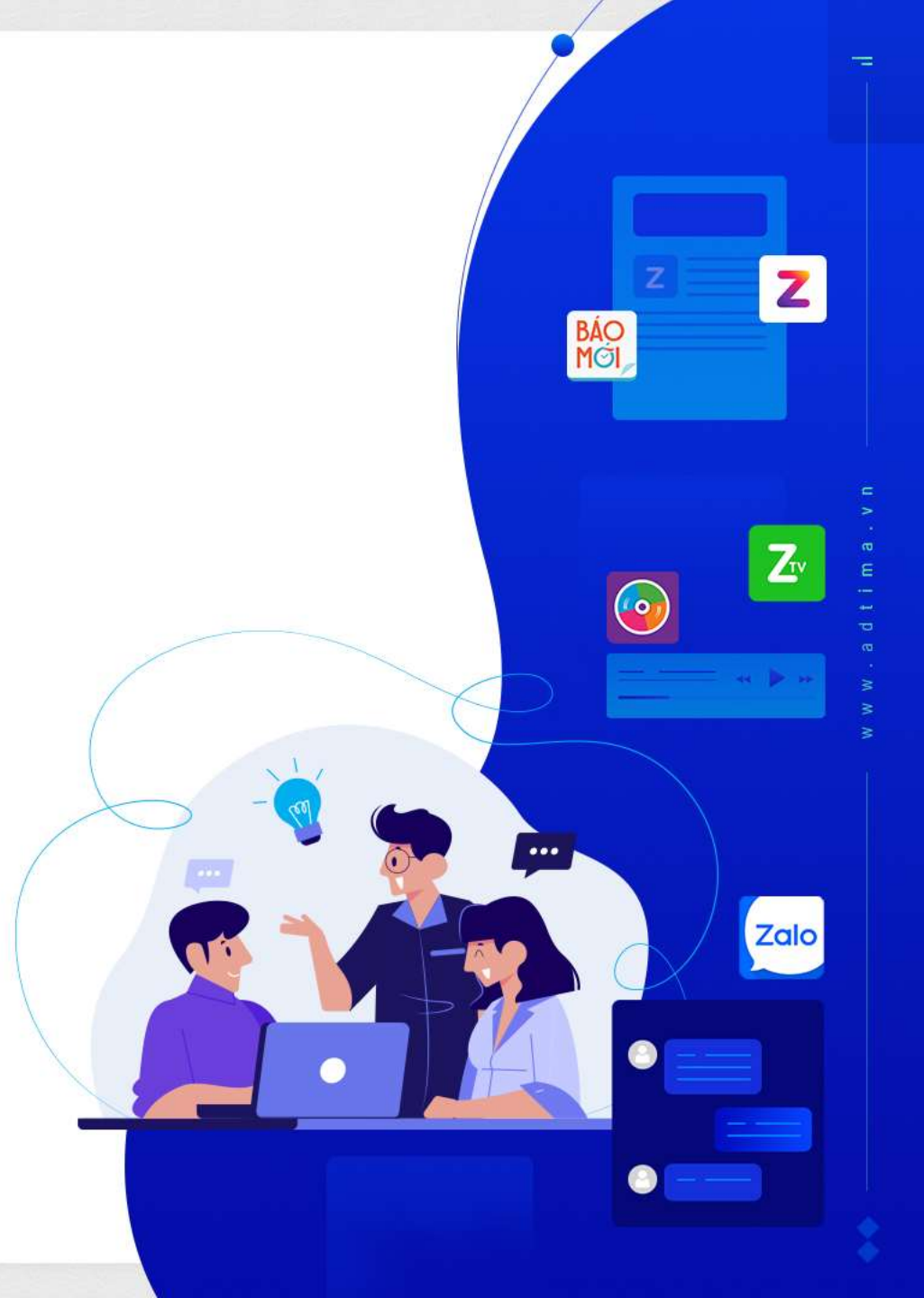


RATE CARD PR SOLUTIONS

Applied since Apr, 2022



01. Rate card | Airing fee

Applied for Zing News

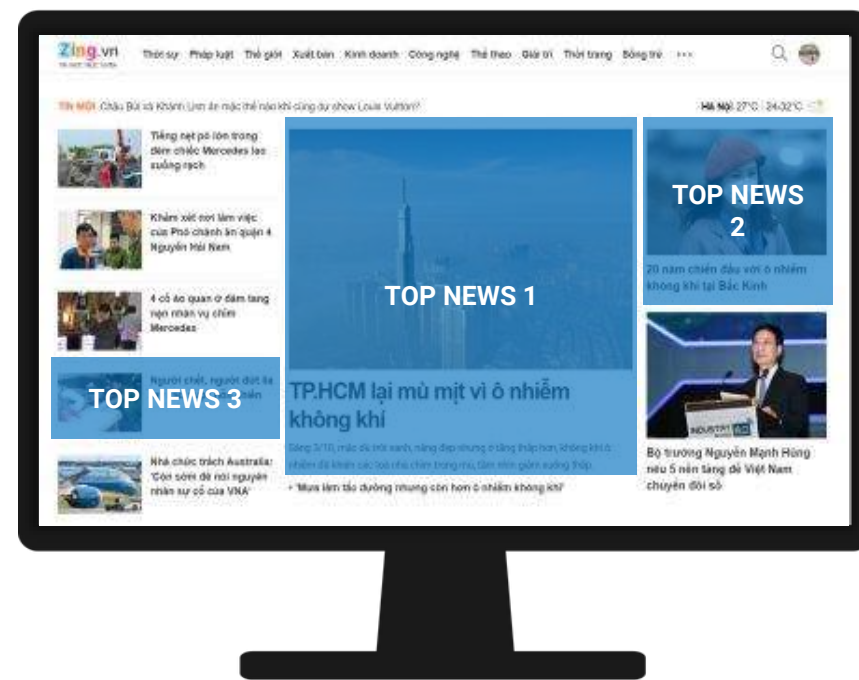


AIRING FEE | HOME PAGE | TOP NEWS

Top News is the highest airing positions on Zing

News, utilizing the maximum of Zing News' readers

PC	Mobile	Unit price (VND)
Top News 1	Slide 2	230,000,000
Top News 2	#4	160,000,000
Top News 3	#4	130,000,000



Airing fee for block 1 hour

AIRING FEE Homepage | Multimedia

Multimedia is customized for special-format articles with highly appealing visuals.

PC	Mobile	Unit price (VND)
Multimedia 1	#4	130,000,000
Multimedia 2	#4	105,000,000
Multimedia 3	#4	85,000,000

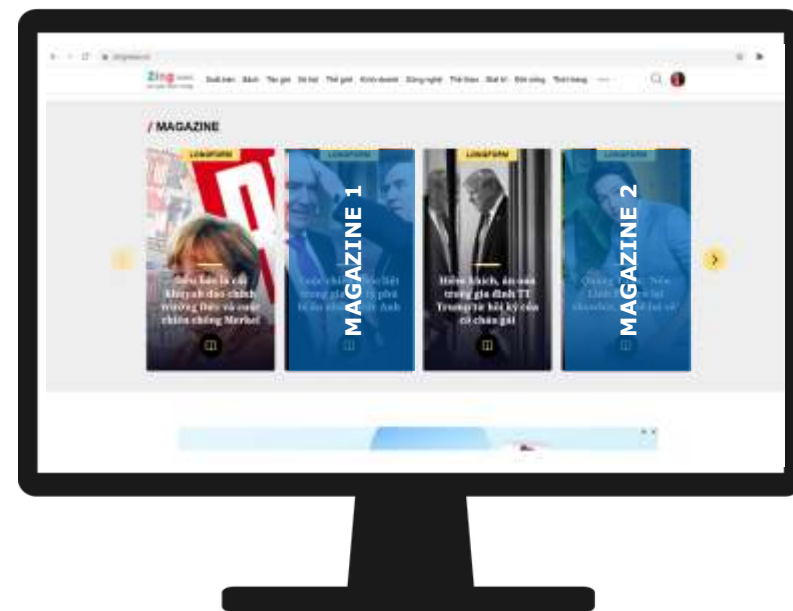


Airing fee for block 1 hour

AIRING FEE Homepage | Magazine

Magazine is an eye-catching format designed for special content articles. Brands can attract a big amount of readers from Homepage with Magazine format.

PC	Mobile	Unit price (VND)
Magazine 1	#4	60,000,000
Magazine 2	#8	55,000,000



Airing fee for block 1 hour

AIRING FEE Homepage | Latest News

PC	Mobile	Unit price (VND)
Latest news 1	#4	60,000,000
Latest news 2	#8	50,000,000

Airing fee for block 1 hour



AIRING FEE Homepage | Home Top 3

Home Top 3 allows Brands to choose the category that relevant to the articles. Home Top 3 include 17 categories with various and interesting contents.

PC	Mobile	Unit price (VND)
Top 3 - Group 1	#12	35,000,000
Top 3 - Group 2	#12	15,000,000



Airing fee for block 1 hour



ADD-ON FEE | Homepage | Display in column 'Có thể bạn quan tâm'

Service	Add-on	Price (VNĐ)
Airing Homepage	Display in column "Có thể bạn quan tâm" of mainpage	3,000,000
	Display in column "Có thể bạn quan tâm" of subpage	2,000,000



Airing fee for block 1 hour

Add-on fee is only applied for the article airing on Homepage

AIRING FEE Homepage | Business News

PC	Unit price (VND)
Top 1 - Business News	12,000,000

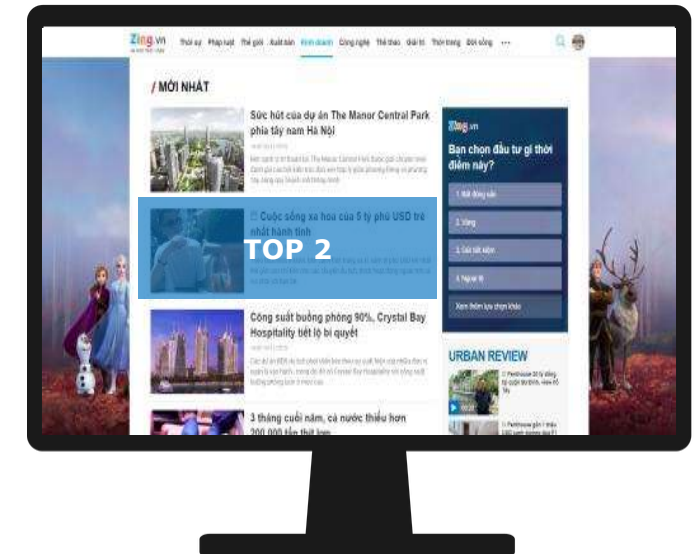


Airing fee for block 1 hour

AIRING FEE Main Page

PC	Mobile	Group 1	Group 2
In Business, Technology, Life, Travel - Food, Vehicle: the article will be displayed in the list of horizontal zone (No location selected). In News, World, Sport, Entertainment, Fashion, Health, Education, Publisher, Book, Author: 2nd position in 'Latest' zone	#6	16,000,000	8,000,000
Horizontal zone/2nd position in 'Latest' zone and display in column "Có thể bạn quan tâm"	#6	19,000,000	11,000,000
<ul style="list-style-type: none"> Group 1 <ul style="list-style-type: none"> News, World, Business, Technology, Health Sport, Entertainment, Travel, Vehicle, Life Group 2: Publisher, Book, Author 			

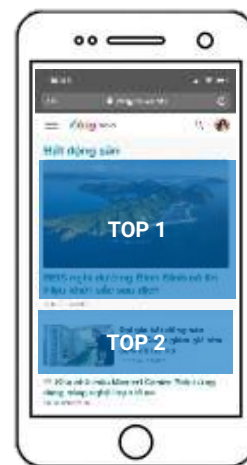
Airing fee for block 1 hour



AIRING FEE Sub-Page

Sub-Page is the section pages belongs to Main page. The content of Sub-page is specific that suitable for in-dept articles.

PC	Mobile	Group 1	Group 2
#2 at Latest section	#6	10,000,000	10,000,000
Top 1	#1	18,000,000	12,000,000
Top 2	#2	15,000,000	-
#2 at Latest section and column 'Có thể bạn quan tâm'	#6	12,000,000	12,000,000
Top 1 and column 'Có thể bạn quan tâm'	#1	20,000,000	14,000,000
Top 2 and column 'Có thể bạn quan tâm'	#2	17,000,000	-
<ul style="list-style-type: none"> Group 1 <ul style="list-style-type: none"> News, World, Business, Technology, Health Sport, Entertainment, Travel, Vehicle, Life Group 2: Business Information, Event. 			



Airing fee for block 1 hour



Homepage LifeStyle		
Desktop	Mobile	Price
Top News LifeStyle 1	Top 1	30,000,000
Top News LifeStyle 2	#3	20,000,000



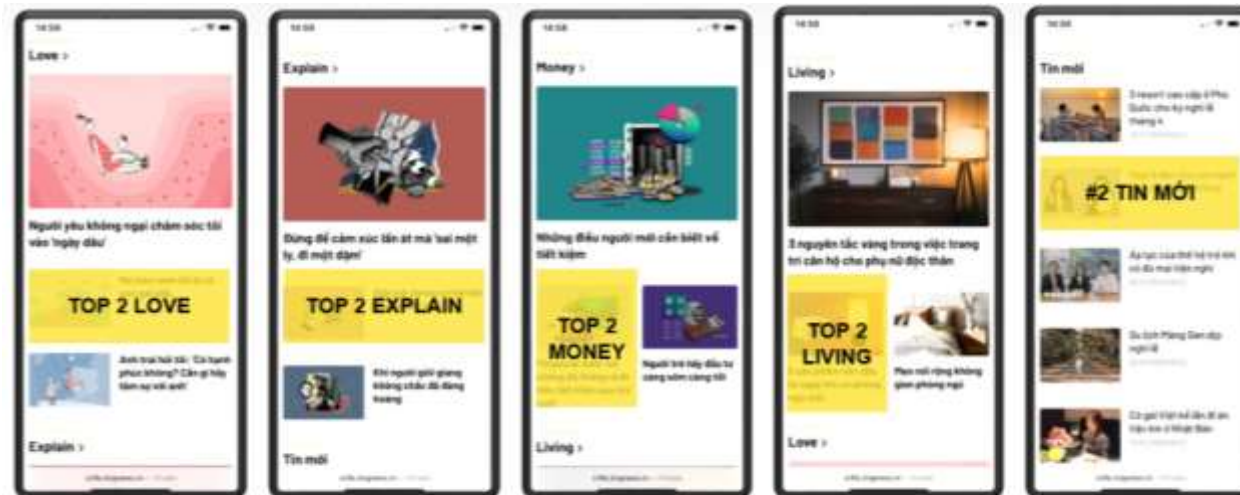
Airing fee for block 1 hour

AIRING FEE | LifeStyle



Subpage and #2 Latest News

Desktop	Mobile	Price
Top 2 Subpage (Love & Sex, Explain, Money, Living)	#2	15,000,000
#2 Latest zone in LifeStyle	#2	10,000,000



Airing fee for block 1 hour

02. Rate card | PR Push View

Applied for PR push view on Zing News & BaoMoi



PR PUSH VIEW | Zing News

Push view is the service that support to deliver articles to right target audiences

Service	Unit price (VND)	Note
Push View on Zing News only	Bidding Price Floor: 2,000	- Only apply for PR Article hosted by Zing News.
Push View on Zing News and Baomoi	Bidding Price Floor: 1,800	



Ronaldo và pha ham bóng phá hỏng cơ hội ghi bàn của đồng đội

59 PHÚT TRƯỚC: THỂ THAO

Trong trận gặp Osasuna vào năm 2012, Cristiano Ronaldo có tình huống ham bóng không cần thiết khiến Gonzalo Higuain bỏ lỡ cơ hội ghi bàn sau khi đã rê qua thủ môn đối phương.



BMW ra mắt hàng loạt xe mới tại VN trong hôm nay

2 GIỜ TRƯỚC: XE

Ngày 22/4, BMW sẽ ra mắt thị trường Việt Nam 10 mẫu xe mới trải khắp các phân khúc trong sự kiện được tổ chức trực tuyến.



Nơi có các biệt thự xa xỉ mà giới tỷ phú muốn mua để tỵ cách ly

2 GIỜ TRƯỚC: KINH DOANH











Hòn đảo Waiheke ở New Zealand là một địa điểm thu hút sự chú ý của các tỷ phú, giới thượng lưu Mỹ trong việc trú ẩn khỏi đại dịch Covid-19.

PR VIEW BOOSTER | BAOMOI

Package	Description	Display	Re-air Unit price (VND)	Re-air with Media Block	Note
Re-air Premium	Re-air from Zing News	<ul style="list-style-type: none"> - PC Homepage (Top 8/9/10) - PC Mainpage (Sliding Top 2/3/4) - WAP & APP (Top 8/9/10) 	42,000,000/article	47,000,000/article (Banner will be kept in 2 months from airing date)	KPI 30,000 View
Re-air Standard	Re-air from Zing News	<ul style="list-style-type: none"> - PC Homepage (Top 18/19/20) - PC Mainpage (Top 8/9/10) - WAP & APP (Top 18/19/20) 	27,000,000/article	30,000,000/article (Banner will be kept in 2 months from airing date)	KPI 15,000 View
Re-air Plus	Re-air from Zing News	Any position on BaoMoi	Bidding Price Floor: 1,400/view	Bidding Price Floor: 1,500/view Banner will be kept till KPIs (view) is fully delivered.	No discount applied Only applied for at least 5,000 views booking




Note: Only applied for Zing articles within 4 hours from publishing time.
Articles will be hosted under the domain baomoi.com for 6 months from the publication date.

PR VIEW BOOSTER | BAOMOI

<p>Người Việt xếp hàng trước 1 ngày ở Singapore chờ mở bán iPhone 11</p>  <p>Zing 3 giờ</p>	<p>Những tín hiệu tích cực tại Anh về thỏa thuận Brexit mới</p>  <p>VietnamPlus 2 giờ</p>
<p>Chiếc hầm bí mật trong đường dây trộm hơn 100 tấn chó ở Thanh Hóa</p>  <p>VietnamNet 5 giờ</p>	<p>Suối nước nóng xanh ngọc được ví như spa tự nhiên ở Italy</p>  <p>Zing 2 giờ</p>
<p>7 tình huống bạn có thể cắt giảm chi tiêu hiệu quả không ngờ</p>  <p>Zing 3 giờ</p>	<p>Đang đà thắng lớn với sữa đặc trị, NutiFood tiếp tục ra dòng 'sữa mát'</p>  <p>Zing 1 giờ</p>
<p>Vợ chồng Bi Rain - Kim Tae Hee đón con gái thứ hai</p>  <p>Thanh Niên 1 giờ</p>	<p>Không thể chỉ 'Văng! Xin lỗi!'</p>  <p>KTDĐ 37 phút</p>
<p>V.League 2019: 'Nóng' ở cuộc đua tốp đầu và cuối bảng xếp hạng</p>  <p>Thể Thao 33 phút</p>	<p>Chỉ số đường huyết cao. Ai người thân bị tiểu đường tuýp 1, tuýp 2 mách họ cách này</p> 

Re-air

Articles on BaoMoi

<p>Báo Mới</p> <p>các bãi biển, công viên... với hoạt động đối các vó lợn sản phẩm đã sử dụng để nhận ngay quà tặng là thức uống dinh dưỡng, thơm ngon từ Nestlé như thức uống lúa mạch Milo, sữa nước Nestlé, Nescafé... cho hè thêm vui khỏe.</p> <p>Giang Nam Phương</p> <p>ZALO FACEBOOK</p>  <p>CÙNG NESTLÉ LAN TỎA HÈ VUI</p> <p>TÌM HIỂU NGAY</p> <p>TIN KHÁC</p>	<p>Báo Mới</p>  <p>CÙNG NESTLÉ LAN TỎA HÈ VUI</p> <p>XEM NGAY</p> <p>BAOMOI</p> <p>NÓNG MỜI VIDEO CHỦ ĐỀ</p> <p>VĂN HÓA > DU LỊCH</p> <p>Hãy trao mùa hè của bạn cho 6 trò lưu du lịch này</p> <p>Zing 05/07/19 7:00 3 tin-giam</p> <p>Like Comment Share Facebook</p> <p>Ngoài việc đi phượt với bạn bè hay nghỉ dưỡng cùng gia đình, còn vô vàn trend du lịch mới đang 'làm mưa làm gió', chờ bạn chạm tay đến.</p>	<p>Báo Mới</p>  <p>CÙNG NESTLÉ LAN TỎA HÈ VUI</p> <p>XEM NGAY</p> <p>BAOMOI</p> <p>NÓNG MỜI VIDEO CHỦ ĐỀ</p> <p>VĂN HÓA > DU LỊCH</p> <p>Hãy trao mùa hè của bạn cho 6 trò lưu du lịch này</p> <p>Zing 05/07/19 7:00 3 tin-giam</p> <p>Like Comment Share Facebook</p> <p>Ngoài việc đi phượt với bạn bè hay nghỉ dưỡng cùng gia đình, còn vô vàn trend du lịch mới đang 'làm mưa làm gió', chờ bạn chạm tay đến.</p>
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Re-air with Media Block

Articles on BaoMoi

03. Rate card | Production

Applied for production on Zing News



PRODUCTION FEE | Normal Formats

Items	Unit price (VND)	Demo
Editorial with basic information	4,000,000	Demo
Editorial article with depth-in-field content, interviewing (excluding taking photo) or event recap article, basic article (including taking photo)	6,000,000	Demo
Article with photo taken at event and video filmed at event	10,000,000	Demo
Article with 1 mini-info/4 comic pictures/4 quote pictures	10,000,000	Demo

PRODUCTION FEE | Video Formats

Items	Unit price (VND)	Demo
Video article with basic content, footage sent by brand	5,000,000	Demo
Video article with interviewing/product quickly reviewing, event on-site filming	10,000,000	Demo
Video graphic	20,000,000	Demo
Thematic Video (Live Here/Game on/Signature/Taste Me/District 13/Guide)	20,000,000	Live Here Game on Taste Me District 13 Sinature Guide
Video Explain	30,000,000	Demo
Urban review video	40,000,000	Demo
Video Podcast (not include guest and backdrop fee)	40,000,000	Podcast


PRODUCTION FEE | Special Formats

Items	Unit price (VND)	Demo
Quora article (Not include fee for Expert)	6,000,000	Demo
Infographic, Comic article (5-7 images/article)	10,000,000	Infographic Comic
Before-After comic article with pictures by Zingnews	12,000,000	Demo
#Quizz, Quote, TL;DR	10,000,000	#Quizz Quote
Gifting Quizz	15,000,000	Demo
Gallery, #Slide, Longform, Timeline, Highlight, 'Chuyện của tôi' article with full service from Zingnews	20,000,000	Gallery #Slide Longform Timeline Highlight
Gallery, #Slide, Longform, Timeline, Highlight, 'Chuyên của tôi' article with pictures provided by brand	15,000,000	Chuyên của tôi

PRODUCTION FEE | Special Formats

Items	Unit price (VND)	Demo
KOVER, Story, Z-Slide with full service from Zingnews	25,000,000	Z-Slide Kover Story
Story article with pictures provided by brand	20,000,000	Story
Special longform, Slideshow, Z-Flip with pictures provided by brand	25,000,000	Special Longform Slideshow Z-Flip
Standard interactive article	35,000,000	Standard interactive
Premium interactive article (Production fee can be increased depending on the complexity of the article)	case by case	Premium interactive
#REVIEW-in-door	40,000,000	Review in-door
#REVIEW out-door, Eater, #TheFirst	50,000,000	Review out-door #TheFirst #Eater
Mini Magazine, Featured Galleries, Picture Essay, Swipic with full service from Zingnews	12,000,000	Mini Magazine Featured Galleries Picture Essay Swipic

PRODUCTION FEE | Live Formats

Items	Unit price (VND)	Demo
Livestream article	Contact for ratecard	Demo
 #STREAM - livestream embed code with icon, comment...	45,000,000	Demo
Live-interview - Including: 1 teasing article & 1 recap articles that aired in Home Top 3	60,000,000	Demo
Live-report - Including: 1 teasing article & 1 recap articles that aired in Home Top 3	60,000,000	Demo



PRODUCTION FEE | LifeStyle Formats

Items	Price (VND)	Demo
FORMAT IN LIFESTYLE SPECIALIZED PAGE		
Textorial with white background, pictures provided by brand	6,000,000	Demo
Textorial with white background, full service from Zingnews	10,000,000	Demo
Smart Choices with content and pictures provided by brand	10,000,000	Demo
Smart Choices with full service from Zingnews	15,000,000	Demo
Strike Out	25,000,000	Strike out
Journal Wish I Knew Explain Love Living... with pictures provided by brand	15,000,000	Journal Wish I Knew Explain
Journal Wish I Knew Explain Love Living... with full service from Zingnews	20,000,000	Love Mix Downtown



PRODUCTION FEE | Premium Combo

Items	Price (VNĐ)	Detail	Demo
COMBO PREMIUM			
Combo Podcast video	60,000,000	<ul style="list-style-type: none"> 1 teasing article added video highlight, shortcut (production fee + airing on Home Top 3) 1 audio (Zing and other platforms: Spotify, Apple music) 1 video podcast (Zing + Zing's Youtube) 1 recap article added video podcast (not included airing fee) 	Demo
Podcast	40,000,000	<ul style="list-style-type: none"> 1 audio (Zing and other platforms: Spotify, Apple music) 1 video podcast (Zing + Zing's Youtube) 	
Combo Review in-door premium	70,000,000	<ul style="list-style-type: none"> Production fee #REVIEW in-door Display in one day on brand content box, Homepage Added voting box and lead form Article source without Zingnews logo 	Demo
Combo Review out-door premium	85,000,000	<ul style="list-style-type: none"> Production fee #REVIEW out-door Display in one day on brand content box, Homepage Add voting box and lead form Article source without Zingnews logo 	Demo
Combo Kover premium	35,000,000	<ul style="list-style-type: none"> Production fee Kover Animation Article source without Zingnews logo 	Demo
Combo Interactive premium	50,000,000	<ul style="list-style-type: none"> Production fee Interactive Add lead form Display in one day on brand content box, Homepage 	Demo

PRODUCTION FEE | Special Formats

Package	Description	Homepage
Brand's hub	<ul style="list-style-type: none"> - Exclusive content hub that including various tab menu - Zone media: top banner, middle banner - Banner that linking to Brand's landing page - Maximum 3 tabs in Brand's Hub & hosted within 3 months 	100,000,000
Content hub	<ul style="list-style-type: none"> - Exclusive Content hub - Zone media: banner cover topic - Banner that linking to Brand's landing page - Hosted within 1 year 	50,000,000
News Microsite	<ul style="list-style-type: none"> - Include all articles that created & related to Brand - Layout is designed with Brand's tone & mood, including Zing's logo - Free host within 1 month 	100,000,000
Microsite cuộc thi	<ul style="list-style-type: none"> - Include the information about contest - Layout is designed with Brand's tone & mood - Free host within 1 month 	200,000,000

PRODUCTION | Landing Page & Content Hub



Landing Page



Content Hub

PRODUCTION | Microsite



News Microsite



Contest Microsite

04. Rate card | Branding Services

Applied for Branding Services on Zing News



BRANDING SERVICES

Services	Description	Time	Homepage	Main-page	Sub-page
Brand content box PC	<ul style="list-style-type: none"> - Content Box designed with brand's KV, added brand's logo as gateway to enter content hub includes brand's articles. 4 latest articles in content hub display on content box - Content box on Homepage PC is on sidebar 	1 week	150,000,000	60,000,000	45,000,000
		1 day	30,000,000		
Brand content box WAP	<ul style="list-style-type: none"> - Content Box designed with brand's KV, added brand's logo as gateway to enter content hub includes brand's articles. 2 latest articles in content hub display on content box - Content box on Homepage WAP 	1 week	150,000,000		
		1 day	30,000,000		
Brand content box PC+WAP	<ul style="list-style-type: none"> - Content Box designed with brand's KV, added brand's logo as gateway to enter content hub includes brand's articles. 2 latest articles in content hub display on content box WAP and 4 latest articles in content hub display on content box PC - Content box on Homepage PC+WAP 	1 week	250,000,000		
		1 day	50,000,000		

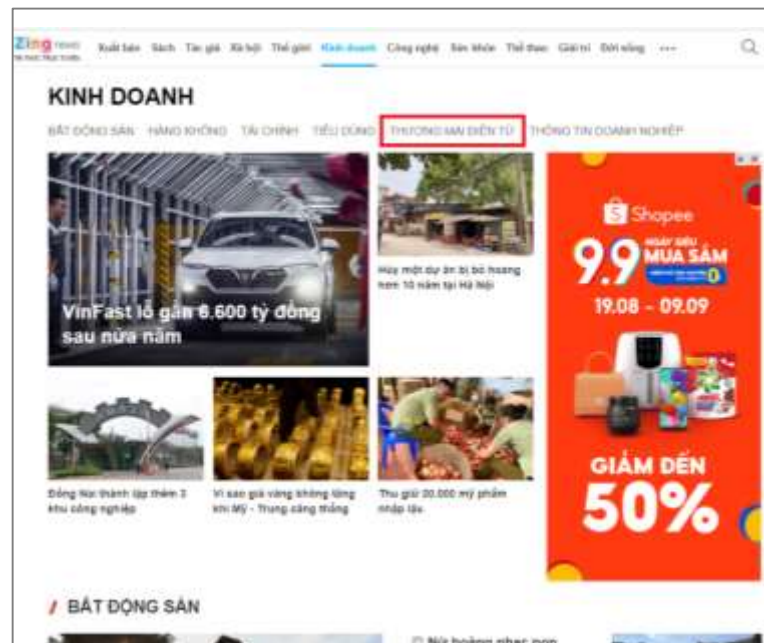
BRANDING SERVICES

Services	Description	Time	Homepage	Main-page
Branded PR Layout	<ul style="list-style-type: none"> - Applied for PR article - No fee for layout design - Banner positions include: Background, halfpage, bottom for PC display if article format has inventory & Mashead, inpage for Mobile display 	1 week	6,000,000	3,000,000
		1 month	8,000,000	4,000,000
		6 months	10,000,000	5,000,000
		1 year	18,000,000	9,000,000

BRANDING SERVICES

Services	Time	Homepage	Main-page
Hashtag topic (PC)	1 week	30,000,000	-
Tab menu (PC+WAP)	1 month	50,000,000	-
Sub folder	2 weeks	-	50,000,000
Voting box on PC	1 week	100,000,000	
Voting box on PC (premium designed with Brand'KV, Brand's logo on box)	1 week	150,000,000	

BRANDING SERVICES | Hashtag Topic & Tab Menu



Hashtag Topic /Tab Menu

Is the gate to access Brand's landing page

DỊCH VỤ BRANDING | Content & Voting Box



Content box

Is the gate to access Brand's content hub



Voting box

Is the gate to access Brand's content hub

Is displayed as Questionnaire format

05. Rate card | Extra - Services

Applied for services on Zing News



EXTRA - SERVICES



Package	Unit price (VND)	Note
Embedded video in PR article	2,000,000	1 video
Displayed as TL;DR format, Mini Magazine, Featured Galleries Picture Essay Swipic	2,000,000	
Add link in PR article	1,000,000	1 link
Tag keyword in PR article	1,500,000	3 keywords
Add image in PR article (apply to pictorial)	1,000,000	1 images
Add Before/After image in PR Before/After article produced by Zingnews	1,500,000	2 images
Add animation GIF in PR article	1,500,000	1 animated image
Add graphic designed/comic image in PR article produced by Zingnews	1,000,000	1 image in PR article
Add voting box at the end of PR article	2,000,000	
Add Image/Video /Link submitted by brand in un-branded article on Zingnews	50% airing fee	Case-by-case approval
Extend PR article display (apply within airing day)	50% airing fee	1 hour
Livestream embed code	30,000,000	

EXTRA - SERVICES

Package	Unit price (VND)	Note
Article source without Zingnews logo in Editorial/Pictorial PR article (such as textorial, pictorial, comic, infographic, comic before - after article)	100% production fee	No discount
Article source without Zingnews logo in Special PR article: longform, kover, lens,...	50% production fee	No discount
Video source without Zingnews logo in aired PR video article	100% production fee	No discount
Video source without Zingnews logo in Special PR article: longform, kover, photo essay...	50% production fee	No discount
Viral support on Zalo OA Zing, target all male	30,000,000	
Viral support on Zalo OA Zing, target male 18-24	8,000,000	
Viral support on Zalo OA Zing, target male 25-34	12,000,000	
Viral support on Zalo OA Zing, target male 35-44	8,000,000	
Viral support on Zalo OA Zing, target male 45-54	8,000,000	
Viral support on Zalo OA Zing, target all female	22,000,000	

EXTRA - SERVICES

Package	Unit price (VND)	Note
Viral support on Zalo OA Zing, target female 18-24	8,000,000	
Viral support on Zalo OA Zing, target female 25-34	8,000,000	
Viral support on Zalo OA Zing, target female 35-44	8,000,000	
Viral support on Zalo OA Zing, target female 45-54	8,000,000	
Viral support on Zalo OA Zing all users	50,000,000	
Viral support on Zalo OA Zing, target users 18-24	10,000,000	
Viral support on Zalo OA Zing, target users 25-34	20,000,000	
Viral support on Zalo OA Zing, target users 35-44	15,000,000	
Viral support on Zalo OA Zing, target users 45-54	8,000,000	

Note: Please notice our PR & Content Marketing Penalty Policy [here](#)