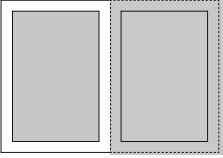
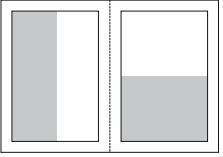
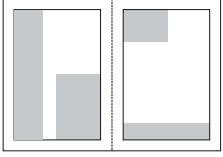
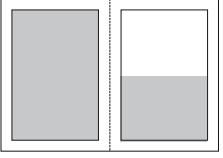
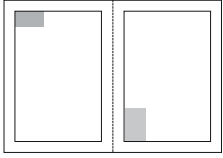


ADVERTISING RATES

(Effective as of March 2, 2021)

Trim size: 200 x 280 mm

Unit: VND

SIZE	POSITION	UNIT PRICE	
 <p>Full page: 175x250 mm Full page (overflow): 203x286 mm</p>	Outside back cover	45,000,000	
	Inside front cover	38,000,000	
	Inside back cover	28,000,000	
	1 st full page	38,000,000	
	3 rd full page	45,000,000	
	Full page	29,000,000	
	First right-hand page	30,000,000	
	 <p>1/2 page (V): 85x250 mm 1/2 page (H): 175x123 mm</p>  <p>1/3 page (V): 55x250 mm 1/4 page (corner): 85x123 mm 1/8 page: 85x60 mm Strip: 175x30 mm</p>	Half page (vertical)	21,000,000
Half page (horizontal)		16,000,000	
1/3 page (vertical)		11,000,000	
1/4 page (corner)		8,500,000	
1/8 page		4,000,000	
Strip		6,000,000	
 <p>Advertorial: 175x250 mm Advertorial (half page): 175x123 mm</p>  <p>Logo: 55x30 mm Classified ad: 40x60 mm</p>		* Advertorial (Content provided by customers)	
		Full page	29,000,000
	Half page	16,000,000	
	* Advertorial (Saigon Times implements content)		
	Full page	31,000,000	
	Half page	20,000,000	
	Logo (minimum 13 insertions) - Opposite to the content	3,000,000	
	Classified Ad	1,500,000	

DISCOUNT

3x-6x: 5%	7x-10x: 7%	11x-20x: 10%	21x-35x: 15%	36x-51x: 20%
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- Frequency: Every **Thursday**
- Readership: 329,000
- Target Readers: CEO, Managing Directors, Businessmen, Managers, Government officials, Economic Specialists, Researchers, Student & others.
- Including 10% VAT
- Excluding designing fee
- For advertisements placed in special positions of with specific sizes upon you request, plus 20% surcharge.



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