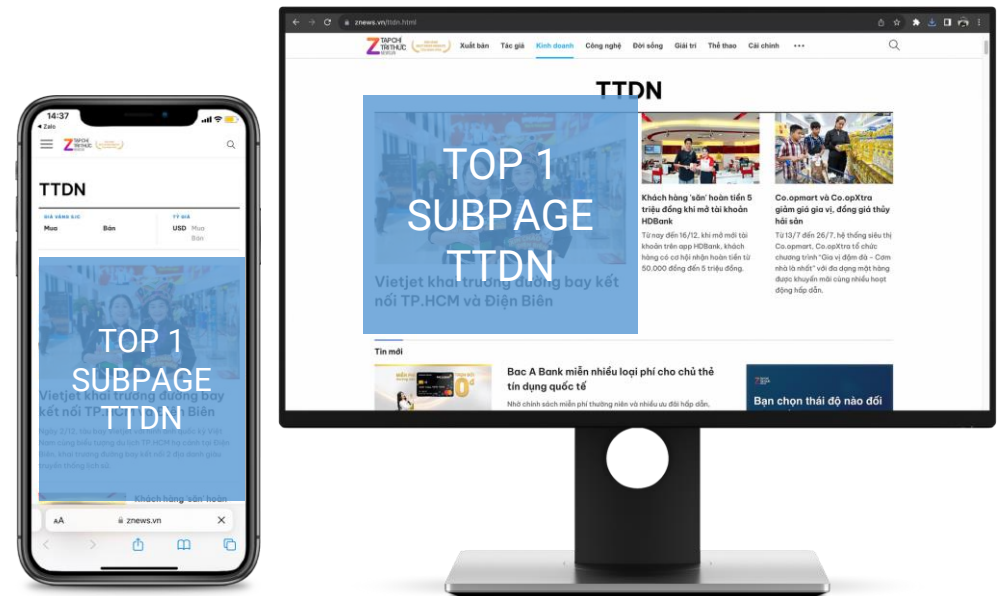
SIGNATURE 3.2 - Display - Mainpage in the list of horizontal zone (Xã hội, Công nghệ, Đời sống, Du lịch)



SIGNATURE 3.2 - Display - Mainpage #2 position in 'Latest' zone

SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
BASIC 1.1	Base 13 package	4,000,000	Top 1 Subpage: #1 PC and #1 Mobile on the Thông tin Doanh nghiệp, Sự kiện subsection of Znews Magazine.	8,000,000	12,000,000	4,000
BASIC 1.2			Any position on Báo Mới.	14,000,000	18,000,000	5,500

Note: Price for 1 hour.



Display - Top 1 Subpage TTDN, Sự kiện Znews

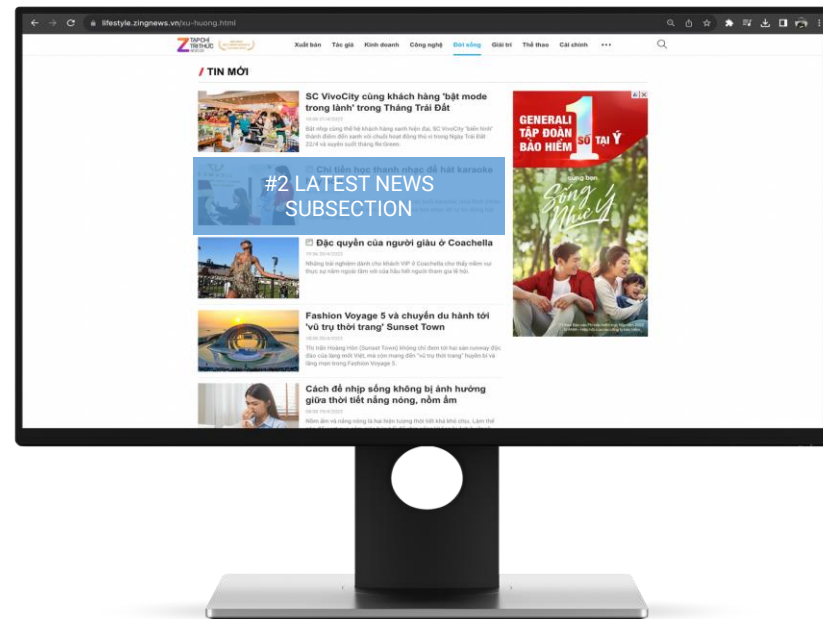


SERVICE PRICE						
PACKAGE	BASE	UNIT PRICE (VND)	DISPLAY	UNIT PRICE (VND)	TOTAL PRICE (VND)	KPI/EST VIEWS
BASIC 2.1	Base 14 package	3,000,000	<ul style="list-style-type: none">Mainpage #2 in 'Latest' section PC và #6 Mobile (Group Sách & Xuất bản) of Znews Magazine.	6,000,000	9,000,000	3,000
BASIC 2.2			<ul style="list-style-type: none">Top 3 Subpage of Znews: #2 in "Latest News" of relevant category.	7,000,000	10,000,000	3,000
BASIC 2.3			Any position on Báo Mới.	14,000,000	17,000,000	5,000

Note: Price for 1 hour.



BASIC 2.1 - Display - Mainpage 2nd in 'Latest' section (Group Sách & Xuất bản)



BASIC 2.2 - Display - Top 3 Subpage of Znews

02. Rate card | Branding Services

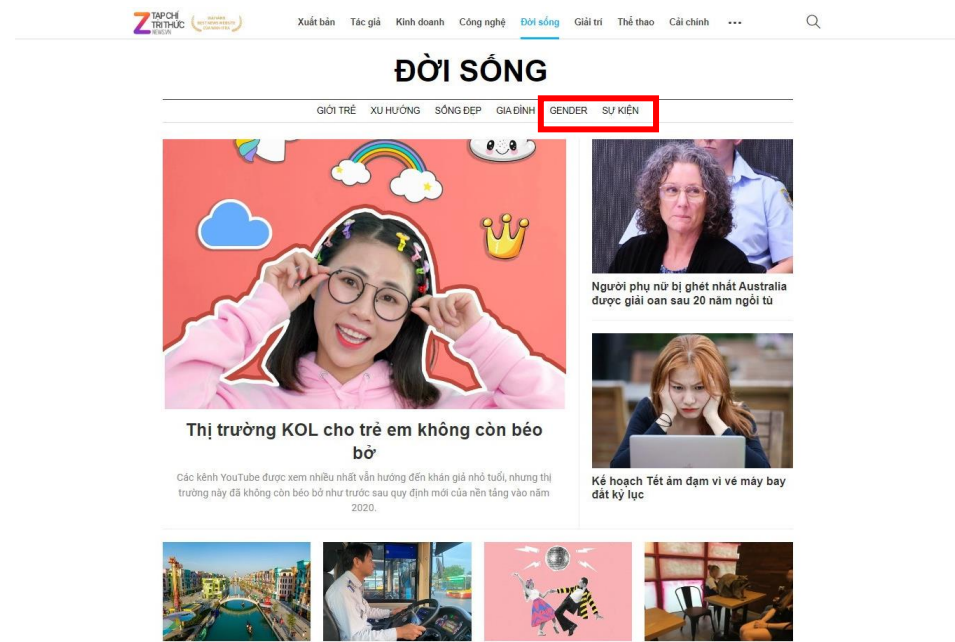
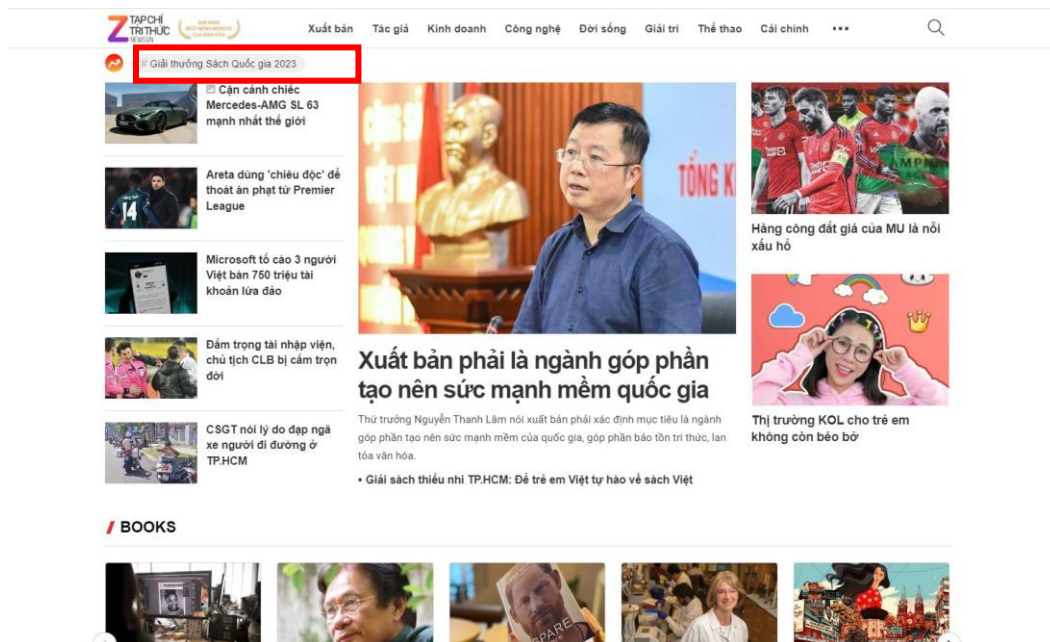
Applied for Znews.



SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDING PREMIUM 1	Base 15 package	75,000,000	Display Brand Content Box - Desktop & WAP 1 week	175,000,000	250,000,000
BRANDING PREMIUM 2	Base 16 package	45,000,000	<ul style="list-style-type: none"> • Display Brand Content Box Homepage for 1 week on Desktop or WAP. • Display advanced Voting Box at committed position on Desktop & Mobile on Znews Magazine. 	105,000,000	150,000,000
BRANDING PREMIUM 3	Base 17 package	30,000,000	Display the basic Voting Box at the committed position for 1 week on the Desktop of Znews Magazine.	70,000,000	100,000,000

SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDING BASIC 1	Base 20 package	15,000,000	<ul style="list-style-type: none"> • Display Brand Content Box - Desktop & WAP in 1 day or • Display Tab menu at the committed position on Desktop & Mobile of Znews Magazine for 1 month or • Display the Subfolder in the appropriate category page for 2 weeks on Znews Magazine, which is the gateway to the comprehensive repository of customer media content on Znews Magazine. 	35,000,000	50,000,000
BRANDING BASIC 2	Base 21 package	13,500,000	Display Brand Content Box - Desktop Subpage for 1 week.	31,500,000	45,000,000
BRANDING BASIC 3	Base 22 package	9,000,000	<ul style="list-style-type: none"> • Display Brand Content Box - Desktop or WAP Homepage in 1 day. or • Display the Hashtag in the committed position on the Desktop of Znews Magazine for 1 week. 	21,000,000	30,000,000

SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDING STANDARD 2	Base 19 package	18,000,000	Display Brand Content Box - Desktop Mainpage for 1 week.	42,000,000	60,000,000



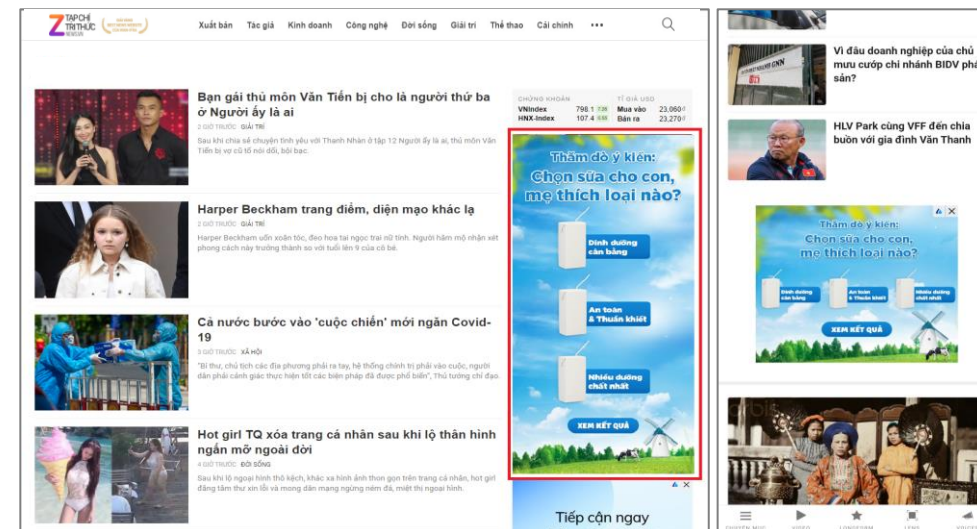
Hashtag Topic /Tab Menu

Is the gateway to Brand's landing page



Content box

Is the gateway to Brand's content hub



Voting box

Is the gateway to Brand's content hub

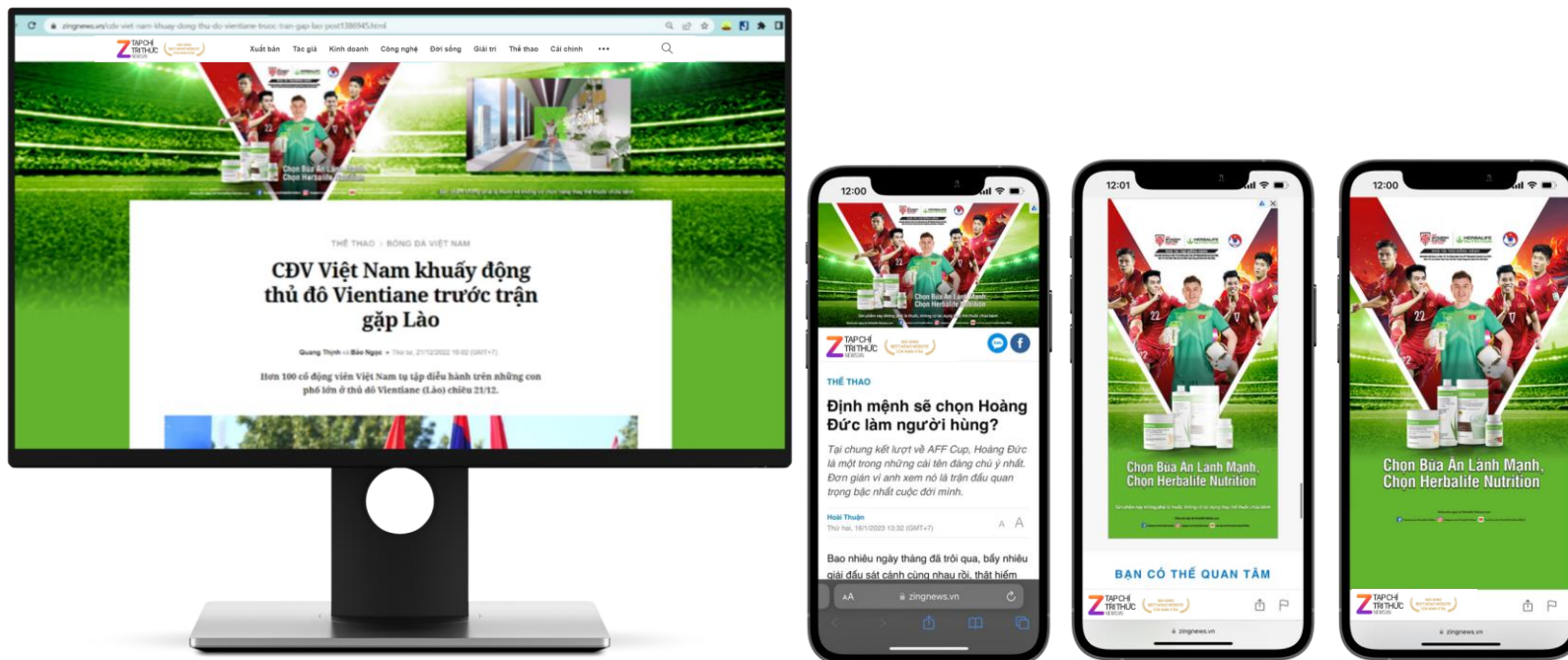
Displayed in Questionnaire format

SERVICE PRICE

PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDED LAYOUT PREMIUM 1	Base 23 package	5,400,000	Display Branded Layout - Homepage for 1 year	12,600,000	18,000,000
BRANDED LAYOUT PREMIUM 2	Base 24 package	3,000,000	Display Branded Layout - Homepage for 6 months	7,000,000	10,000,000
BRANDED LAYOUT PREMIUM 3	Base 25 package	2,700,000	Display Branded Layout - Mainpage for 1 year	6,300,000	9,000,000

SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDED LAYOUT STANDARD 1	Base 26 package	2,400,000	Display Branded Layout - Homepage for 1 month	5,600,000	8,000,000
BRANDED LAYOUT STANDARD 2	Base 27 package	1,800,000	Display Branded Layout - Homepage for 1 week	4,200,000	6,000,000
BRANDED LAYOUT STANDARD 3	Base 28 package	1,500,000	Display Branded Layout - Mainpage for 6 months	3,500,000	5,000,000

SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
BRANDED LAYOUT BASIC 1	Base 29 package	1,200,000	Display Branded Layout - Mainpage for 1 month	2,800,000	4,000,000
BRANDED LAYOUT BASIC 2	Base 30 package	900,000	Display Branded Layout - Mainpage for 1 week	2,100,000	3,000,000



Branded Layout

is designed according to the key visuals of the campaign, the landing page is the brand's website or campaign site.

SERVICE PRICE					
PACKAGE	BASE	UNIT PRICE (VND)	DESCRIPTION	UNIT PRICE (VND)	TOTAL PRICE (VND)
ADD-ON 1	Base 31 package	600,000	<ul style="list-style-type: none"> Displays 1 video in brand's article of Znews or Optimize the display format on Znews or Add 1 voting box at the end of the article 	1,400,000	2,000,000
ADD-ON 2	Base 32 package	500,000	<ul style="list-style-type: none"> Tag 3 keywords in the article or Add 1 pair of Before/After images in Before/After article produced by ZPro on Znews. or Add 1 animation GIF in the brand's article produced by ZPro 	1,000,000	1,500,000
ADD-ON 3	Base 33 package	300,000	<ul style="list-style-type: none"> Add 1 hyperlink in the article or Add 1 photo to brand's article on Znews Magazine or Add 1 graphic design/comic image in the article produced by Zpro on Znews Magazine 	700,000	1,000,000
ADD-ON 4	Base 34 package	9,000,000	Embed customer-produced livestream code	21,000,000	30,000,000

03. Rate card | Content Distribution

To distribute branded content on Zalo Media, Báo Mới



Zalo OA Services | Edit & Air

Item	Detail	Price	Demo	Channel
ZALO OA EDIT & AIR				<div>Choose 1 among 4 Zalo OAs:</div> <div>LifeZ zBusiness zSport mediaZ</div>
Post branded content onto suitable Zalo OAs	Slot #1 in the Broadcast 12.000 views	35,000,000	<div>Demo</div>	
	Slot #3 in the Broadcast 5.500 views	16,000,000		
	Slot #5 in the Broadcast 3.500 views	10,000,000		
Contact for Produce & Air ratecard				

DISTRIBUTION | ZALO MEDIA & BÁO MỚI

Package	Description	Display	Unit price (VND)	Unit price with media block (VND)	Note
Premium Distribution	- Adtima re-distributes branded content on Zalo Media & Báo Mới. - In Distribution with Media Block package, brand can block 100% SOV of media in that article, including masthead mobile, inpage & highrise in Wap & medium rectangle in App. Banner will be kept in 2 months from airing date.	Committed position in 1 hour: - PC Homepage (Top 8/9/10) - PC Mainpage (Sliding Top 2/3/4) - Wap & App (Top 8/9/10) Including 3 hyperlinks in the article.	48,000,000/ package	54,000,000/ package	KPI 30,000 views
Standard Distribution		Committed position in 1 hour: - PC Homepage (Top 18/19/20) - PC Mainpage (Sliding Top 8/9/10) - Wap & App (Top 18/19/20) Including 2 hyperlinks in the article.	30,000,000/ package	34,000,000/ package	KPI 15,000 views
Distribution Economy		Committed position in 1 hour: - PC Homepage (Top 23/24/25) - PC Mainpage (Sliding Top 13/14/15) - Wap & App (Top 23/24/25) Including 1 hyperlinks in the article.	22,000,000/ package	25,000,000/ package	KPI 10,000 views

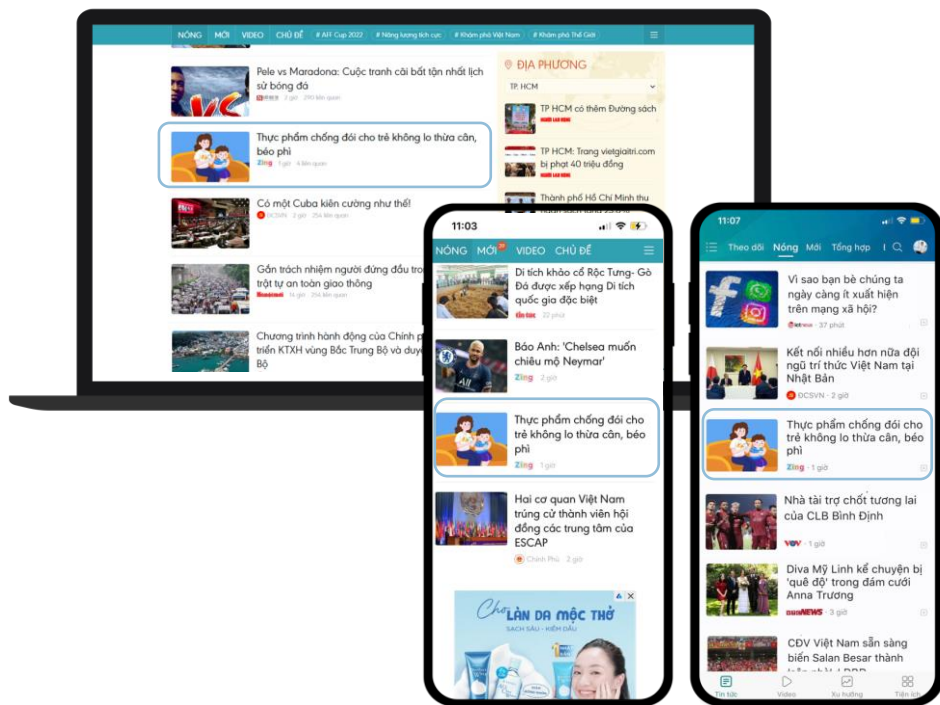
Note: Articles will be hosted for 6 months from the publication date.

DISTRIBUTION | ZALO MEDIA & BÁO MỚI

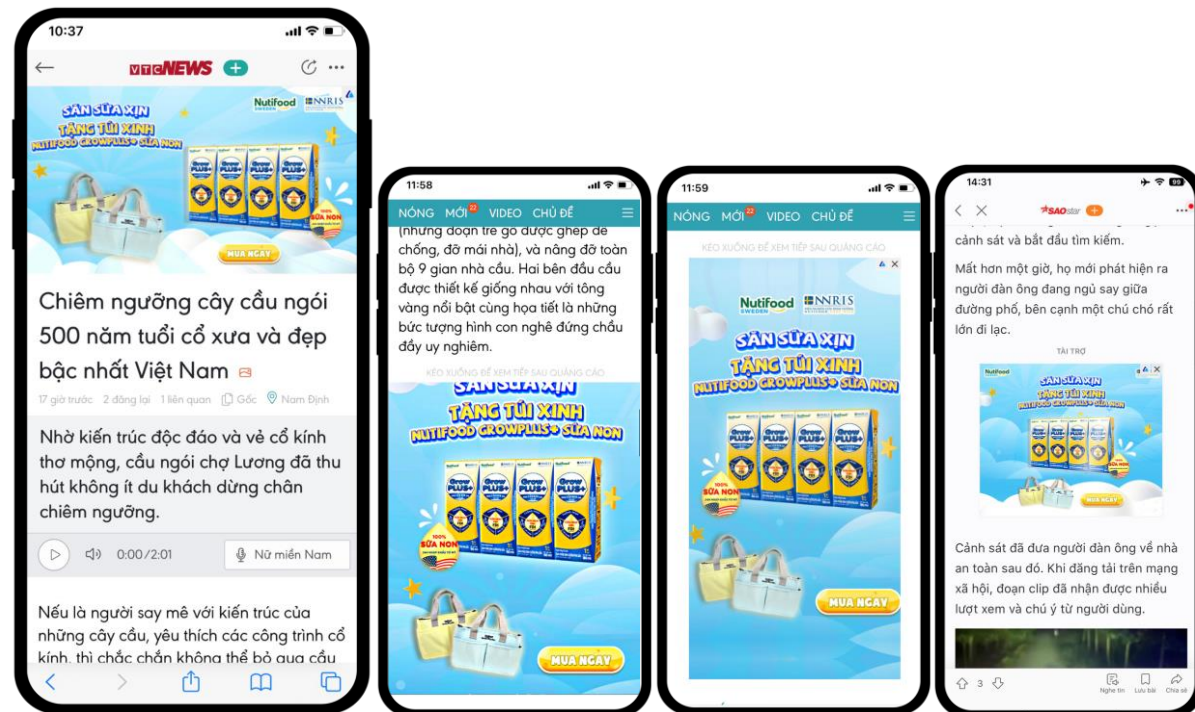
Package	Description	Display	Unit price (VND)	Unit price with media block (VND)	Note
Distribution Plus	Adtima re-distributes branded content on Zalo Media & Báo Mới. In Distribution with Media Block package, brand can block 100% SOV of media in that article, including masthead mobile, inpage & highrise in Wap & medium rectangle in App. Banner will be kept in 2 months from airing date.	Any position on Báo Mới & Zalo Media. Including 1 hyperlink in the article.	1,750/view	2,000/view	No discount applied Only applied for min 8,000 views booking
Distribution Basic		Any position on Báo Mới & Zalo Media. Including 1 hyperlink in the article.	2,200/view	2,500/view	No discount applied Only applied for min 4,000 views booking

Note: Articles will be hosted for 6 months from the publication date.

DISTRIBUTION | ZALO MEDIA & BÁO MỚI



Premium Distribution & Standard Distribution



Branded Content Distribution with Media Block

04. Rate card | Z-PRO

Applied for production on multi-channels



PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Editorial article with 500-800 words, 3-4 images	4,000,000		Demo
Editorial article with in-depth content, interviewing (excluded taking photo) or event recap article, basic article (included taking photo). Maximum length: under 1.000 words	6,000,000		Demo
Editorial article with 800-1.000 words, includes 4 comic pictures/4 quote-photos or 1 mini-infographic	10,00,000		Demo
Quora: The article delivers branding natively through the questions of the audience and answers from experts	6,000,000	Excluded expert fee	Demo
TL;DR: Editorial article with 1.200-1.500 words, 5 images/collage of images	10,000,000		Demo
Mini Magazine: Editorial article with 1.500-1.800 words, 5 images/collage of images	12,000,000		Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Comic/Quote/Photo Story: Pictorial article with graphic design that provides the brand's information vividly and visually. Maximum 7 pictures/images/article. Maximum length: under 1.000 words	10,000,000		Comic, Quote, Photo Story
Comic before-after: Pictorial article with graphic design that provides the brand's information vividly and visually. Maximum 5 pair of pictures/article. Maximum length: under 1.000 words	12,000,000		Demo
Infographic: The article displays brand's information in the form of images, through figures and visual graphics	10,000,000		Demo
Quizz: Quiz article with 5-7 questions. The information about the product, brand, and communication campaign is incorporated into the answer, explaining	10,000,000		Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Gifting Quizz: Quiz article with 5-7 questions. The information about the product, brand, and communication campaign is incorporated into the answer, explaining. The lead form is attached at the end of article. The audience fill the personal information to get the present from the brand if meet the condition.	15,000,000		Demo
Picture Essay, Featured Gallery: Article with 800-1.000 words, 7-10 images/collage of images, attracted the audience's attention through the eye-catching interface	12,000,000		Picture Essay, Featured Gallery
Timeline: Article that recalls the development journey of a business, product, service or CSR campaign with specific timelines and corresponding images.	15,000,000	Images provided by client/ brand	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
#SLIDE: Article with 7-10 slides (images and caption), effected in the template that help the audience explore information	15,000,000	Images and KV provided by client/ brand	Demo
	20,000,000	Images/comic is produced by Z-Pro	
Gallery: Article shows up as a photo album combining short content that matches a set of images	15,000,000	Images and KV provided by client/ brand	Demo
	20,000,000	Images/comic is produced by Z-Pro	
Longform: Article with 1.500 - 1.800 words with graphic longform design	15,000,000	Images and KV provided by client/ brand	Longform, Longform comic
Longform/Longform comic: Article with 1.500 - 1.800 words with graphic longform design	20,000,000	Images/comic is produced by Z-Pro	

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Highlight: The article has summarized content and is illustrated with many color photographs, icons, maps, etc...	15,000,000	Images and KV provided by client/ brand	Demo
	20,000,000	Image/comic is produced by Z-Pro	
Story: The photo reportage that provides the brand's information through the user's journey experiences. Maximum 20 couple of pictures/article. Maximum length: under 1.200 words	20,000,000	Images provided by client/ brand	Demo
	25,000,000	Excluded talent fee Excluded studio fee or another fee (if needed)	
Chuyện của tôi: Article with 1.500-1800 words, provides the brand's information through the customer's experience combining the signature graphic design of the format	20,000,000	Excluded talent fee	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Z-Flip: Article is formatted mimic the e-magazine, e-brochure with page-turn effect, designed following client/brand's KV and brand identity	25,000,000	Images and KV provided by client/brand	Demo
Z-Slide: Article includes 1 video as cover and 7-10 slides (including images and caption) that to vividly deliver the brand's campaign and product/service	25,000,000	Images/video is produced by Z-Pro	Demo
Slideshow: Article with 7-10 slides (cover, images and caption), effected in the template that help the audience explore information	25,000,000	Images and KV provided by client/brand	Demo
KOVER: The interview article with 1.500-1.800 words with graphic longform design and video in the cover	25,000,000	Images/video is produced by Z-Pro	Demo
Special longform: Articles with 1.500-1.800 words and graphic design with basic effects for more vivid display	25,000,000		Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Short video: Interview, event recap video as vertical format compatibly with mobile display. Maximum duration: 1 minutes	10,000,000	Excluded MC fee or other fee (if needed)	Demo
Normal video: Basic interview and event recap video. Duration: under 3 minutes	10,000,000	Excluded MC fee	Demo
Normal video: Basic interview and event recap video based on the brand's footage. Duration: under 3 minutes	5,000,000		Demo
Video graphic: Graphic video with basic motion effects. Duration: under 2 minutes	20,000,000		Demo
Experience video, basic review/Thematic video: Experience and quick review video about product/ service with basic graphic. Duration: under 3 minutes	20,000,000	Excluded MC fee	Experience video, Thematic video
Experience video, in-depth review: Product review video based on actual experience, combining graphics, vivid and intuitive effects	Contact for quotation		Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
REVIEW in-door: The article records experiences, reviews products, services... with video as a cover of the article and has attractive graphic designs, following the client's KV/brand identity. Photos and videos are taken at the studio	40,000,000	Excluded MC/talent fee	Demo
REVIEW out-door: The article records experiences, reviews products, services... with video as a cover of the article and has attractive graphic designs, following the client's KV/brand identity. Photos and videos are taken outdoors	50,000,000	Excluded MC/talent fee	Demo
Eater: The article records experiences, reviews restaurants, special dishes... includes video as a cover of the article and has attractive graphic designs, following the client's KV/brand identity	50,000,000	Excluded MC/talent fee	Demo
The First: The article promotes new products and services launched on the market, through the actual experiences of the characters. The article includes an experience video and shared text content with image clusters and sub-titles	50,000,000	Excluded MC/talent fee	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Smart choice: Article suggests shopping tips, products, incentives/vouchers... from sellers from a variety of industries and times. The article is designed following Smart choice series concept and can be customized according to brand identity colors.	15,000,000	Images and KV provided by client or brand	Demo
Journal, Wish I knew, Explain, Love, Living, Voxpop, MIX: The article includes 1 cover designed following the style of the entire series: Interviews, decoding concepts/phenomena, mix & match outfits...). Images and content are arranged together and attractively arranged to visually deliver the messages of products and services.	15,000,000	Images and KV provided by client or brand	Journal , Wish I knew , Explain , Love , Living , Voxpop , MIX
	20,000,000	Excluded talent fee Images is produced by Z-Pro Excluded talent fee	
Downtown: Short review, introducing restaurant addresses, eateries, and local specialties with attractively arranged content and images	20,000,000	Images is produced by Z-Pro	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
How About: The article integrates product and service information by sharing via character's experience or the brand's target customers. All characters and images are graphically processed according to series' concept	20,000,000	KV provided by client/ brand	Demo
Strike Out: The article summarizes the characters' sharing about real-life experiences with a problem at work and life. The images in the article are animated and have motion	25,000,000	Excluded talent fee	Demo
Night Out: The article summarizes the sharing of a character/KOL about client products/services' experiences. The images in the article are designed following series' concept	50,000,000	Excluded talent fee	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Basic Interactive: Article delivers the messages and information about client/brand's products/services via attractive design and demonstrate interaction between readers with content, images, and videos	35,000,000	Images and KV provided by client/ brand	Demo
Premium Interactive: Article delivers messages and information about client/brand's products/services via in-depth design and effects	Contact for quotation		Demo
Livestream: Producing live video streams directly from the event that has continuously agenda during 2-3 hours on multiple platforms (e-magazine, online newspaper, YouTube, Facebook...)	Contact for quotation		Demo
#STREAM: The livestream broadcast allows readers to real-time interact directly with the content through emoticons, comments, shares, votes... The interface is customized according to the client/brand's needs/ identity	45,000,000	The embed code provided by brand	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
Talkshow: Video includes MC and guest (maximum 2 people) sharing about aligned topic. Duration: 20-30 minutes	60,000,000	Excluded MC & guests fee Excluded studio fee (if needed)	Demo
Podcast video: The talk between host and guest following the aligned topic. Duration: 20-30 minutes	40,000,000	Excluded MC & guests fee Excluded studio fee (if needed)	Demo
Combo podcast: The package includes: <ol style="list-style-type: none"> 1. Audio 2. Teasing article hints about podcast content (under 1.000 words) 3. Recap article wraps up the podcast content (under 1.000 words) 4. Podcast video - the talk between host and guest following the aligned topic. Duration: 20-30 minutes 	60,000,000	Excluded MC & guests fee Excluded studio fee (if needed)	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note	Demo
<p>Live interview: The package includes:</p> <ol style="list-style-type: none"> 1. Teasing article introduces the event and invites readers to submit questions 2. Live interview (information and images) that experts answer the questions 3. Recap articles summarize the main information that covered in live interview. 	60,000,000	<p>Maximum of field time: 3 hours</p> <p>Excluded expert fee</p>	Demo
<p>Live report: The package includes:</p> <ol style="list-style-type: none"> 1. Teasing article introduces the event 2. Updates on event developments (information and images) in real time (2-3 hours) 3. Recap article that summarizes the highlighted activities at the event 	60,000,000	<p>Maximum of field time: 3 hours</p>	Demo

PRODUCTION SERVICES | All platform

Items	Unit price (VND)	Note
<p>Photo shooting: Provide the photograph service for business, includes:</p> <ul style="list-style-type: none">- Event recap photos- Leader portraits, personnel profile photos- Product and facilities display photos		Contact for quotation

PRODUCTION SERVICES | Zalo OA - ZSTUDIO

Items	Unit price (VND)	Demo
Textorial: Editorial article with 500-800 words, 3-4 images	4,000,000	Demo
Pictorial: Editorial article with 500-700 words, 7-10 images	6,000,000	Demo
Slideshow: Editorial article with 200-400 words, 10-20 images	6,000,000	Demo

PRODUCTION SERVICES | Zalo OA - ZSTUDIO

Items	Unit price (VND)	Note	Demo
Video mutex: Interview, event recap video as vertical format compatibly with mobile display. Duration: under 2 minutes	5,000,000	Footage provided by client	Demo
	10,000,000		
Smart choice: The article that provides the brand's or product information with graphic design and CTA button that leads to the brand's landing page	10,000,000		Demo
Comic/Quote: Pictorial article with graphic design that provides the brand's information vividly and visually. Maximum 5 pictures/images/article. Maximum length: under 800 words	10,000,000		
Story: The photo reportage that provides the brand's information through the user's journey experiences. Maximum 15 pictures/ article. Maximum length: under 1000 words	10,000,000	Excluded talent fee	

PRODUCTION SERVICES | Facebook

	Items	Unit price (VND)	Note
Content Production	Content post contains 100 - 200 words	4,000,000	Applied by package (5 posts/package)
	Content post contains 200 - 500 words	4,000,000	Applied by package (5 posts/package)
Photo/images production	Produce 01 image (Single Photo)	500,000	Applied for basic product shooting with white background/purchased stock image.
	Produce 02 image (Multi-photo)	750,000	

PRODUCTION SERVICES | Google

	Items	Unit price (VND)	Note
SEO Article	Articles in specialized terms (specific fields), providing certified information about definition/concept. The article consists of 2-3 photos, under 500 words.	4,000,000	Applied by package (2 articles/package)
	Article promotes products/services. The article consists of 2-3 photos, under 500 words.	4,000,000	Applied by package (2 articles/package)

PRODUCTION SERVICES | Planning

	Items	Unit price (VND)	Note
Content Package	Planning content orientation under the media phases (package/month 5-10 articles) including content pillar & content direction (excel file).	5,000,000	Free of charge if brand/ client confirm the production package

PRODUCTION SERVICES | Add-on

	Items	Unit price (VND)	Note
Content Display Optimization	Display optimizing for textorial/pictorial produced by Z-Pro from other platforms to brand's Mini App	500,000	Reair content, not editing
	Display optimization for articles aired on Zing News with effects and interactive engagement (produced by Z-Pro), then reposts on brand's Mini App	1,000,000	

05. Rate card | Social content

Spread branded content on social channels (Zalo OA, YouTube, TikTok)



Item	Detail	Price	Demo	Channel
YOUTUBE CHANNEL EDIT & AIR				
Video airing	Post branded video onto Z Studio’s YouTube channel No commit	5,000,000	<div>Demo</div>	Choose 1 among 3 YouTube channels: Zing.Podcast Zing Z Review
	Post branded video onto Z Studio’s YouTube channel 20.000 views	20,000,000		
	Premiere branded video onto Z Studio’s YouTube channel 20.000 views	25,000,000		
YOUTUBE CHANNEL PRODUCE & AIR				
Video production and airing	Z - Review production and airing 30.000 views on YouTube	30,000,000	<div>Demo</div>	
	Mutex video production and airing (video with voice-over and text line using brand’s materials: MV, TVC, Movie, photos, etc.) 30.000 views on YouTube	25,000,000	<div>Demo</div>	
Other video formats	Check Z Pro’s section for price			

TikTok Services | Produce & Air

Channel	Category	Follower	Like	Format	Produce + Air	Produce + Air + Commit 100.000 views (Commit for video format only)	Note
Chuyên kinh doanh	Business, Real Estate, Finance, Banking	35.9K	152.9K	Video	10,000,000	12,000,000	Fee for host to be included
Panorama Địa Ốc	Real Estate	10.2K	214.5K	Video	10,000,000	12,000,000	Fee for host to be included
Học gì bây giờ	Education	51.3K	1.8M	Video	4,000,000	6,000,000	
Bác sĩ Ơi	Health	27.6K	87.4K	Video	10,000,000	12,000,000	Fee for fixed experts to be included Contact for detailed branding benefits
Xe Z	Vehicle (automotive, bike...)	10.9K	238.9K	Video	4,000,000	7,000,000	
Pé Đào Mộng Năng	Lifestyle	14.7K	798.6K	Video/ Carousel	10,000,000	14,000,000	
Z School	Education	15.8K	217.6K	Video/ Carousel	10,000,000	12,000,000	Fee for host to be included
Drama Công Sở	Lifestyle, drama	16.2K	275.5K	Video	12,000,000	17,000,000	Fee for fixed actors to be included

06. Rate card | SMONEY

Applied for services on smoney.vn



AIRING FEE | SMONEY HOMEPAGE | Top News

Top News is the highest airing position, utilizing the maximum of readers

PC	Mobile	Zalo OA	Unit price (VND)
Top News 1	#1	#1	80,000,000
Top News 2	#2	#1	40,000,000
Top News 3	#5	#2	25,000,000

Airing fee for block 1 hour



Commit view

Top News 1 – 30,000 views

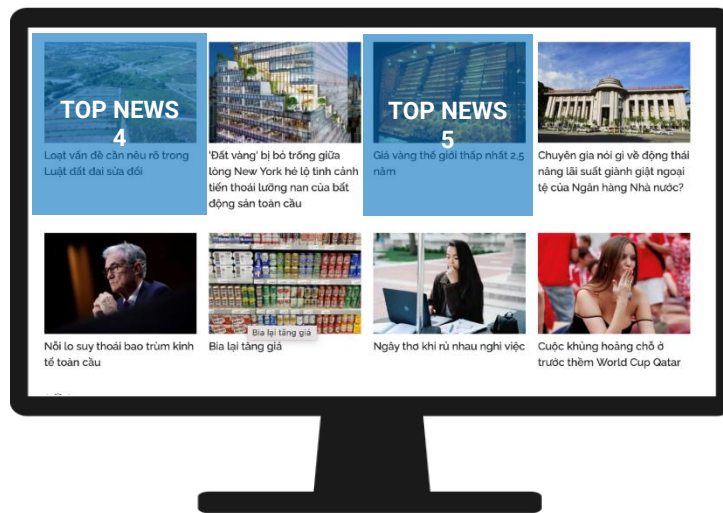
Top News 2 – 15,000 views

Top News 3 – 10,000 views



AIRING FEE | SMONEY HOMEPAGE | Top news

PC	Mobile	Zalo OA	Unit price (VND)
Top news 4	#8	#2	25,000,000
Top news 5	#10	#3	16,000,000



Commit view

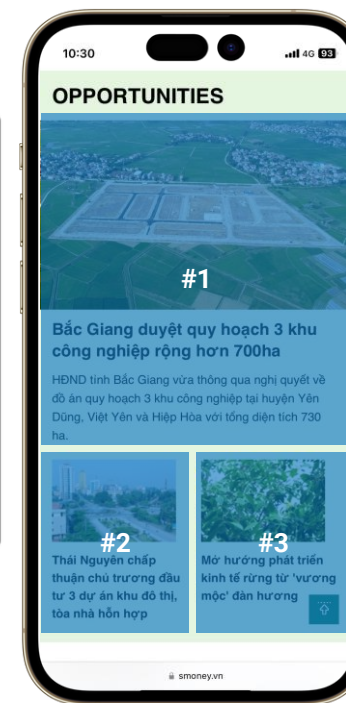
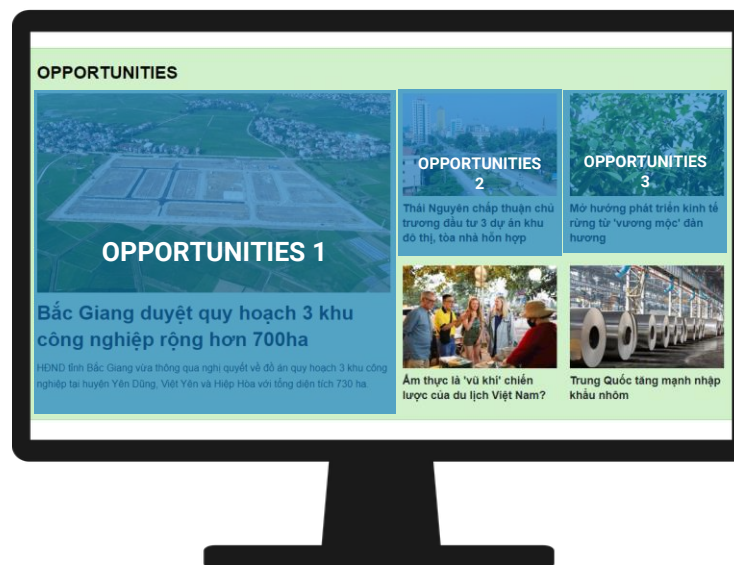
Top News 4 – 10,000 views

Top News 5 – 7,000 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Opportunities

PC	Mobile	Zalo OA	Unit Price (VND)
Opportunities 1	#1	#2	25,000,000
Opportunities 2	#2	#3	16,000,000
Opportunities 3	#3	#4 or #5	10,000,000



Commit view

Opportunities 1 – 10,000 views

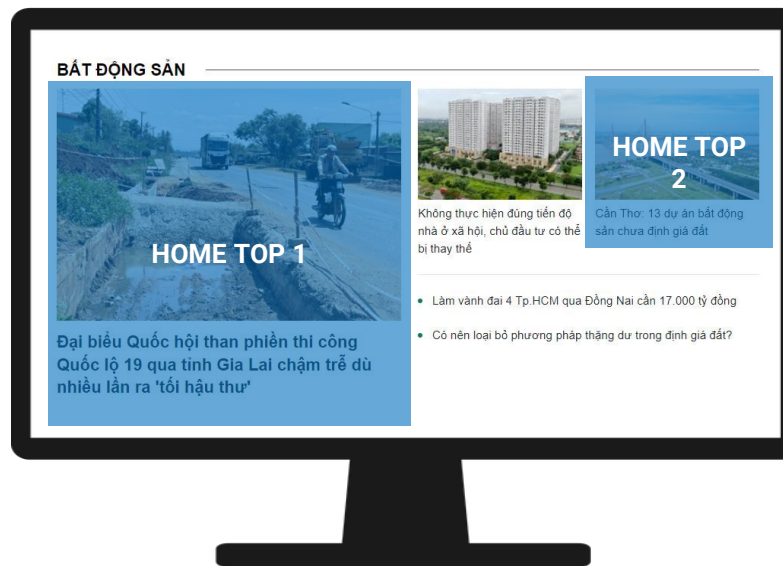
Opportunities 2 – 7,000 views

Opportunities 3 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Bất động sản

PC	Mobile	Zalo OA	Unit Price (VND)
Home Top 1 BĐS	#1	#2	25,000,000
Home Top 2 BĐS	#3	#4 or #5	10,000,000



Commit view

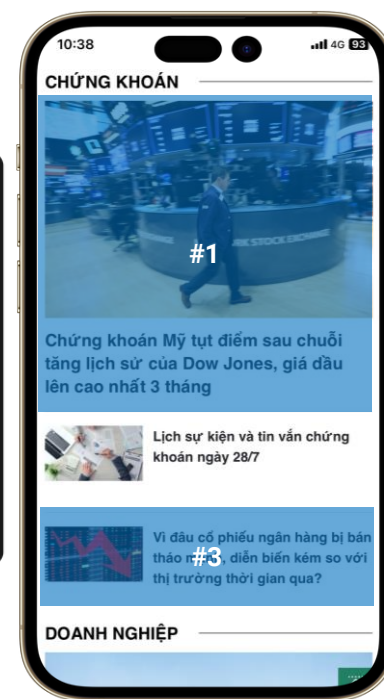
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Chứng khoán

PC	Mobile	Zalo OA	Unit Price (VND)
Home Top 1 Chứng khoán	#1	#2	25,000,000
Home Top 2 Chứng khoán	#3	#4 or #5	10,000,000



Commit view

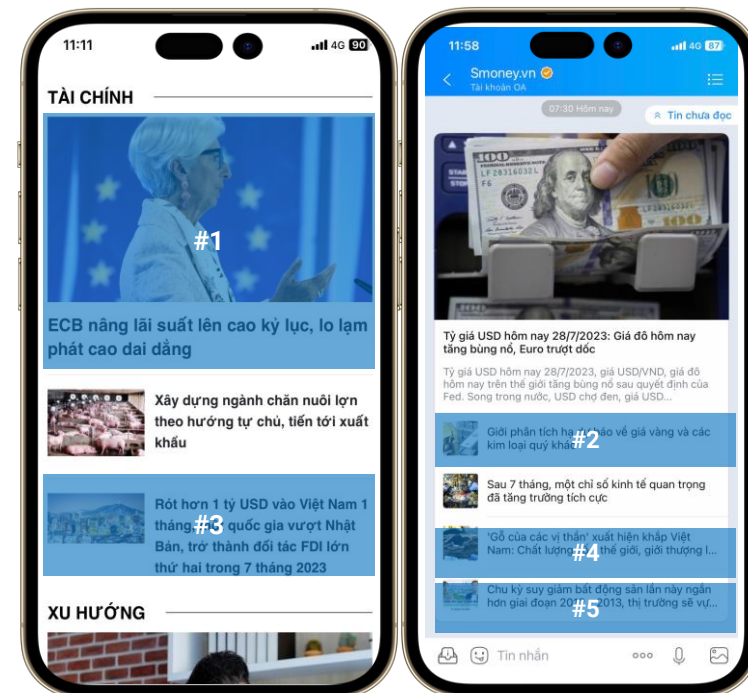
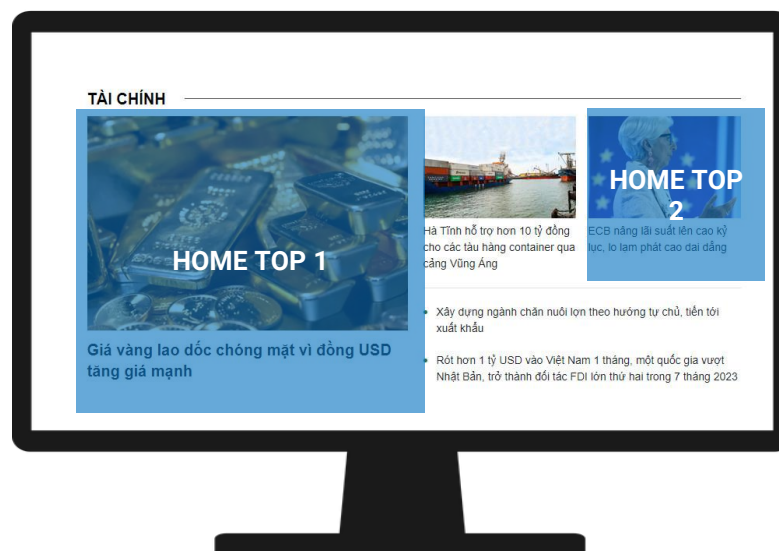
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Tài chính

PC	Mobile	Zalo OA	Unit Price (VND)
Home Top 1 Tài chính	#1	#2	25,000,000
Home Top 2 Tài chính	#3	#4 or #5	10,000,000



Commit view

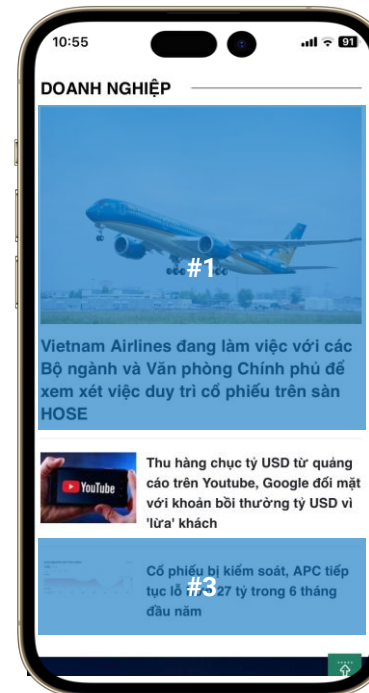
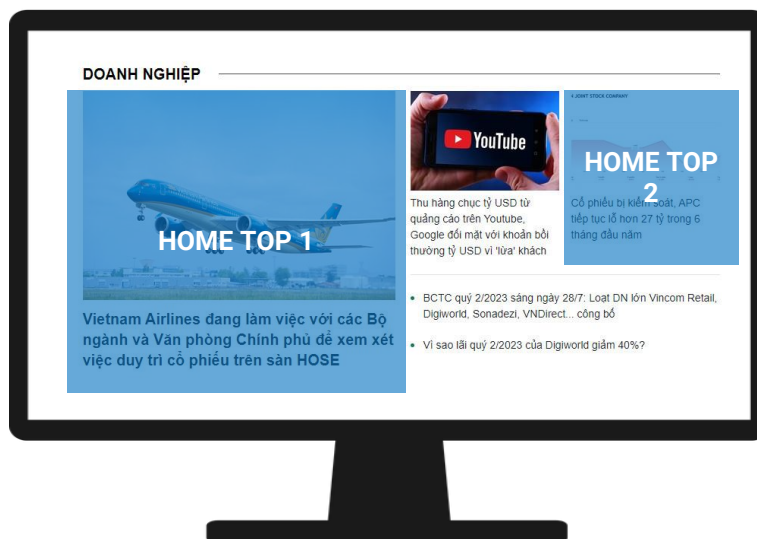
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Doanh nghiệp

PC	Mobile	Zalo OA	Unit Price (VND)
Home Top 1 Doanh nghiệp	#1	#2	25,000,000
Home Top 2 Doanh nghiệp	#3	#4 or #5	10,000,000



Commit view

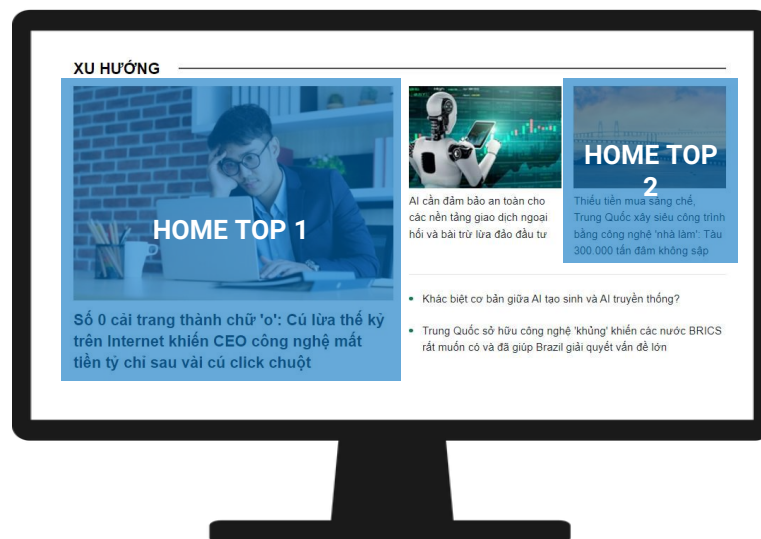
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Xu hướng

PC	Mobile	Zalo OA	Giá (VND)
Home Top 1 Xu hướng	#1	#2	25,000,000
Home Top 2 Xu hướng	#3	#4 hoặc #5	10,000,000



Commit view

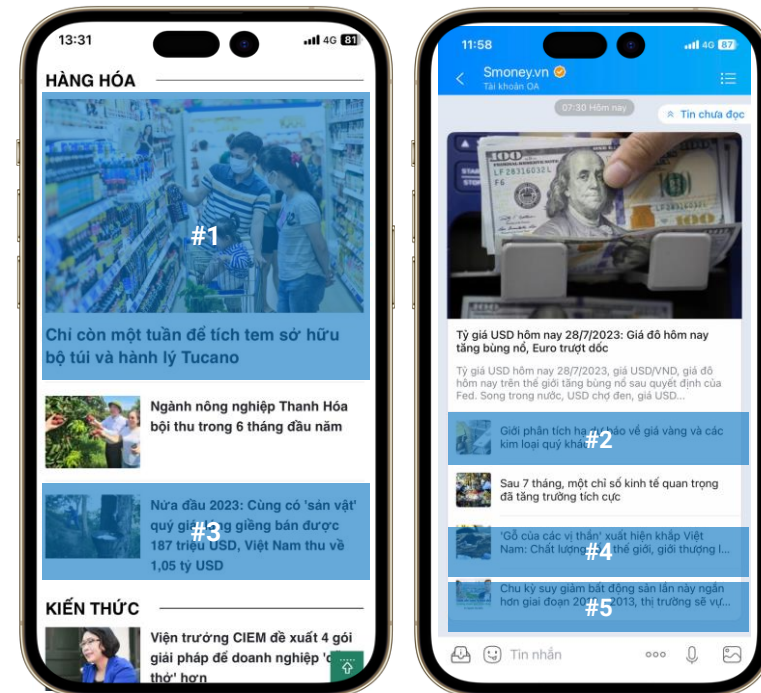
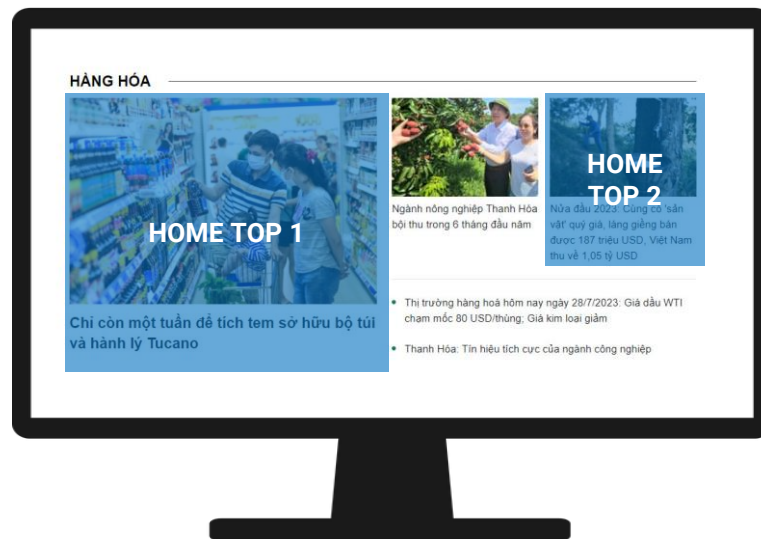
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Hàng hóa

PC	Mobile	Zalo OA	Giá (VND)
Home Top 1 Hàng hóa	#1	#2	25,000,000
Home Top 1 Hàng hóa	#3	#4 or #5	10,000,000



Commit view

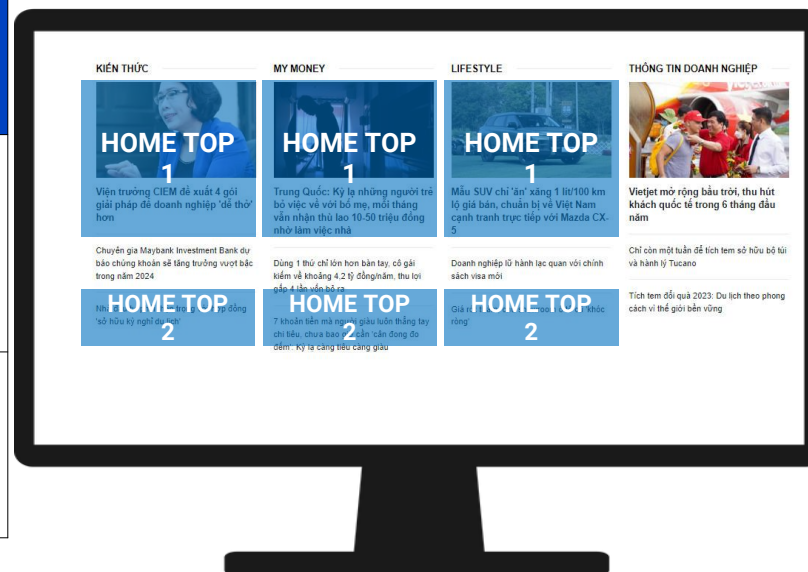
Home Top 1 – 10,000 views

Home Top 2 – 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | Chuyên mục khác

PC	Mobile	Zalo OA	Unit Price (VND)
Home Top 1 Kiến thức/My Money/ Lifestyle	#1	#4 hoặc #5	10,000,000
Home Top 2 Kiến thức/My Money/ Lifestyle	#3		8,000,000

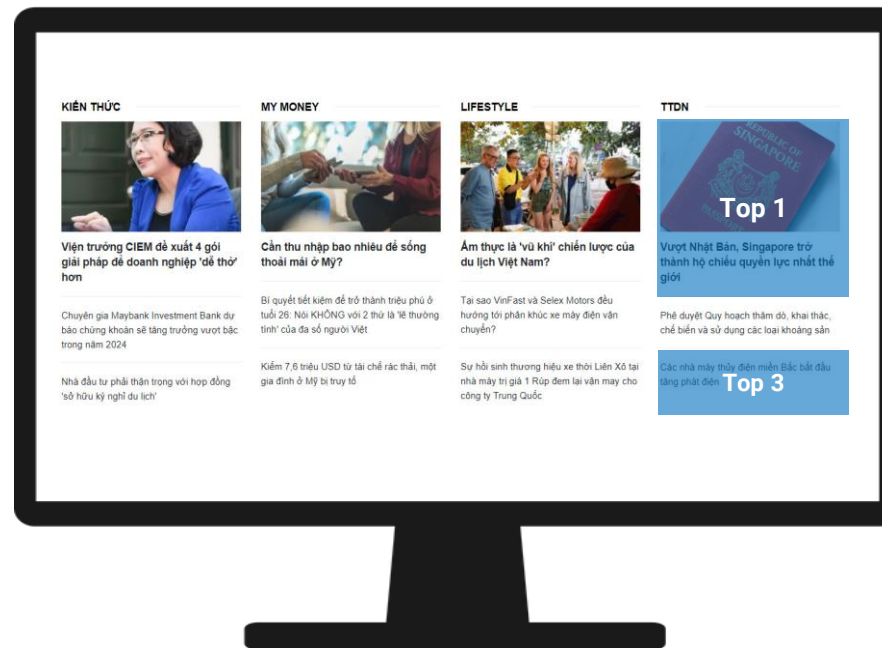


Commit view
Home Top 1 - 3,500 views

Airing fee for block 1 hour

AIRING FEE | SMONEY HOMEPAGE | TTDN

PC	Mobile	Unit Price (VND)
Box TTDN – Top 1	#1	10,000,000
Box TTDN – Top 3	#3	8,000,000

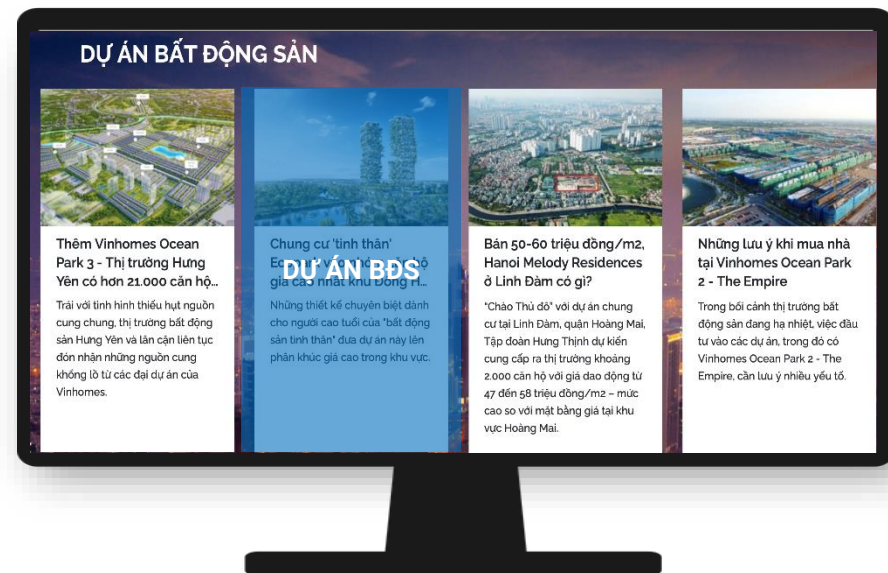


Commit view
Box TTDN Top 1 - 3,500 views

Airing fee for block 1 hour

ADD-ON FEE | SMONEY HOMEPAGE | Display in ‘Dự án Bất động sản’

Service	Add-on	Unit Price (VND)
Airing Homepage	Display in “Dự án Bất động sản”	5,000,000



Airing fee for block 24 hours

Applied for PR articles that aired on Homepage. Client must request above services within 7 days from the airing day.

ADD-ON FEE | SMONEY HOMEPAGE | Box

Service	Add-on	Unit Price (VND)
Airing Homepage	Box “Có thể bạn quan tâm”	5,000,000
Airing Homepage	Box “Doanh nghiệp niêm yết”	5,000,000

Airing fee for block 24 hours

Applied for PR articles that aired on Homepage. Client must request above services within 7 days from the airing day.

CÓ THỂ BẠN QUAN TÂM



Bảo đảm nguồn cung xăng dầu và an ninh năng lượng quốc gia



Biên bản cuộc họp tháng 9 của Fed được công bố: NHTW có thể tiếp tục tăng lãi suất thêm 0,75%



Cảnh báo: Loạt website giả mạo Thế Giới Di Động, MoMo, ngân hàng Vietcombank... lừa đảo người dùng



Công an Đà Nẵng thông tin 5 ứng dụng chặn các cuộc gọi lừa đảo người dùng



Quảng Ninh nỗ lực gỡ tiêu chí cảnh báo cuối cùng về vi phạm IUU

DOANH NGHIỆP NIÊM YẾT



FLC sẽ phát hành báo cáo tài chính kiểm toán năm 2021 vào cuối tháng 10/2022



Sau khi lỗ kỷ lục, một công ty thép top đầu phải dừng lò cao, cho công nhân nghỉ việc vì kinh doanh khó khăn



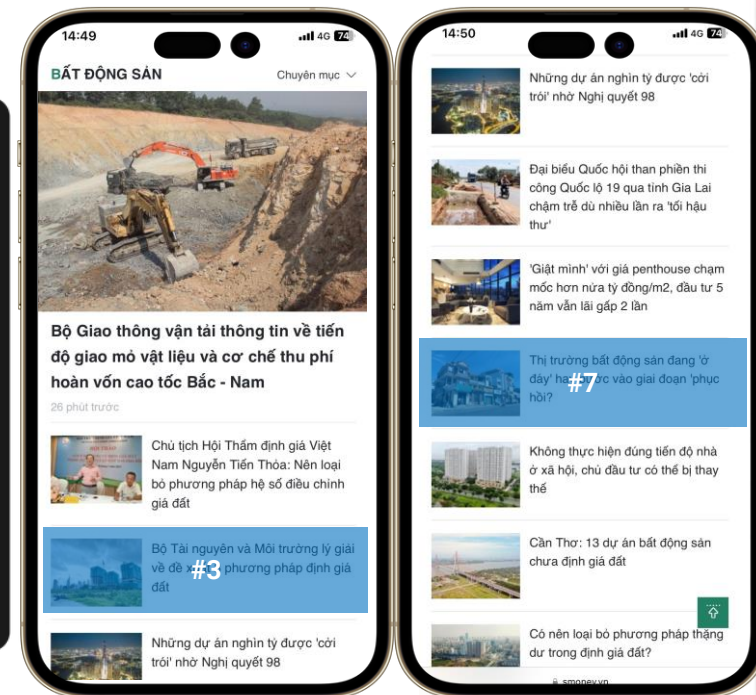
Cứ 1 tấn chuối bầu Đức bán ra có tới 0,58 tấn chuối thải làm thức ăn cho heo, biên lãi gộp của HAGL có bị 'mỏng' đi?



Doanh nghiệp niêm yết liên quan nhóm Louis mất khả năng thanh toán lãi trái phiếu, tài sản bị thất thoát nghiêm trọng

AIRING FEE | SMONEY MAINPAGE

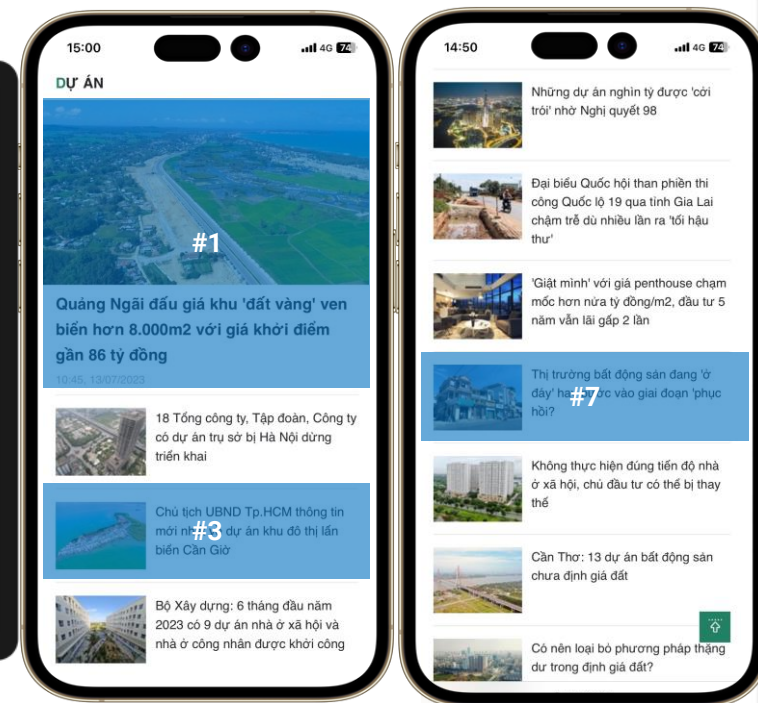
PC	Mobile	Unit Price (VND)
Nổi bật Mainpage	#3	6,000,000
Tin mới Mainpage	#7	5,000,000



Airing fee for block 1 hour

AIRING FEE | SMONEY SUBPAGE

PC	Mobile	Giá (VND)
Top 1 Subpage	#1	6,000,000
Top 2 Subpage	#3	4,000,000
Tin mới Subpage	#7	3,000,000



Airing fee for block 1 hour

ADD-ON FEE

Service	Unit Price (VND)	Note
Subfolder Mainpage	20,000,000	Subfolder must include at least 5 PR booked articles to maximum 10 articles to display. These articles are only displayed in Subfolder without showing on other placements of Smoney.
Add video	1,000,000	
Add hyperlink	500,000	
Add picture	500,000	
Tag keyword (3 tag)	1,500,000	
Extend airing (hour)	30% position fee	Extend for 1 hour
Add additional text	1,000,000	In case the current article exceeds to the maximum of allowed length.
Add relevant article to booked article	500,000	



Thank you!

Headquarter Sala

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Hotline: (+84) 903 167 096

Hanoi Branch

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