

PRICE LIST for MEDIA Advertisements

*UNIT: VND, including VAT

* SAIGON TIMES NEWS



OPTION 1: _____ Price: **VND10 million**

Advertisements inserted in news

- Television commercials (TVCs) (15 seconds in length) will appear twice, in the middle and the end of news. TVCs can be skipped after six seconds.
- Logos appear at the corner of the page twice per piece of news within 5 seconds each.

OPTION 2: _____ Price: **VND4 million**

Information of enterprises are included in news

20-second videos about enterprises will be included in news. Information and pictures in the videos will be provided by enterprises. The news will be tagged "Business news" at the top right corner.

Channels:

The **Video column** of The Saigon Times, the **Fanpage** of The Saigon Times (nearly 30,000 followers) and the **Youtube** channel of The Saigon Times.

* **Talkshow** CHATTING WITH ENTREPRENEURS

Price: **VND40** million/talkshow



Form: **Talkshow**

Duration: **30 minutes/talkshow**

Broadcast schedule: **weekly**

Channels: **The Saigon Times**, the **Fanpage** of The Saigon Times and the **Youtube** channel of The Saigon Times.

Speakers: 01 CEO/representative of the enterprise,
01 prestigious journalist

Venue: **Studio of Saigon Times Group**
(35 Nam Ky Khoi Nghia Street, District 1, HCMC)

MAIN CONTENT:

Focusing on leading CEOs of Vietnam, who will share stories on the establishment of their enterprises, their leadership to obtain achievements, difficulties facing their business, and their plans and ambitions for the future. Or discussing and analyzing hot economic issues.

1. Introducing enterprises
2. Business strategies
3. Corporate leadership process
4. Life management
5. Corporate spirit administration
6. Journey to earn revenue of billions of U.S. dollars
7. Million-of-U.S.-dollar ideas
8. Discussion
9. Building the images of enterprises' leaders
10. Leaders of technological firms in the 4.0 era

THE SAIGON TIMES

35 Nam Ky Khoi Nghia, District 1, HCMC

Contact: **The e-newspaper project development board**