

CENTER FOR PRESS AND INTERNATIONAL COMMUNICATION COOPERATION  
DEPARTMENT OF GRASSROOT INFORMATION AND FOREIGN INFORMATION MINISTRY OF CULTURE, SPORTS AND TOURISM



## POSTING PR ARTICLES





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## 1. REMARKABLE ADVANTAGES OF PR ARTICLES:

In recent years, together with remarkable development of technology worldwide, implementing PR activities for businesses as well as organizations has become extremely popular. Applying PR activities successfully will bring significant benefits for business. There are 3 core benefits of PR activities that are being applied effectively:

### ✓ Building prestige for businesses and organizations:

VietBao is a synthetic news website about economy, life, social, culture, sport.. . Which are considered one of reliable online news websites in Viet Nam, therefore, PR articles about products or services in Viet Bao website are all highly credible. This can be a valuable tool for business as increased trust can bring in a far greater number of loyal customers and potentially boost revenue.

### ✓ Narrate the brand stories:

PR articles in Viet Bao website display characteristics of brand clearly and the language is refined. From that, readers can easily be attracted to our brand stories.

### ✓ Providing diversity and flexible:

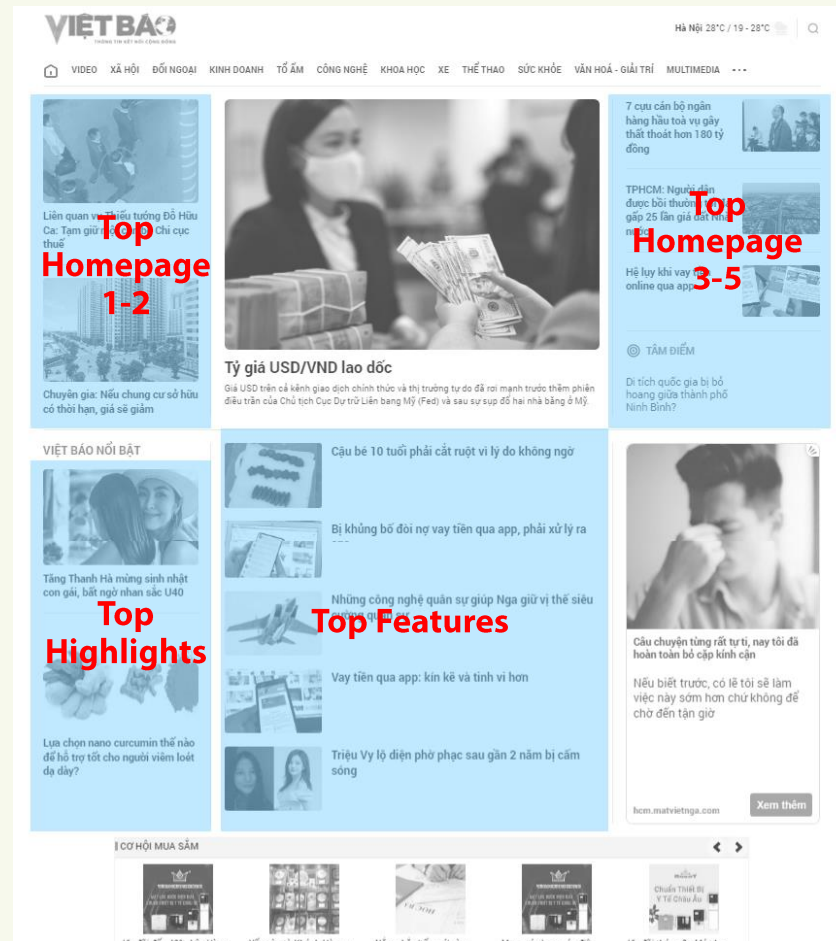
The PR articles posting service of Viet Bao website has diverse posting positions which are suitable for many brands in various fields and industries.



## 2. QUOTATION FORM AND DEMO

### THE PR ARTICLES ON THE TOP HOMEPAGE, HIGHLIGHTS, FEATURES

POSITION	DESCRIBE	PRICE (VND)
TOP HOMEPAGE	Publishing on the <b>Top Homepage (1-2)</b> in 2 hours. Then, those articles are archived into suitable historical subcategories.	26.000.000
	Publishing on the <b>Top Homepage (3-5)</b> in 2 hours. Then, those articles are archived into suitable historical subcategories.	20.000.000
TOP HIGHLIGHTS	Publishing on the <b>Top Highlights (1-2)</b> in 2 hours. Then, those articles are archived into suitable historical subcategories.	26.000.000
TOP FEATURES	Publishing on the <b>Top Features (1-5)</b> in 2 hours. Then, those articles are archived into suitable historical subcategories.	24.000.000





## 2. QUOTATION FORM AND DEMO

### THE PR ARTICLES ON THE SECTION PAGE

POSITION	DESCRIBE	BUSINESS, FAMILY, TECHNOLOGY	CULTURE, HEALTH, ENTERTAINMENT	SCIENCE, SPORT, AUTOMOTIVE
<b>TOP 1</b>	Publishing at Top 1 Section on homepage and simultaneously publish at top 1 corresponding category.	20.000.000	16.000.000	12.000.000
<b>TOP (2-5)</b>	Publishing at Top 2-5 Section on homepage and simultaneously publish at top 2-5 corresponding category.	18.000.000	14.000.000	10.000.000

**KINH DOANH**

Chuyến động Thị trường Tài chính ngân hàng

**Top 1 Section**

Hàng loạt khách sạn bị rao bán ở trung tâm TP.HCM

Tỷ giá USD/VND lao dốc

Giá vàng tăng phi mã sau thâm hụt SVD

Điểm tin kinh doanh: Vàng trong nước sau Silicon Valley Bank phá sản

Ví sao Novaland đề xuất tăng vốn gấp 2,5 lần?

**TỔ ẤM**

Gia đình Ngắm nghĩ Âm thực Cùng con tr

5 con giáp không có nhu cầu yêu đương, chỉ muốn tập trung kiếm tiền

Con quá nhút nhát, cha mẹ cần làm gì?

Vừa nhận quà Valentine đỏ, Valentine trắng tôi đã khóc ròng vì người bạn trai đạo mạo

Sai lầm khiến tủ lạnh nhanh hỏng, giảm tuổi thọ sử dụng đi cá vài năm

Tôi phải bung đồ ăn sáng, giặt đồ lót cho em gái của chồng

**CÔNG NGHỆ**

Đi chợ công nghệ Thủ thuật Cuộc sống số

Bị khủng bố đòi nợ vay tiền qua app, phải xử lý ra sao

Hệ lụy khi vay tiền online qua app

Vay tiền qua app: kén kẻ và tính vi hơn

Bên trong 'thành đường' Apple Store ở tòa nhà 144 năm tuổi

Cha đẻ ChatGPT muốn tìm thuốc kéo dài sự sống

**KHOA HỌC**

Tin tức Thiên nhiên Môi trường

BioNTech triển khai 6 phòng thí nghiệm sản xuất vaccine tại Rwanda

Sự tương đồng giữa hội chứng mệt mỏi mãn tính và COVID kéo dài

Thiên Sơn tuyệt liên: Loài hoa hiếm 7 năm mới nở một lần ở Tây Tạng

AI Cập phóng thành công vệ tinh viên thám Horus 2 từ Trung Quốc

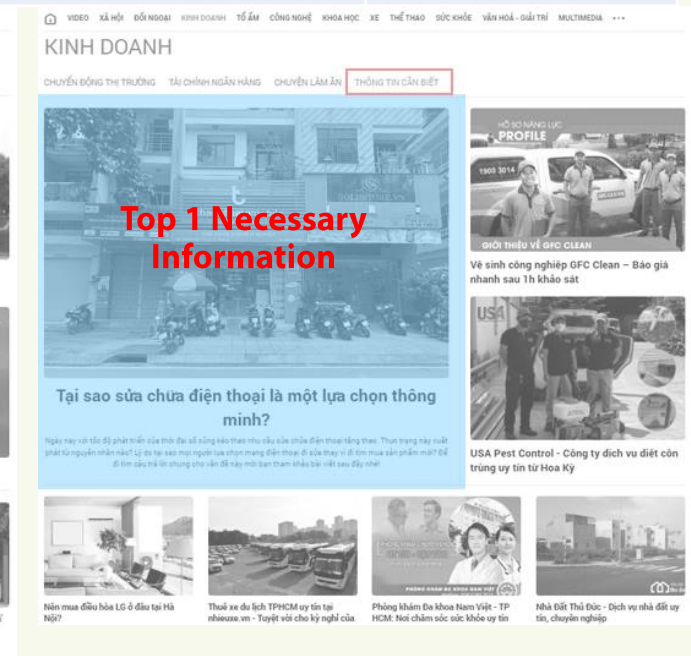
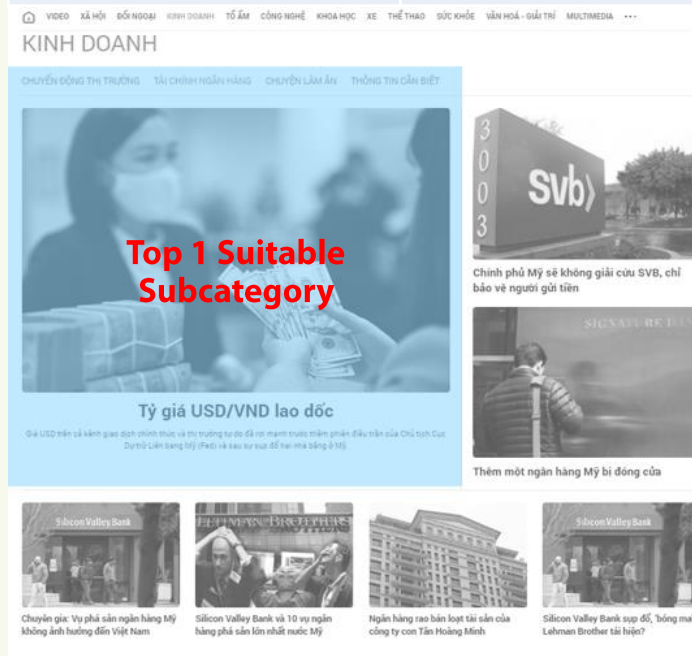
Liệu pháp mới điều trị hiệu quả bệnh viêm loét đại tràng vừa và nặng

**Top 2-5 Section**

## 2. QUOTATION FORM AND DEMO

### PR ARTICLES ON THE SUBCATEGORY AND NECESSARY INFORMATION PAGE

POSITION	DESCRIBE	PRICE (VNĐ)
<b>TOP SUBCATEGORY</b>	Publishing on the top position of the Subcategory page	8.000.000
<b>TOP NECESSARY INFORMATION</b>	Publishing on the top position of the Necessary Information Page in 2 hours, which provides information for business.	8.000.000





### 3. GENERAL REGULATIONS

#### OTHER COSTS:

SECTION	DESCRIBE
The price of article writing	5.000.000 VNĐ/ an article
In the case of the number of images exceed 5 images for regular articles, 9 images for photo articles.	<ul style="list-style-type: none"> <li>Add an additional 5% to the unit price for each added image.</li> <li>The maximum added value is 40% of unit price.</li> </ul>
Attaching a video clip to an article (strength < 3 minutes, largest file size allowed is 250mb).	Add an additional 2.000.000 VNĐ to the unit price.
Attaching a video clip to an article (Strength from 3 to 5 minutes, largest file size allowed is 250mb).	Add an additional 3.000.000 VNĐ to the unit price
Attaching a video clip to an article (strength > 5 minutes, largest file size allowed is 250mb).	Add an additional 4.000.000 VNĐ to the unit price

#### GENERAL REGULATIONS:

- The price does not include VAT and other costs.
- Please ensure that the article does not exceed 1000 words and 5 images.
- Photo article does not exceed 400 words and 9 images.
- Publishing information does not break the regulations on Press and Vietnamese cultural traditions and customs.
- Editor have the authority to edit the content and image to fit the office's general criteria.
- The VND/USD exchange rate quoted by Vietcombank (VCB)





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