

YAN RATECARD 2023

PR ARTICLE

NO	CATEGORY	POSITION	DESCRIPTION	EXPENSE
1	HOMEPAGE	Homepage Spotlight	Stay in the Homepage spotlight for 2 hours, then move to the corresponding category	40,000,000
2		Homepage Highlights	Stay in the Homepage spotlight for 2 hours, then move to the corresponding category	25,000,000
4		Subsection Post	Regular online article with link yan.vn	8,000,000
5	Category	Category Page Spotlight	The article stayed in the Category Spotlight for 6 hours, then moved to the corresponding subsection	12,000,000
6		Category Page Highlights	The article stayed in the Category Highlight for 2 hours, then moved to the corresponding subsection	10,000,000
7	Subsection	Subsection Post	Regular online article with link yan.vn	4,500,000
8		Additional to PR article	Additional Photos	200,000
9			Hyperlink	300,000
10			Additional GIF	500,000
11			Additional Video clip Opt 1 < 5p	500,000
12			Additional Video clip Opt 2 5p ~ 10p	1,000,000
13			Additional Video clip Opt 3 > 10p	1,500,000
14			Sapo/chapeau	1,000,000
15			Under 10% of the content/ visual	1,000,000
16			10% & beyond of the content/ visual	4,000,000

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BANNER

NO	POSITION	CPM (COST PER 1000 IMPRESSION)
TOP		
1	Desktop (970x250)	26,000
2	Mobile (640x320)	26,000
Right Banner 1, 2		
1	Banner Standard (300x250)	10,000
2	Banner Expand (300x600)	15,000
Center Banner		
1	Banner Standard (300x250)	7,000
2	Banner Expand (300x600)	10,000
Right Bottom Banner 2		
1	Banner Standard (300x250)	10,000
2	Banner Expand (300x600)	15,000
Video Banner		
1	Right Video Banner 1	20,000
2	Right Video Banner 2	20,000
3	Centre Video Banner	24,000
4	Video Banner - Right Bottom 1	20,000
5	Video Banner - Right Bottom 2	20,000

Balloon Ads

1	Ads Loại 1 (300x250)	20,000
2	Ads Loại 2 (500x300)	30,000
Balloon Videos		
1	Video 1 (300x250) 15 giây (non-skip)	36,000
2	Video 2 (500x300) 15 giây (non-skip)	50,000
3	Video 3 (300x250) 30 giây (non-skip)	46,000
4	Video 4 (500x300) 30 giây (non-skip)	66,000
All Page		
1	Top Banner M (320x100)	13,000
2	Banner Expand	26,000
In Page		
1	Reading (300x600)	25,000
2	Reading Top (300x250)	10,000
3	Reading Heart (300x250)	10,000
4	Reading Bottom (300x250)	10,000
5	Reading Bottom Expand (300x600)	15,000

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FANPAGE

FANPAGE	LINK	FOLLOWERS	SERVICE	PRICE (VND)	TYPE
FACEBOOK					
YAN NEWS	www.facebook.com/vannews	20,635,633	1 post	40,000,000	Lifestyle & Culture
YAN TV	https://www.facebook.com/vantv/	11,405,151	1 post	30,000,000	Lifestyle & Culture
CÚ ĐÊM	https://www.facebook.com/YeuCuDem/	3,100,000	1 post	15,000,000	Man & Relationship
ĐỌC THÂN VUI TÍNH	https://www.facebook.com/YAN.Doctha	3,188,003	1 post	10,000,000	Lifestyle & Culture
YAN Pets	https://www.facebook.com/YANPets.ON	2,831,957	1 post	10,000,000	Hobbies, Activities, Music & Love
YAN Foods	https://www.facebook.com/YanFoods	3,283,613	1 post	10,000,000	Food & Drink
YAN Talent	https://www.facebook.com/YANTalents	2,860,087	1 post	8,000,000	News & Entertainment
YAN Kids	https://www.facebook.com/YANKids	2,512,615	1 post	15,000,000	Woman, Family & Relationship
YAN Beauty	https://www.facebook.com/YANLoveBea	1,687,877	1 post	15,000,000	Shopping, Fashion & Beauty
YAN Go	https://www.facebook.com/YANLoveTra	1,234,722	1 post	10,000,000	Travel, Places & Events
VFootball	https://www.facebook.com/Vfootball.van	957,000	1 post	10,000,000	Lifestyle & Culture
YAN KPOP	https://www.facebook.com/YannewsKpo	1,023,539	1 post	7,000,000	Hobbies, Activities, Music & Love
OhMan	https://www.facebook.com/Ohman.vn	732,000	1 post	7,000,000	News & Entertainment
Just Love Music	https://www.facebook.com/van.justlove	802,091	1 post	7,000,000	Hobbies, Activities, Music & Love
Ngắm Nhà Đẹp	https://www.facebook.com/ngamnhadep	516,000	1 post	7,000,000	Hobbies, Family & Culture
Sống Sao Mới Chuẩn	https://www.facebook.com/songsaomoi	597,000	1 post	5,000,000	Lifestyle & Culture
Music on Radio	https://www.facebook.com/YAN.MusicO	495,000	1 post	5,000,000	Music & Entertainment
CỘT SÓNG GENZ	https://www.facebook.com/cotsongGenz	105,000	1 post	3,000,000	Hobbies, Activities, Music & Love
Max Volume	https://www.facebook.com/YAN.MaxVol	428,000	1 post	5,000,000	Music & Entertainment
Túi Khôn Muốn Đời	https://www.facebook.com/tuikhonmuon	354,235	1 post	5,000,000	Hobbies, Activities, Music & Love
TÌNH DƯỠC	https://www.facebook.com/tinhduoc.bky	440,000	1 post	5,000,000	Man & Relationship
Thế giới Showbiz	https://www.facebook.com/TheGioiShow	263,000	1 post	5,000,000	Music & Entertainment
Sài Gòn Ơi	https://www.facebook.com/YAN.SaiGon	252	1 post	5,000,000	Lifestyle & Culture
Chiến dịch chống ế	https://www.facebook.com/ChienDichCe	307,000	1 post	5,000,000	News & Entertainment
YAN Vpop20	https://www.facebook.com/music.vpop2	193,000	1 post	5,000,000	Hobbies, Activities, Music & Love
YAN Beatfest	https://www.facebook.com/YANBeatfest	118,000	1 post	5,000,000	Hobbies, Activities, Music & Love
Cùng Chống Covid-19	https://www.facebook.com/CungChongC	116,550	1 post	5,000,000	Lifestyle & News
YAN VPOP	https://www.facebook.com/yannhacviet	100,000	1 post	5,000,000	Hobbies, Activities, Music & Love

YAN FILM	https://www.facebook.com/vanphimanh	83,535	1 post	3,000,000	News & Entertainment
YAN SAO VIỆT	https://www.facebook.com/vansaoviet	80,000	1 post	3,000,000	News & Entertainment
TU' TÂM	https://www.facebook.com/tutam.yan	88,000	1 post	3,000,000	Lifestyle & Culture
YAN Trẻ	https://www.facebook.com/YAN4YOUNG	31,000	1 post	3,000,000	Lifestyle & Culture
Ồ HAY	https://www.facebook.com/OhHay.yan	29,796	1 post	3,000,000	Lifestyle & Culture
YAN Sports	https://www.facebook.com/YANVNSports	27,000	1 post	3,000,000	Lifestyle & Culture
Kpop World	https://www.facebook.com/KpopWorld.VN	26,000	1 post	3,000,000	Hobbies, Activities, Music & Love
Hà Nội Ơi	https://www.facebook.com/YAN.HaNoiOi	24,000	1 post	3,000,000	Lifestyle & Culture
Huế Ơi	https://www.facebook.com/YAN.HueOi	18,983	1 post	3,000,000	Lifestyle & Culture

INSTAGRAM

YAN News	www.instagram.com/vannews/	1,300,000	1 post	12,500,000	Lifestyle & Culture
YAN TV	www.instagram.com/van.tv/	719,000	1 post	8,000,000	Lifestyle & Culture
YAN love Beauty	www.instagram.com/vanlovebeauty/	166,000	1 post	5,000,000	Shopping, Fashion& Beauty
Bestievn Official	www.instagram.com/bestievnofficial/	73,500	1 post	3,000,000	Woman, Family & Relationship
Độc thân vui tình là em	www.instagram.com/docthanvuitinhlaem/	95,800	1 post	3,000,000	Lifestyle & Culture

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GROUP

FANPAGE	LINK	MEMBERS	SERVICE	PRICE (VND)	TYPE
Cột sống Gen Z	https://www.facebook.com/groups/cotsongenz	1,700,000	1 post	8,000,000	Hobbies, Activities, Music & Love
YAN Pets - Boss và Sen	https://www.facebook.com/groups/groupyanpets	272,200	1 post	8,000,000	Hobbies, Activities, Music & Love
Hóng hót Kbiz	https://www.facebook.com/groups/HonghotKbiz/	169,100	1 post	3,000,000	Hobbies, Activities, Music & Love
Á dễ thương quá	https://www.facebook.com/groups/adedhuongqua	160,200	1 post	3,000,000	Shopping, Fashion& Beauty
Ohmen Mên Oi!	https://www.facebook.com/groups/ohmenmenoil	164,600	1 post	3,000,000	Lifestyle & Culture
Thế giới Vpop là thế giới Vpop!	https://www.facebook.com/groups/410878030165321/	129,200	1 post	4,000,000	Hobbies, Activities, Music & Love
Sau 18H	https://www.facebook.com/groups/sau18h	73,564	1 post	3,000,000	Lifestyle & Culture
Review Thật	https://www.facebook.com/groups/reviewthat	88,900	1 post	3,000,000	Shopping, Fashion& Beauty
Khoe Con	https://www.facebook.com/groups/YanKidsgroup	207,000	1 post	8,000,000	Woman, Family & Relationship

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TIKTOK

CHANNEL	LINK	FOLLOWERS	SERVICE	PRICE (VND)	TYPE
YAN News	https://www.tiktok.com/@vannews	2,400,000	Video	10,000,000	News/Tổng hợp
YAN TV	https://www.tiktok.com/@vantv.yandigitai?	1,500,000	Video	8,000,000	News/Sao/Show
YAN Foods	https://www.tiktok.com/@vanfoods	1,200,000	Video	7,000,000	News/Food
Bestie	https://www.tiktok.com/@bestievn	934,100	Video	6,000,000	News/Bestie
YAN Entertainment	https://www.tiktok.com/@van.entertainment?	747,200	Video	6,000,000	News/Entertainment
YAN 45s	https://www.tiktok.com/@van45giay?lang=en	410,500	Video	3,000,000	News/Tổng hợp
SAU 18H	https://www.tiktok.com/@sau18h.group	10,000	Video	1,000,000	News/Tổng hợp

COMBO COST (NEWS PRODUCTION)

YAN News	https://www.tiktok.com/@vannews	2,400,000	Video	13,000,000	
YAN TV	https://www.tiktok.com/@vantv.yandigitai?	1,500,000	Video	11,000,000	
YAN Foods	https://www.tiktok.com/@vanfoods	1,200,000	Video	10,000,000	
Bestie	https://www.tiktok.com/@bestievn	934,100	Video	9,000,000	
YAN Entertainment	https://www.tiktok.com/@van.entertainment?	747,200	Video		
YAN 45s	https://www.tiktok.com/@van45giay?lang=en	410,500	Video	5,000,000	
SAU 18H	https://www.tiktok.com/@sau18h.group	10,000	Video		

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COVER CHANGE

FANPAGE	LINK	FOLLOWERS	DURATION	PRICE (VND)	TYPE
YAN News	www.facebook.com/vannews	20,635,632	1 day	60,000,000	Lifestyle & Culture
YAN TV	www.facebook.com/vantv	11,405,154	1 day	40,000,000	Lifestyle & Culture
Bestie	www.facebook.com/BestieVN	4,274,939	1 day	25,000,000	Woman, Family & Relationship
Bí Kíp Yêu	www.facebook.com/bikipyeu	5,415,653	1 day	25,000,000	Woman, Family & Relationship
Cú Đêm	www.facebook.com/YeuCuDem/	3,100,000	1 day	25,000,000	Woman, Family & Relationship
DienAnhNet	https://www.facebook.com/dienanh.net	2,288,883	1 day	20,000,000	Hobbies, Activities, Music & Love
YAN Foods	www.facebook.com/YanFoods	3,283,613	1 day	17,000,000	Food & Drink
Độc Thân Vui Tính	www.facebook.com/YAN.Docthanvuitinh	3,188,007	1 day	17,000,000	Lifestyle & Culture
YAN Pets	www.facebook.com/YANPets.ONVTB	2,831,955	1 day	14,000,000	Hobbies, Activities, Music & Love
YAN Go	www.facebook.com/YANLoveTravel	1,234,722	1 day	14,000,000	Travel, Places & Events
YAN KPOP	www.facebook.com/YannewsKpop	1,023,541	1 day	7,000,000	Hobbies, Activities, Music & Love

PIN TO TOP

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YAN News	www.facebook.com/vannews	20,635,632	1 day	60,000,000	Lifestyle & Culture
YAN TV	www.facebook.com/vantv	11,405,154	1 day	40,000,000	Lifestyle & Culture
Bestie	www.facebook.com/BestieVN	4,274,939	1 day	20,000,000	Woman, Family & Relationship
Bí Kíp Yêu	www.facebook.com/bikipyeu	5,415,653	1 day	20,000,000	Woman, Family & Relationship
Cú Đêm	www.facebook.com/YeuCuDem/	3,100,000	1 day	17,000,000	Woman, Family & Relationship
YAN Foods	www.facebook.com/YanFoods	3,283,613	1 day	12,000,000	Food & Drink
Độc Thân Vui Tính	www.facebook.com/YAN.Docthanvuitinh	3,188,007	1 day	12,000,000	Lifestyle & Culture
YAN Pets	www.facebook.com/YANPets.ONVTB	2,831,955	1 day	10,000,000	Hobbies, Activities, Music & Love
YAN Go	www.facebook.com/YANLoveTravel	1,234,722	1 day	10,000,000	Travel, Places & Events
YAN KPOP	www.facebook.com/YannewsKpop	1,023,541	1 day	7,000,000	Hobbies, Activities, Music & Love

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OTHER

PRODUCTION	ESTIMATE COST	DISCOUNT
Livestream	Negotiate	Negotiate
Minigame	Negotiate	Negotiate
Creating New Podcast	Negotiate	Negotiate

APP CREATION	EC	DISCOUNT
Apps Creation	Negotiate	Negotiate

DESIGN SERVICE	PRICE (VND)
Design Key Visual	Based on Customer's request, YAN develops Key Visual for Advertising Program/Campaign. 30,000,000
Design Microsite	Based on Customer's available Key Visual, YAN develops interface design for Microsite (Desktop and Responsive Mobile) 20,000,000
Design App	Based on Customer's available Key Visual, YAN develops interface design for Application (Android and IOS) 25,000,000
Design Banner	Based on the description from the Customer, YAN designed 1 set of Banners including: 1 Design, Adapt from 1 to 3 different Banner Sizes. 3,000,000
Adapt Banner	Based on Key Visual from Customer, YAN adapts 1 set of Banners including: 1 Design, Adapt from 1 to 3 different Banner Sizes. 700,000
Banner HMTM5	Based on Customer's design, YAN coding Banner HTML5 1,500,000
Infographic	Based on the description (Brief) from the Customer, YAN builds the content and design for the Infographic post 4,000,000
1 post	3 frame 4,500,000
3 series Posts	3 frame 13,500,000

5 series Posts	3 frame	18,000,000
Brand character	Story/ series	Negotiate
POSITION ON MAGAZINE		PRICE (VND)
PR Article	Full (3 pages)	40,000,000
	Full Page	15,000,000
	1/2 Page	8,000,000
	1/4 Page	5,000,000
	1/6 Page	3,000,000
CONTENT FOR MAGAZINE		
PR Opt 1	Based on content orientation and information and images from customers, YAN produces PR articles.	500,000
PR Opt 2	Based on content orientation from customers, YAN conducts: character interviews or specialized information research.	1,000,000
PR Opt 3	Editors and Photographers on site to report about Customer's events or programs.	1,500,000
Caption Social Post	Based on customer's brief, YAN write caption (Share Link/Share picture/Share Video)	300,000
Content Text -Option 1	Based on customer's brief, YAN develop content: Website/About us/T&C/Q&A. 500 - 800 words/post	1,000,000
Content Text - Option 2	Based on customer's brief, YAN develop content: Website/About us/T&C/Q&A.500 words/ post	2,000,000
Content Text - Option 3	Based on customer's brief, YAN develop content: Website/About us/T&C/Q&A. 800 - 1500 words/post	4,000,000

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