



ELLE

Đặt quảng cáo tại Web Media CHIẾT KHẤU ĐẾN **39%** (tùy ngân sách)

BÁO ĐIỆN TỬ

AGENCY CỦA CÁC BÁO ĐIỆN TỬ HÀNG ĐẦU VIỆT NAM VÀ CÁC TRANG NHẬT BÁO TRÊN THẾ GIỚI.

ÁP DỤNG TỪ: 1/3/2020



Hotline: 09 6883 6883



Zalo: 09 6883 6883



info@webmedia.com.vn



<https://webmedia.com.vn>



ELLE *Digital Rate Cards*

Production	Description	Frequency	Price (VND)	Price (USD)
DISPLAY ADVERTISEMENT				
Top Homepage Banner	The 1st banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	30,000,000	1,277
Middle Homapage Banner 2	The 2nd banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	20,000,000	851
Middle Homapage Banner 3	The 3rd banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	18,000,000	766
Middle Homapage Banner 4	The 4th banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	18,000,000	766
Middle Homapage Banner 5	The 5th banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	18,000,000	766
Middle Homapage Banner 6	The 6th banner ad displayed on the ELLE.vn homepage on desktop Ad size: 972 x 254	Weekly	18,000,000	766
Category Page Top	The 1st banner ad displayed on the ELLE.vn main category pages on desktop(fashion, beauty, culture, lifestyle, horoscope) Ad size: 972 x 254	Weekly	15,000,000	638
Category Page Middle	The 2nd banner ad displayed on the ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) Ad size: 972 x 254	Weekly	12,000,000	511
Article Page	Banner ads displayed on all article pages on desktop Ad size: 332 x 617	Weekly	35,000,000	1,489
Video Detail Page	Banner ads displayed on ELLE.vn video detail page on desktop Ad size: 300x250	Weekly	12,000,000	511
Mobile Banner Homepage	Package of 3 banner ads displayed on ELLE.vn homepage on mobile Ad size: 300 x 250	Weekly	35,000,000	1,489
Mobile Banner Article Page	Banner ads displayed on all article pages on mobile Ad size: 300 x 250	Weekly	35,000,000	1,489

ELLE *Digital Rate Cards*

Production	Description	Frequency	Price (VND)	Price (USD)
VIDEO				
ELLE-produced Video	Custom-produced video featured on ELLE.vn homepage, video page, ELLE Vietnam Fanpage & ELLE YouTube	Per video	Variable	
	Price varies depending on client requirements. Please speak with ELLE Salesperson for a detailed quotation.			0
	For each additional day appearing on article detail page (bottom position, after audience finish reading an article)	Per video	7,000,000	298
Client-produced Video	Video provided by client that will be featured on ELLE.vn homepage & video page	Per video	20,000,000	851
	Please note that client-produced video must be approved for both editorial and copyright reasons. No client-produced video is available for distribution on ELLE Facebook & ELLE YouTube			
	For each additional day appearing on article detail page (bottom position, after audience finish reading an article)			
Homepage Live Video	Client-provided live video link to be embedded on ELLE.vn homepage	Per broadcast	20,000,000	851
	Available for fashion & beauty clients only.			
	Video to be made available for on-demand viewing in the ELLE.vn video section			
Facebook and/or YouTube Live Video	Broadcast on ELLE Facebook page (advanced approval from ELLE editorial required) - Max number of live videos within one day event: 04	Per broadcast	80,000,000	3,404
	ELLE video production team to produce live videos of client event - General production - Production includes one camera & a livestream management system which allows insertion of client logo and information (L3) to the live video. Max number of logos allowed: 02 - Max number of Facebook or YouTube pages: 02 - Livestream MC available for additional fee - Max on-duty time at the event: 5 hours - Client to provide script and dedicated, high-speed internet connection (minimum 25Mbps) for guaranteed video quality	Per broadcast	Variable	

ELLE *Digital Rate Cards*

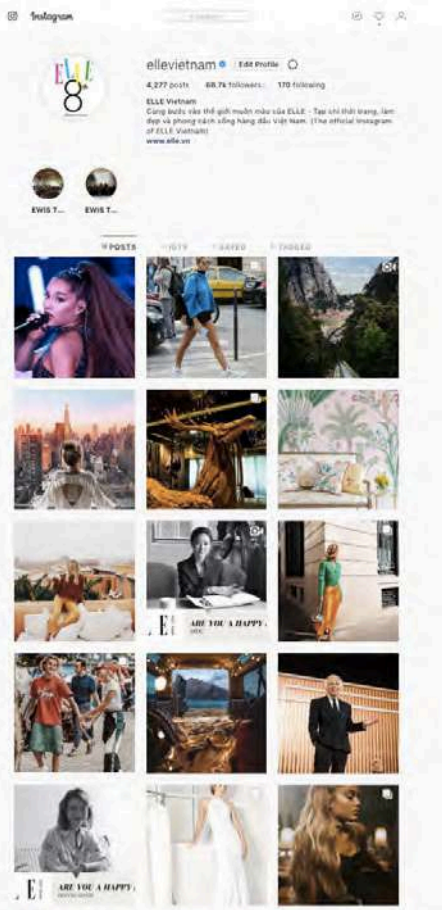
*Lưu ý: Giá chưa bao gồm VAT 10%



Production	Description	Frequency	Price (VND)	Price (USD)
BRANDED CONTENT / NATIVE ADVERTISING				
ELLE-produced Branded Content	Customized editorial content produced by ELLE editors - Remain top 10 latest articles on homepage for the 1st day - Top 5 featured category article for 1 day	Per article	22,000,000	936
	For each additional day that story is pinned on newsfeed to remain in Top 10 articles on Homepage	Per day	2,500,000	85
	For each additional day appearing at Highlight Article fixed sessions on newsfeed	Per day	2,500,000	85
	For each additional day appearing at Featured Topic (Below ELLE Style Calendar) fixed sessions on newsfeed	Per day	2,500,000	85
Client-produced Branded Content	PR article published on ELLE.vn Extra section of the website that is accessible directly from the ELLE.vn homepage	Per article	18,000,000	766
ELLE Style Calendar	Customized ELLE Style Calendar produced by ELLE editors - There are 7 looks in one ELLE Style Calendar - All 7 looks feature fashion item & accessory from client brands	Per article	32,000,000	1,362

ELLE Digital Rate Cards

Production	Description	Frequency	Price (VND)	Price (USD)
HASHTAG # ELLE VIETNAM				
Hashtag # ELLE Vietnam	At #ELLEVietnam sector on homepage, linkable to clients' Instagram or KOL Instagram	Weekly	10,000,000	426
ELLE Around the World	For Global campaign from other ELLE around the world Instagram	Weekly	10,000,000	426
SOCIAL MEDIA				
Facebook Post	Re-share link or Branded Content articles from ELLE.vn to ELLE Vietnam Fanpage	Per post	9,000,000	383
Facebook Minigame	Custom-produced minigame featured on ELLE Vietnam Fanpage. The price does not include media production or prizes.	Per post	55,000,000	2,340
Instagram Minigame	Custom-produced minigame featured on ELLE Vietnam Instagram. The price does not include media production or prizes.	Per post	35,000,000	1,489
Instagram Photo or Video	One photo or video and caption on ELLE Instagram feed (subject to ELLE editorial approval & must adhere to Instagram's terms and conditions).	Per post	8,000,000	340
Instagram Story	One photo or video (less than 12s) and text on ELLE Instagram Story (subject to ELLE editorial approval & must adhere to Instagram's terms and conditions). The story disappears after 24hours.	Per story	5,000,000	213
	ELLE Instagram Story takeover by client's campaign or client's KOLs in 1 hour. During the takeover, ELLE Instagram Story content is exclusively branded. Content is subjected to ELLE editorial approval & must adhere to Instagram's terms and conditions.	Per takeover	20,000,000	851
Zalo	One article or photo with caption	Per post	7,500,000	319



ELLE *Digital Rate Cards*




Production	Description	Frequency	Price (VND)	Price (USD)
EMAIL NEWSLETTER				
Feature article	The 1st article appears in the ELLE daily email newsletter, featured on e-newsletter subject	Per article per email	21,000,000	894
	The 2nd article appears in the ELLE daily email newsletter, no featured on e-newsletter subject.	Per article per email	17,000,000	723
Direct Promotional E-newsletter (EDM)	An unique partner e-newsletter sent to all ELLE e-newsletter subscribers.	Per email	35,000,000	1,489
Display Advertisement	Display advertisement featured in the ELLE email newsletter, linkable to clients' website. Ad size: 972 x 254	Per email	18,000,000	766





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Đặt quảng cáo tại **Web Media** CHIẾT KHẤU ĐẾN **39%** (tùy ngân sách)

MST: 0312326656 do Sở KH và Đầu tư Tp.HCM cấp ngày 13/06/2013

 **Địa chỉ:** 493/33 Lê Đức Thọ, F 16, Gò Vấp, Tp. Hồ Chí Minh

 **Hotline:** 09 6883 6883

 **E-Mail:** info@webmedia.com.vn – **Website:** <https://webmedia.com.vn>

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Dịch vụ của Web Media



Digital Marketing Hot

1 Việt Nam về giải pháp Digital Marketing, Web Media cung cấp đầy đủ các dịch vụ: **Lập Website, Quảng cáo Online, Social Media, Content Marketing, Video Marketing, SEO Website, Đồ họa...**



Quảng cáo Online Hot

Giải pháp đa kênh, minh bạch tài chính, hiệu quả tức thì: **Báo điện tử, Google Adwords, GDN, Shopping, Zalo, Tiktok, Facebook, YouTube, Messenger, Email, etc...**



Phần mềm Media Online New

Cung cấp các Tools ứng dụng AI trong truyền thông Online thời 4.0: **SEO Tools, Social Media Tools, ADS Tools, Amazon Tools...**



SEO WEB TOP # 1 Hot

Không chỉ đẩy top Việt Nam, Web Media còn giúp thương hiệu khách hàng phủ toàn cầu: **SEO tổng thể, Auto SEO, Amazon SEO, Youtube SEO, Facebook SEO, Backlink, Entity, SEO Audit**



1 Dịch vụ Website Hot

Web Media không chỉ lập Website cho bạn, mà còn chăm sóc website của bạn để "biến web thành vàng": **Tạo Website, Chăm sóc, Nâng cấp, Hosting, Domain**



Dịch vụ Mobile App New

Giúp khách hàng chuyển Website hoặc ý tưởng thành các ứng dụng: **Android, IOS**. Ngoài ra còn giúp **Tăng lượt tải, Tăng review**