



MEDIA ADVERTISING RATE CARD











Effective from: May 1st, 2024

VIETNAM'S LEADING MULTI-PLATFORM MEDIA GROUP

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Desktop

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOMEPAGE	GROUP 1	GROUP 2	GROUP 3	
Top banner	1280 x 90	20.000.000	10.000.000	7.000.000	4.000.000	10.000
Top billboard	1280 x 250	30.000.000	15.000.000	10.000.000	6.000.000	30.000
Right banner 1	300 x 250	30.000.000	-	-	-	-
Right banner 1 larger	300 x 600	-	18.000.000	12.000.000	7.500.000	18.000
Right banner 2	300 x 250	25.000.000	-	-	-	-
Right banner 2 larger	300 x 600	-	10.000.000	7.000.000	4.000.000	10.000

Desktop

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOMEPAGE	GROUP 1	GROUP 2	GROUP 3	
Right banner 3	300 x 250	15.000.000	–	–	–	–
Right banner 4	300 x 250	10.000.000	–	–	–	–
Full Homepage (All positions + background)	Exclusive/day	77.000.000	–	–	–	–
	Shared (3/day)	33.000.000	–	–	–	–
Article banner	300 x 250	–	12.000.000	8.000.000	4.000.000	12.000
	600 x 340	–	18.000.000	12.000.000	6.000.000	18.000
Article video	600 x 340	–	24.000.000	16.000.000	8.000.000	24.000

Desktop

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOME PAGE	GROUP 1	GROUP 2	GROUP 3	
Standard balloon	300 x 250	–	15.000.000	10.000.000	6.000.000	18.000
Big balloon	300 x 250 – 500 x 300	–	22.500.000	15.000.000	9.000.000	27.000
Super balloon	300 x 250 – 800 x 500	–	30.000.000	20.000.000	12.000.000	36.000
Top background	1920 x 1080	–	–	–	–	55.000
Sync (Top background, Right 1)	1920 x 1080 300 x 600	–	–	–	–	88.000

Desktop

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOME PAGE	GROUP 1	GROUP 2	GROUP 3	
Inread video	600 x 340	–	–	–	–	50.000
Instream video	600 x 340	–	–	–	–	65.000
In-image banner		–	–	–	–	33.000
In-image with carousel		–	–	–	–	44.000
In-image with video		–	–	–	–	66.000
Native ad		–	–	–	–	5.000/CPC

Mobile

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOME PAGE	GROUP 1	GROUP 2	GROUP 3	
Mobile top	640 x 320	30.000.000	25.000.000	17.000.000	10.000.000	28.000
Medium 1	336 x 280	25.000.000	-	-	-	-
Medium 2	336 x 280	20.000.000	-	-	-	-
Medium 3	336 x 280	15.000.000	20.000.000	14.000.000	8.000.000	-
Medium 4	336 x 280	12.000.000	-	-	-	-
Mobile catfish	640 x 200	-	30.000.000	21.000.000	12.000.000	35.000
Mobile inpage	300 x 600	-	40.000.000	25.000.000	10.000.000	50.000

Mobile

POSITION	DIMENSIONS (PX)	CPD RATE (VND)				CPM RATE (VND)
		HOME PAGE	GROUP 1	GROUP 2	GROUP 3	
Mobile underlay	640 x 1280	–	40.000.000	25.000.000	10.000.000	50.000
Mobile inread video	600 x 340	–	40.000.000	25.000.000	10.000.000	50.000
Instream video	600 x 340	–	–	–	–	65.000
In-image banner		–	–	–	–	33.000
In-image with carousel		–	–	–	–	44.000
In-image with video		–	–	–	–	66.000
Native ad		–	–	–	–	5.000/CPC

Page Categories

- **Group 1:** Current affairs, Health, World news, Legal, Business.
- **Group 2:** Culture, Entertainment, Sports, Education.
- **Group 3:** Youth trends, Friendship, Farewell, Travel, Technology, Real Estate, Property, Automotive, Science.

CPD banners are displayed on the Homepage or any page belonging to Group 1 – 2 – 3.

Each ad slot displays 3 banners rotated by user session; each impression shows ads from one advertiser only.

Notes

- 1 CPD = 7 consecutive days of display.
- 1 CPM = 1,000 impressions.
- 1 CPC = 1 click.
- Banner file size: up to 150 KB.
- Banner format: jpg/gif images or HTML5.
- Banners are not displayed within articles related to media coverage, PR of other banks, or sensitive topics (per editorial policy).
- Banners are not displayed on the Tuoi Tre Sao subdomain.
- Native ad format is priced by CPC.
- Adding 15–30s video clips to banners at any position: additional 20% on rate.
- Inread/Mobile Inread/Instream: mandatory “Skip” button after 6s; max duration 30s.
- Article video/Inread video: muted by default, sound plays on hover or click with On/Off button.
- Mobile catfish: appears by sliding up from the bottom of the screen.
- **Prices are inclusive of 10% VAT.**

Articles Published in Content Categories

POSITION	DESCRIPTION	ARTICLE (VND)	MEGASTORY (VND)
Homepage	Appears simultaneously in “Featured 2” position on the Homepage and in the top 5 latest posts in the relevant content category for a minimum of 1 hour.	60.000.000	65.000.000
	Appears simultaneously in “Featured 3” position on the Homepage and in the top 5 latest posts in the relevant content category for a minimum of 1 hour.	55.000.000	60.000.000
	Appears simultaneously in the “Latest News” section on the Homepage and in the top 5 latest posts in the relevant content category for a minimum of 1 hour.	50.000.000	55.000.000
	Appears simultaneously in the corresponding category on the Homepage and in the top 5 latest posts in that category for a minimum of 1 hour.	40.000.000	45.000.000

Articles Published in Content Categories

POSITION	DESCRIPTION	ARTICLE (VND)	MEGASTORY (VND)
Category Group 1: Politics, Law, World News, Business, Technology, Sports, Education, Health	Article published within one of the listed content categories. Appears in the top 5 latest news of the selected category for at least 2 hours. If published simultaneously in another category of equal or lower value: add 30% to the rate.	30.000.000	35.000.000
Category Group 2: Automotive, Travel, Culture, Entertainment, Youth, Science, Real – Fake, Readers, Real Estate, Careers, Tuoi Tre Cuoi, Business		20.000.000	25.000.000
Category Group 3: Subcategories under Groups 1 and 2		15.000.000	20.000.000

Articles Published in the “Must-Know” Category

POSITION	RATE (VND)		
	UNDER 300 WORDS	300–600 WORDS	OVER 600 WORDS
Appears in Top 5 Latest News in the subcategory of “Must-Know” for at least 2 hours	4.000.000	6.000.000	8.000.000
Simultaneous display in the “Must-Know” category on Homepage, Top 5 Latest News in “Must-Know” main page, and its subcategory for at least 2 hours	Homepage display: +2,000,000 VND Megastory format: +5,000,000 VND		

Notes

- The client provides all content and data; Tuoi Tre takes responsibility for editing and production.
 - Content is published within 01 working day from the time both parties confirm and payment is made.
 - Tuoi Tre reserves the right to reject content that does not comply with the law or editorial guidelines.
- Articles are limited to 1,000 words and 5 images.
 - For “**Must-Know**” articles:
 - Under 300 words: free upload of 3 images/article
 - 300–600 words: free upload of 4 images/article
 - Over 600 words: free upload of 5 images/article
 - Infographic articles are priced at the highest applicable rate.
 - **Prices include 10% VAT**

PR – TVC in the Program “News Highlights with You”

CONTENT	RATE (VND)
PR ARTICLES EMBEDDED IN THE “NEWS HIGHLIGHTS WITH YOU” PROGRAM	
Previously published on Tuoi Tre Daily, TTO, or TVO within the last 2 days	3.000.000
Not previously published on Tuoi Tre Daily, TTO, or TVO	5.000.000
TVCS AIRED WITHIN THE “NEWS HIGHLIGHTS WITH YOU” SEGMENT	
TVC 15s	1.000.000
TVC 30s	2.000.000

Notes

- Tuoi Tre reserves the right to reject any content that does not comply with legal regulations or does not align with its editorial standards.
- Rates exclude travel, accommodation, or additional costs incurred outside of Ho Chi Minh City.
- **Prices include 10% VAT**

Podcast

CONTENT	UNIT	RATE (VND)	NOTES
Podcast publication in the Podcast section – Tuoi Tre Online	Per episode	8.000.000	Maximum duration: 5 minutes
Podcast publication in the Podcast section – Tuoi Tre Online and platforms: Spotify, Apple Podcasts, Google Podcasts, YouTube, TikTok	Per episode	30.000.000	Maximum duration: 5 minutes
Organizing a podcast recording session at the Tuoi Tre newsroom studio: <ul style="list-style-type: none">• Duration: 5–15 minutes• Channels: Tuoi Tre Online Podcast and platforms: Spotify – Apple Podcasts – Google Podcasts – YouTube – TikTok• Up to 2 people (1 guest + 1 host)	Per episode	Basic package from 40.000.000	Advanced package: detailed quotation after finalizing script and concept with client

Livestream

POSITION	DETAILS	RATE (VND)	
		60 MINUTES	120 MINUTES
Tuổi Trẻ Online	<ul style="list-style-type: none">Appears in “Featured 2” or “Featured 3” slot on Homepage, Simultaneously displayed on Tuổi Trẻ Video Online (tuoitre.vn/video)Maximum duration: 120 minutes	70.000.000	80.000.000
Multilive-stream on Tuổi Trẻ Online	<ul style="list-style-type: none">Simultaneously streamed on all channelsTuổi Trẻ Online Homepage (Featured 2 or 3 position)Tuổi Trẻ official Facebook pageTuổi Trẻ official YouTube channelMaximum duration: 120 minutes	90.000.000	110.000.000

Introductory Video

CONTENT	DESCRIPTION	RATE (VND)
Self-introductory video (3–5 minutes) includes: <ul style="list-style-type: none">• Script• Cinematographer• 2 cameras• Flycam• Post-production• Voice-over narration	<ul style="list-style-type: none">• Additional editing after the 3rd revision will incur a fee of 2,000,000 VND per revision• Additional editing after the 3rd revision will incur a fee of 2,000,000 VND per revision	Basic package from 40.000.000
		Advanced package from 60.000.000 <ul style="list-style-type: none">• Duration: 5–8 minutes• Additional fees for extended length, extra equipment, post-production effects, actors, KOLs... (quoted upon agreement)

Character Feature Video

CONTENT	DESCRIPTION	RATE (VND)
Character feature video (3–5 minutes) includes: <ul style="list-style-type: none">– Script– Cinematographer– 2 cameras– Flycam– Post-production– Voice-over narration	<ul style="list-style-type: none">• Published under “Did You Know”, “Watch and Remember”, or “Midday Perspective” (for videos under 4 mins only) on Tuoi Tre Online• Additional editing after the 3rd revision will incur a fee of 500,000 VND per revision	Basic package from 20,000,000
		Advanced package: from 30,000,000 <ul style="list-style-type: none">– Duration: 5–8 minutes– Additional costs for extended duration, equipment, effects, etc. (quoted upon agreement)

Media News Videos

SERVICE PROVIDER	DETAILS	RATE (VND)
Produced by Tuoi Tre <ul style="list-style-type: none">• Duration: 2–10 minutes• Add-ons (duration, equipment, VFX, actors, KOLs, etc.): Quotation upon agreement	Featured in “Did You Know” or “Watch and Remember” video sections on Tuoi Tre Online	First 3 minutes: 7.000.000 / min
		Beyond 3 minutes: +5,000,000 /min
Client-provided content <ul style="list-style-type: none">• Max duration: 10 minutes• No editing/post-production included	Featured in “Did You Know” or “Watch and Remember” video sections on Tuoi Tre Online	Under 3 minutes: 4,000,000 VND/video
		3–5 minutes: 7,000,000 VND/video
		Over 5 minutes: 10,000,000 VND/video

Daily Themed Program (Hot News, Economy, Entertainment...)

CONTENT	DESCRIPTION	RATE (VND)
<p>Program duration: 10–12 minutes</p> <ul style="list-style-type: none">• Script, filming• 7–10 news highlights• 1 feature story• Virtual studio host• Fully integrated production	<ul style="list-style-type: none">• Featured in “Did You Know” or “Watch and Remember” video categories on Tuoi Tre Online• Requires a minimum of 6 months commitment	Basic package: from 8,000,000
		Advanced package: from 12,000,000 – Includes extended duration, content production, MC, etc. (detailed quote upon agreement)

Real Estate Review

CONTENT	DESCRIPTION	RATE (VND)
<p>Review duration: 5–8 minutes</p> <ul style="list-style-type: none">• Script• Cinematographer• 2 cameras• Flycam• Post-production• Voice-over narration	<ul style="list-style-type: none">• Featured in “Did You Know” or “Watch and Remember” on Tuoi Tre Online• Additional revisions after 3 rounds: 2,000,000 VND/revision	Basic package: from 80,000,000
		Advanced package: from 100,000,000 – Duration: 8–10 minutes – Additional production, effects, actors, KOLs... quoted upon agreement

Product, Restaurant, Hotel Reviews

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Review duration: 3–5 minutes <ul style="list-style-type: none">• Script• Cinematographer• Camera• Post-production• Voice-over	<ul style="list-style-type: none">• Featured in “Did You Know” or “Watch and Remember” on Tuoi Tre Online• Additional revisions after 3 rounds: 2,000,000 VND/revision	Basic package: from 30,000,000
		Advanced package: from 40,000,000 <ul style="list-style-type: none">– Duration: 5–8 minutes– Additional production, effects, KOLs, etc. quoted upon agreement

Food, Property, Vehicle, and General Product Review

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Review duration: 3–5 minutes <ul style="list-style-type: none">• 1 editor/cameraman• Post-production• Voice-over	Featured on Tuoi Tre Rao Vat (Marketplace) Priority listing for 60 days	Basic package: from 6,000,000
		Advanced package: from 10,000,000 <ul style="list-style-type: none">– Filmed at Tuoi Tre studio or with a field reporter– Additional time, production, KOLs... quoted upon agreement

Livestream

CONTENT	DESCRIPTION	RATE (VND)	
		60 MINUTES	120 MINUTES
Multi Livestream on Video / Watch and Remember	<ul style="list-style-type: none">Streamed simultaneously on<ul style="list-style-type: none">Tuoi Tre official Facebook pageTuoi Tre official YouTube channelContent reposted on “Did You Know” or “Watch and Remember” video sections on Tuoi Tre OnlineMaximum duration: 180 minutes	30.000.000	40,000,000 Each additional hour: +10,000,000

Notes:

- Technical support to deliver live source for brands to connect with their sales platforms
- PR article support on TTO and fanpage for brands with live frequency ≥ 5 times/month or bundled contracts

School Discovery Program

CONTENT	DETAILS	RATE (VND)	
		SINGLE EPISODE	MULTIPLE EPISODES
Thematic Production	Production + Homepage on Tuoi Tre Online + Featured in Education category + Promoted on Social Media (Fanpage, YouTube, TikTok)	65.000.000/episode	60.000.000/episode

Add-on Services

- Select KOLs to participate in the program upon request
- Seeding support on Tuoi Tre social channels to increase views and engagement
- Boost performance via notification systems on Tuoi Tre’s web/app (avg. 100,000 reach per push) and email (avg. 40,000 emails/send)

Promotions

- 1 free PR article in the “Must-Know” section on Tuoi Tre Online homepage

Notes

- Rates exclude production costs outside HCMC
- Rates are for content that follows the official “School Discovery” format. Additional fees may apply depending on the production script

Desktop

LOCATION	SIZE	PRICE (VND/WEEK)
Top banner	980 x 90	2.000.000
Right banner 1	300 x 250	3.000.000
Right banner 2	300 x 250	2.500.000
Standard balloon	300 x 250	5.000.000
Article banner	300 x 250	1.800.000

Mobile

LOCATION	SIZE	PRICE (VND/WEEK)
Mobile top	640 x 320	2.000.000
Medium 1	300 x 250	1.500.000
Medium 2	300 x 250	1.200.000
Medium 3	300 x 250	1.000.000
Medium 4	300 x 250	700.000
Mobile Catfish	640 x 200	3.000.000

Articles

LOCATION	LEGEND	PRICE (VND/WEEK)
Homepage	Simultaneously appear in the Tuổi Trẻ News section on the homepage of Tuổi Trẻ Online (tuoitre.vn); corresponding section on the homepage of Tuổi Trẻ News (tuoitrenews.vn) for a minimum of 2 hours.	40.000.000
Category page	Appear in the top 5 Latest News section of the category page for a minimum of 2 hours.	20.000.000
Publish the same content of the article on tuoitre.vn	Translate and publish the same content of the article on Tuổi Trẻ Online (tuoitre.vn) to Tuổi Trẻ News (tuoitrenews.vn).	10.000.000

Note

- Banner designed as image files in jpg/gif format or HTML5. Maximum size 150 KB. At each position, share 3 banners per user: each view only displays the advertisement of one unit. Add a video clip of 15–30 seconds at positions: an additional 20% charge on the unit price.
- Customers provide all data; Tuổi Trẻ newspaper is responsible for editing and execution.
- Content will be published within 01 working day from the time both parties agree on the content and after the customer has fully paid the posting fee.
- Tuổi Trẻ newspaper reserves the right to refuse to publish articles with content that does not comply with legal regulations or does not meet the criteria set by Tuổi Trẻ newspaper.
- The article must comply with the criteria of Tuổi Trẻ newspaper, not exceeding 1,000 words and 5 images.
- Price includes 10% VAT.

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Front Page (Full Page)	260 x 350	68.250.000	–
Back Page (Full Page)	260 x 375	68.250.000	–
Full Page (Inside)	260 x 375	65.000.000	42.000.000
Half Page – Horizontal	260 x 185	33.000.000	22.000.000
Half Page – Vertical	127 x 375	39.600.000	22.000.000
1/2 + 1/4 Bottom Section	260 x 280	53.400.000	33.500.000
1/2 + 1/8 Bottom Section	260 x 233	50.160.000	28.000.000

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRayscale
1/2 + 1/16 Vertical Page	195 x 280	45.240.000	25.200.000
1/2 + 1/32 Vertical Page	195 x 233	39.720.000	22.500.000
1/4 page	127 x 185	17.000.000	11.500.000
1/4 + 1/8 bottom section	260 x 137	30.960.000	17.500.000
1/4 + 1/8 page	127 x 280	30.960.000	17.500.000
1/4 + 1/16 Horizontal Page	127 x 233	26.040.000	14.700.000
1/4 bottom section	260 x 90	20.400.000	11.500.000

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRayscale
1/8 page	127x90	8.800.000	6.000.000
1/8 + 1/16 Horizontal Page	127 x 137	16.200.000	9.200.000
1/8 bottom section	260 x 42	10.560.000	6.000.000
1/16 page	60 x 90	4.700.000	3.200.000
1/16 + 1/32 page	60 x 137	8.760.000	5.000.000
1/16 Horizontal Page	127 x 42	5.640.000	3.200.000
1/32 page	60 x 42	2.600.000	1.800.000

Category-Specific Ads

AD TYPE	DIMENSIONS (W X H) (MM)	COLOR	RATE (VND/EPISODE)
Market news (short PR news)	-	200	20,000 VND/word +1,000,000 VND per image
Television programmes, entertainment, restaurants, travel...	60x15	-	300.000

Public Relations (PR) advertisement

AD TYPE	DIMENSIONS (W X H) (MM)	UNIT PRICE (VND/EPISODE)	
		COLOR	GRAYSCALE
Original page 1	260 x 375	68.250.000	52.500.000
Original page	260 x 375	65.000.000	50.000.000

Advertorial (PR)

AD TYPE	DIMENSIONS (W X H)(MM)	RATE (VND/EPISODE)	
		COLOR	GRayscale
1/2 horizontal page	260 x 185	33.000.000	26.000.000
1/4 page	127 x 185	17.000.000	13.500.000
1/8 page	127x90	8.800.000	7.000.000

Classified advertising

AD TYPE	DIMENSIONS (W X H) (MM)	MAXIMUM CONTENT (NUMBER OF CHARACTERS)	RATE (VND/ EPISODE)
Buy and sell real estate	-	60	260.000

Classified advertising

AD TYPE	DIMENSIONS (W X H) (MM)	MAXIMUM CONTENT (NUMBER OF WORDS)	RATE(VND/ EPISODE)
House and land rental, service information, recruitment, enrolment, transfer, partner search, buying and selling vehicles, advertising, lost documents, condolences, congratulations, gratitude, messaging, job searching...	-	50	100.000
	60 x 15	20	150.000
Service header	60 x 15	20	350.000
Land property header	60 x 30	30	700.000
Large land property header	-	50 + QR Code	300.000
Advertisement with QR Code	60 x 42	50 + images + QR Code	1.000.000
Advertisement 1/32 with QR Code	60 x 42	Image + QR Code	500.000
Banner for advertisement header with QR Code			

• Posting with an additional image costs 50,000 VND, with a maximum of 1 image per post – Content exceeding 50 characters will incur extra charges based on the number of additional characters.

Educational advertising, recruitment (Print Ads – PR)

AD TYPE	DIMENSIONS (W X H)(MM)	RATE (VND/EPISODE)	
		COLOR	GRayscale
Original page 1	260 x 350	44.100.000	–
Original last page	260 x 375	44.100.000	–
Original page	260 x 375	42.000.000	34.000.000
1/2 horizontal page	260 x 185	22.000.000	17.200.000
1/2 standing page	127 x 375	26.400.000	17.200.000
1/2 + 1/4 foot page	260 x 280	35.800.000	25.900.000
1/2 + 1/8 foot page	260 x 233	33.600.000	21.600.000

Educational advertising, recruitment (Print Ads – PR)

AD TYPE	DIMENSIONS (W X H)(MM)	RATE (VND/EPISODE)	
		COLOR	GRayscale
1/2 + 1/16 standing page	195 x 280	30.240.000	19.500.000
1/2 + 1/32 standing page	195 x 233	27.000.000	16.600.000
1/4 page	127 x 185	11.500.000	8.700.000
1/4 + 1/8 foot page	260 x 137	21.000.000	13.100.000
1/4 + 1/8 page	127 x 280	21.000.000	13.100.000
1/4 + 1/16 horizontal page	127 x 233	17.640.000	11.000.000
1/4 foot page	260 x 90	13.800.000	8.700.000

Educational advertising, recruitment (Print Ads – PR)

AD TYPE	DIMENSIONS (W X H)(MM)	RATE (VND/EPISODE)	
		COLOR	GRAYSCALE
1/8 page	127 x 90	6.000.000	4.400.000
1/8 + 1/16 horizontal page	127 x 137	11.040.000	6.700.000
1/8 foot page	260 x 42	7.200.000	4.400.000
1/16 page	60 x 90	3.200.000	2.300.000
1/16 + 1/32 page	60 x 137	6.000.000	3.500.000
1/16 horizontal page	127 x 42	3.840.000	2.300.000
1/32 page	60 x 42	1.800.000	1.200.000

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Full page	260 x 375	8.500.000	5.000.000
Half page	260 x 185	4.200.000	3.000.000
Quarter page	127 x 185	2.200.000	1.800.000
Eighth page	127 x 90	1.200.000	740.000
Sixteenth page	60 x 90	700.000	390.000
Thirty-second page	60 x 42	-	200.000
Advertisement	50 chữ	-	30.000

PAPER REPORT – NORTHERN REGION

Promotional Policy

- Buy 3 ads, get 1 free.
- Additional 10% discount for ads in Education and Employment categories.

Notes

- Distribution area: 29 northern provinces, from Hà Tĩnh province and above.
- Please bring your citizen ID/card and business license when registering.
- Ad registration and submission must be completed at least 24 hours before publication.
- Design costs are not included in the listed price.
- Rates include VAT.

Representative Office – Northern Region

- Tuổi Trẻ Newspaper – Northern Vietnam Office
- 72A Thuy Khue, Tay Ho Ward, Hanoi
- Phone: (024) 3847.3663 – (024) 3847.3664
- Fax: (024) 3847.3665
- Contact: Tuấn Hiệp – 0933.698.111 – tuanhiep@tuoitre.com.vn

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Full page	260 x 375	9.000.000	5.400.000
1/2 page	260 x 185	5.000.000	2.900.000
1/4 page	127 x 185	2.850.000	1.560.000
1/6 page	127 x 137	2.200.000	1.280.000
1/8 page	127 x 90	1.500.000	850.000
1/16 page	61 x 90	-	430.000
1/32 page	61 x 42	-	230.000
Classified ad	50 chữ	-	100.000

Sponsored article (PR)

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Full page	260 x 375	10.800.000	6.500.000
1/2 page	260 x 185	6.900.000	4.000.000
1/4 page	127 x 185	3.900.000	2.150.000
1/6 page	127 x 137	2.640.000	1.600.000

Note

- Distribution area: Quang Tri, Quang Binh, Thua Thien Hue, Da Nang, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa, Gia Lai, Kon Tum, Dak Lak, Dak Nong, Ninh Thuan, Lam Dong.
- Published from Monday to Friday each week.
- Please bring your ID card and business license when registering.
- Register advertising and submit content at least 24 hours before publication.
- The quoted price does not include design costs.
- The price includes VAT.

Tuổi Trẻ Newspaper Representative Office

- **Da Nang:** 09 Tran Phu, Hai Chau Ward
• Phone: 0905.405366 – Thuy Trang – Email: quangcaodn@tuoitre.com.vn
- **Hue:** 61 To Huu, Vy Da Ward
• Phone: 0914.125656 – Email: namtho@tuoitre.com.vn
- **Gia Lai:** 475 Tran Hung Dao, Quy Nhon Ward
• Phone: 0974.357178 – Email: quangcaobinhding@tuoitre.com.vn
- **Khanh Hoa:** 64 Le Dai Hanh, Nha Trang Ward
• Phone: 0905.132572 – Email: qcnhatrang@tuoitre.com.vn
- **Dak Lak:** 181 Hai Ba Trung, Buon Ma Thuot Ward
• Phone: 0905.797778 – Email: nguyenvanvien@tuoitre.com.vn
- **Lam Dong:** 08 Hoang Van Thu, Xuan Huong Ward
• Phone: 0989.780433 – Email: lebaanh@tuoitre.com.vn

Print Ads – Framed Advertisement Rates

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Original page	260 x 375	13.000.000	9.000.000
1/2 page	260 x 185	7.000.000	5.000.000
1/4 page	127 x 185	4.000.000	2.800.000
1/8 page	127 x 90	2.400.000	1.500.000
1/16 page	60 x 90	1.400.000	800.000
1/32 page	60 x 42	800.000	500.000
Advertisement	50 words	–	80.000
1/6 page	50 words + 1 image	–	110.000

Sponsored article (PR)

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)	
		COLOR	GRAYSCALE
Full page	260 x 375	16.000.000	12.000.000
Half page	260 x 185	8.500.000	6.500.000
Quarter page	127 x 185	4.500.000	3.500.000
Eighth page	127 x 90	2.300.000	2.000.000

Promotional Policy

- Promotion: Register 2 get 1, register 5 get 3.
- 50% off on subscriptions on Saturday – Sunday.

Notes

- Distribution area: Long An, Tien Giang, Ben Tre, Vinh Long, Dong Thap, Tra Vinh, Can Tho, Hau Giang, An Giang, Kien Giang, Soc Trang, Bac Lieu, Ca Mau.
- Please bring your ID/CCCD and business license when registering.
- Register advertising and submit content at least 24 hours before the publication date.
- The quoted price does not include design costs.
- The price includes VAT.

REPRESENTATIVE OFFICE OF TUOI TRE
NEWSPAPER IN THE SOUTHWEST REGION

- 95 Ngo Quyen, Ninh Kieu Ward, Can Tho City
- Tel: (0292) 3825.861 – Fax: (0292) 3825.843 – Email: qccantho@tuoitre.com.vn
- In charge: Hong Yen – 0903.141.218 – yennth@tuoitre.com.vn

TUOI TRE CUOI – TUOI TRE CUOI TUAN

Tuoi Tre Cuoi Tuan – Tuoi Tre Cuoi (Print Ads)

AD TYPE	DIMENSIONS (W X H) (MM)	RATE (VND)
Cover four	185 x 265	32.000.000
Cover two – Cover three	185 x 265	27.000.000
Full page (Inside)	185 x 265	20.000.000
1/2 page	185 x 130	11.000.000

Fanpage Facebook – www.facebook.com/baotuoitre

CATEGORY	UNIT	PRICE (VND)		NOTES
		NO KPI	COMMIT TO KPI	
Share the PR article link on Tuổi Trẻ Online	Post	8.000.000	15.000.000	KPI commitment: 5,000 engagements within 15 days from the time of posting
Post article + image	Post	5.000.000	10.000.000	
Post article + photo album (from 2 to 12 images)	Post	6.000.000	10.000.000	
Post story	Post	6.000.000	–	Post 1 image, appear for at least 4 hours
Pin post	Hour	1,000,000/hour	–	Maximum pin time 6 hours/post
Post video	Post	8.000.000	15.000.000	For KPI commitment: 50K views within 15 days from the time of posting
			25.000.000	For KPI commitment: 100K views within 15 days from the time of posting

Fanpage Facebook – www.facebook.com/baotuoitre

CATEGORY	PRICE (VND)		NOTES
	NO KPI	KPI COMMITMENT	
Live stream posting	20,000,000/hour	30,000,000/hour	Rebroadcast from the customer. For KPI commitment: 50K views within 15 days after the live.
	Contact	–	Tuổi Trẻ will organize and implement according to customer requirements.
Display cover image	3,000,000/day	–	
Create event schedule	5,000,000/period	–	
Interaction enhancement package	Contact	–	Interaction enhancement services as requested by the customer.

Content Criteria

- Content of the article: no more than 500 words, with a maximum of 2 phone numbers included.
- Number of hashtags: up to 5 hashtags.
- Posting video: maximum duration of 5 minutes.

General Regulations

- Advertising content must comply with the 2012 Advertising Law, align with the criteria of Tuổi Trẻ newspaper, and adhere to community guidelines and storage policies of social media platforms.
- Comply with copyright regulations (images, sounds, videos...)
- Comments on posts will not be displayed by default.
- Livestream videos will be stored on the platform for 30 days.

Channel Youtube – www.youtube.com/@baotuoitre

CATEGORY	PRICE (VND)	NOTES
Upload Video	8,000,000/post	No KPI commitment
Live Stream	15,000,000/hour	Rebroadcast from customers.
	Contact	Tuổi Trẻ will carry out according to customer requests.

Content Criteria

- Video upload: maximum duration of 5 minutes.

General Regulations

- Advertising content must comply with the 2012 Advertising Law, align with the criteria of Tuổi Trẻ newspaper, and adhere to community guidelines and storage policies of social media platforms.
- Compliance with copyright regulations (images, sounds, videos...)
- Comments on posts will not be displayed by default.

Channel Tiktok – www.tiktok.com/@baotuoitre

CATEGORY	UNIT	UNIT PRICE INCLUDES VAT (VND)		NOTES
		No KPI	KPI Commitment	
Video upload	Post	8.000.000	15.000.000	KPI commitment: 50K views within 15 days of posting
			25.000.000	KPI commitment: 100K views within 15 days of posting
Live stream upload	Hour	15,000,000/hour		Continuing from the customer.
		Contact		Tuổi Trẻ organizes implementation according to customer requirements.

Content Criteria

- Upload video: maximum duration of 5 minutes.

General Regulations

- Advertising content must comply with the 2012 Advertising Law, align with the criteria of Tuổi Trẻ newspaper, and adhere to community guidelines and storage policies of social media platforms.
- Comply with copyright regulations (images, sounds, videos...)
- Comments on posts will not be displayed by default.

Spread the news/broadcast on the Tiktok channel of Tuổi Trẻ Newspaper

CONTENT	COST
Record a video with a maximum length of 3 minutes	8.000.000
Record a video from 3 to 5 minutes	10.000.000

Online Interaction

CONTENT	DESCRIPTION	PRICE (VND)
<ul style="list-style-type: none">• Online interaction lasting 45 – 60 minutes• Organized by Tuổi Trẻ newspaper	<ul style="list-style-type: none">• News coverage prior to the online interaction.• Broadcasting the online interaction on Tuổi Trẻ Online.• A summary clip of the online interaction will be posted in the Video section on Tuổi Trẻ Online.	From 100,000,000

Seminar

CONTENT	DESCRIPTION	PRICE (VND)
<ul style="list-style-type: none">• Seminar lasting 45 – 60 minutes• Organized by Tuổi Trẻ newspaper	<ul style="list-style-type: none">• News coverage prior to the seminar.• Media coverage of the seminar: summary article, report in the daily newspaper and on Tuổi Trẻ Online.• A summary clip of the seminar will be posted in the Video section on Tuổi Trẻ Online.	From 150,000,000

Talkshow

CONTENT	DESCRIPTION	PRICE (VND)
<ul style="list-style-type: none">Talkshow 45 – 60 minutes at Tuổi Trẻ newspaper studio1 promotional article before the Talkshow1 report (3–5 minutes)1 coverage article of the Talkshow	<ul style="list-style-type: none">Promotional articles and coverage articles appear in the appropriate category.Report clips and Talkshow appear in the coverage article, Fanpage, and YouTube of Tuổi Trẻ newspaper.After 3 revisions, a fee of 2,000,000 / revision will be charged.	From 120,000,000
		Filming at an external studio / setting up the studio as requested, inviting KOLs: Detailed pricing will be provided after agreement.
<ul style="list-style-type: none">Talkshow 45 – 60 minutes at Tuổi Trẻ newspaper studio1 promotional article before the Talkshow1 report (4–5 minutes)1 coverage article after the Talkshow	<ul style="list-style-type: none">Promotional articles and coverage articles appear in the Need to Know section – TTO.Report clips and Talk shows appear on Did You Know – TVO or Need to Know – Watch and Remember – TTO, Fanpage, and YouTube of Tuổi Trẻ newspaper.After 3 revisions, a fee of 2,000,000 / revision will be charged.	Basic package: from 80,000,000
		Advanced package: from 120,000,000 Live Talk show Add 1 report Filming at an external studio / setting up the studio as requested, inviting KOLs: Detailed pricing will be provided after agreement.

Seminar

CONTENT	DESCRIPTION	PRICE (VND)
<ul style="list-style-type: none">Seminars for large-scale programsHeld at Tuổi Trẻ newspaper or suitable venues	<ul style="list-style-type: none">Pre-event news coverage.Media coverage for the seminar in the newspaper and Tuổi Trẻ Online: articles, videos...	Contact

Live coverage of events (Product launch, Concerts...)

CONTENT	DESCRIPTION	PRICE (VND)
Article Homepage	Simultaneously appear in the “Featured 3” position on the Homepage for at least 1 hour and in the top 5 Latest News position in the category page for at least 2 hours.	75,000,000
Article in the category page	Article published in one of the category pages. Appears in the top 5 Latest News position in the category page for at least 2 hours.	50,000,000
Cost of producing the coverage article	Coverage at the newsroom based on the online event content provided by the client.	From 6,000,000 / hour
	Coverage at the event organized by the client. Travel, accommodation, and additional costs are not included if outside Hanoi, Da Nang, Ho Chi Minh City.	From 12,000,000 / hour

Email marketing & Push notifications

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Email embedding banner / media article	<ul style="list-style-type: none">Banner / media article placed within the email newsletter content of Tuổi TrẻNumber of emails sent: 40,000/campaign	10,000,000
Media article email	<ul style="list-style-type: none">Media articles meeting Tuổi Trẻ's criteria will be sent directly to readers in the email newsletterNumber of emails sent: 40,000/campaign	20,000,000
Interactive email	<ul style="list-style-type: none">Readers can interact directly in the email (comment, leave information, rate, survey...)Number of emails sent: 40,000/campaign	From 20,000,000
Push notifications (Web / App notification)	<ul style="list-style-type: none">Increase the effectiveness of media articles through push notifications on the Tuổi Trẻ web and app.Number of notifications sent: 120,000/campaign	10,000,000

Other media products

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Set Topic Tag Homepage	1 Tag in the topic on the Homepage, appearing every other day for 14 days for PR articles, media with the same content topic.	7,000,000
Set Topic Tag Category page	1 Tag in the topic on the Category page appearing every other day for 14 days for PR articles, media with the same content topic.	3,000,000
Place Poll Box on Homepage	Place Poll Box on the Homepage for 7 days. Maximum of 5 options.	30,000,000
Place Poll Box in detailed article	Place Poll Box in the corresponding detailed article. Maximum of 5 options.	5,000,000
Business / personal information	Page introducing business / personal information on Tuổi Trẻ Online, including Basic – Advanced – Special packages.	From 60,000,000
Sponsorship by content topic	Cooperation page between Tuổi Trẻ newspaper and partner units in the form of sponsorship or collaboration on 01 content topic. Partners are exclusively promoted with banners and appear interspersed with media articles (if any) on this content topic.	From 100,000,000

Content Production

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Content Editing	Clients provide complete content and images; Tuổi Trẻ edits content according to criteria. No charge if the client publishes the article.	1,000,000
Article Writing on Demand	Tuổi Trẻ produces content based on the information and images provided by the client. Two rounds of edits allowed.	3,000,000
In-depth Article Writing	Reporters work on-site (including photography). Two rounds of edits allowed before publication. Travel, accommodation, and additional costs are not included if outside Hanoi, Da Nang, Ho Chi Minh City.	From 6,000,000
Cartoon and Animation Drawing	Costs depend on the artist and complexity as required.	From 2,000,000
Comic Drawing	Costs depend on the artist and complexity as required. Quantity of 3-4 frames/comics.	From 3,000,000
Animation Production	Costs depend on the script and complexity as required. Maximum duration of 3 minutes/film.	From 20,000,000
Infographic Design	Costs depend on the script and complexity as required. Two rounds of edits allowed before publication.	From 5,000,000

eMagazine Design: MegaStory/Interactive

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Simple	<ul style="list-style-type: none">• Cover design.• Design of main title graphics, subtitles.• Image design according to content.	From 5,000,000
Complex	<ul style="list-style-type: none">• Cover design.• Design of main title graphics.• Advanced or animated subtitle design.• Graphic image design according to content.• Color design for the entire article according to brand colors.• Create a video clip under 1.5 minutes.	From 15,000,000
Especially Complex	<ul style="list-style-type: none">• Cover design.• Design of main title graphics.• Advanced or animated subtitle design.• Graphic image design according to content.• Color design for the entire article according to brand colors.• Build a new layout according to content outline.• Allow users to interact with the content while reading.	From 30,000,000

ADDITIONAL SERVICES

Production of documentary-style videos

CONTENT	COST	NOTE
Production of documentary-style videos, not broadcasted	2,000,000 VND/minute	Only applicable from 2 minutes onwards

Organize livestream

CONTENT	DURATION	DESCRIPTION	COST
Organize Livestream events: Directing visuals 3 cameras Mixer – VTR	–	<ul style="list-style-type: none">• Additional costs depending on customer requirements: Add cameras, duration, transmission system.• Standard cost based on a minimum duration of 30 minutes/event.• Trial run before the event: +20% cost.	From 10 million / hour
Organize filming livestream selling on TikTok at the Youth Newspaper studio	2 hours	<ul style="list-style-type: none">• Crew (2 cameramen, 1 technical image operator, 1 content supervision secretary, Youth Newspaper studio)	10,000,000
Cost of livestream transmission for TikTok sales	2 hours	–	200,000

Add components to Article/Video/Audio

CONTENT	DESCRIPTION	UNIT PRICE (VND)
Add video clips to the article	Up to 3 video clips/article, maximum duration of 5 minutes.	2,000,000 / video
Insert hyperlink into the article	Up to 3 hyperlinks/article. Only link back to websites owned by state management agencies; state-owned enterprise websites. Do not link back or embed products from social media, YouTube channels, and other sharing platforms.	500,000 / link
Add images to the article	Up to 10 images/article.	500,000 / image
Add animated images (gif) to the article	Up to 10 images/article.	1,000,000 / image
Add images before/after the article	Up to 10 sets/article.	1,000,000 / set
Synchronize banner with the brand in the article	<ul style="list-style-type: none">• Top Background + Right 1 on PC• Mobile Top on Mobile	5,000,000 / week / article
Edit the article after posting	Up to 2 times, not counting spelling corrections.	500,000 / time



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