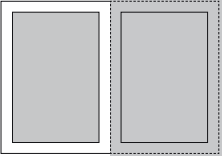
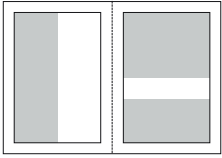
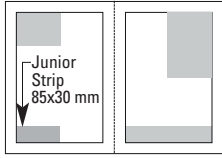
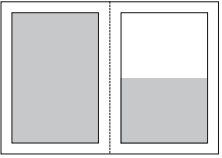
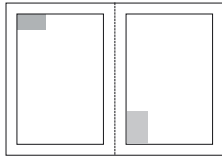


ADVERTISING RATES

(Effective as of March 2, 2021)

Trim size: 205 x 280 mm

Unit: VND

SIZE	POSITION	UNIT PRICE
 Full page: 175x250 mm Full page (overflow): 208x286 mm	Outside back cover	30,000,000
	Inside front cover, page 3	25,000,000
	Inside back cover	21,000,000
	Full page	23,000,000
  1/2 page (V): 85x250 mm 1/2 page (H): 175x123 mm 1/3 page (H): 175x95 mm 1/8 page: 85x60 mm 1/4 page (corner): 85x123 mm Strip: 175x30 mm Junior Strip: 85x30 mm	Half page (vertical)	13,000,000
	Half page (horizontal)	12,000,000
	1/3 page (vertical)	9,500,000
	1/4 page (corner)	8,000,000
	1/8 page	5,500,000
	Strip	4,000,000
	Junior strip	3,000,000
	* Advertorial (Content provided by customers)	
Full page	23,000,000	
Half page	12,000,000	
  Advertorial 1 page: 175x250 mm Advertorial 1/2 page: 175x123 mm Logo: 55x30 mm Classified ad: 40x60 mm	* Advertorial (Saigon Times implements content)	
	Full page	25,000,000
	Half page	14,000,000
	Logo (the first run-of-page - Min. 13 Insertions)	2,500,000
	Classified Ad	1,000,000

DISCOUNT

3x-6x: 5%	7x-10x: 7%	11x-20x: 10%	21x-35x: 15%	36x-51x: 20%
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- Frequency: Every **Saturday**
- Readership: 139,000
- Target Readers: CEO, Managing Directors, Businessmen, Managers, Government officials, Economic Specialists, Reseachers, Student & others.
- Including 10% VAT
- Excluding designing fee
- For advertisements placed in special positions of with specific sizes upon youe request, plus 20% surcharge.



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