

YANTV RATECARD 2014

Valid as from January 1st, 2014 until December 31st, 2014.

(Unit cost: VNĐ)

I. Rate card

Code	Timeslot	Position	Price (VNĐ)		
			10"	15"	30"
A	00:00 - 01:30	Before/in/after	960,000	1,440,000	2,400,000
B	01:30 - 06:00	Before/in/after	560,000	840,000	1,400,000
C	06:00 - 8:30	Before/in/after	960,000	1,440,000	2,400,000
D	08:30 - 11:00	Before/in/after	2,200,000	3,300,000	5,500,000
E	11:00 - 13:00	Before/after	4,200,000	6,300,000	10,500,000
		In the show	4,800,000	7,200,000	12,000,000
F	13:00 - 16:00	Before/in/after	2,400,000	3,600,000	6,000,000
G	16:00 - 18:30	Before/after	3,200,000	4,800,000	8,000,000
		In the show	3,600,000	5,400,000	9,000,000
H	18:30 - 20:00	Before/after	4,000,000	6,000,000	10,000,000
		In the show	4,400,000	6,600,000	11,000,000
I	20:00 - 22:30	Before/after	8,200,000	12,300,000	20,500,000
		In the show	8,800,000	13,200,000	22,000,000
J	22:30 - 24:00	Before/after	4,000,000	6,000,000	10,000,000
		In the show	4,400,000	6,600,000	11,000,000

- Price includes 10% VAT
- Spots are calculated pursuant to the standards of 10", 15", and 30". In this, cost TVC 15" equals as 60% of TVC 30" price and TVC 10" equals as 40% of TVC 30" price.
- In special case, TVC 5" cost equals as 60% of TVC 10" price if no voice over attached. TVC 5" attached voice over is counted as TVC 10".
- TVC 45" cost equals TVC 30" multiply 1,5.
- TVC 60" cost equals TVC 30" multiply 2.
- Trailer 30" with logo is counted as 2/3 TVC 30" as the same timeslot, and this is attached to benefit of show sponsor.
- Product placement in show is around 45" to 1 min. This is counted by 2/3 TVC 45".
- Sponsor card is the benefit of show sponsor, this is 8" with full screen and having voice over. The cost is TVC 10". In case of voiceless, cost is count as TVC 5s = 2/3 of TVC 10 price.
- Un-standard spots are calculated pursuant to the nearest higher standards
- Priority position is plus 5% of unit cost of TVC 30" that is followed as cost of timeslot.
- In drama movies timeslot, the cost TVC 30" can be up 10% which is compared with rate.

II. Other kind of advertising

- Including: running text, brand box, ad card, show sponsor... upon clients' requests will be discussed between YAN TV and clients.
- Encourage show sponsor via show production.
- Self – Introduction:

Code	Timeslot	Position	Unit Price (1min)
A	00:00 – 01:30	Before/after	3,200,000
B	01:30 – 06:00	Before/after	2,000,000
C	06:00 -08:30	Before/after	3,200,000
D	08:30 – 11:00	Before/after	6,400,000
E	11:00 – 13:00	Before/after	13,000,000
F	13:00 – 16:00	Before/after	7,500,000
G	16:00 – 18:30	Before/after	10,500,000
H	18:30 – 20:00	Before/after	12,000,000
I	20:00 – 22:30	Before/after	20,000,000
J	22:30 – 24:00	Before/after	12,000,000

Note:

- Discount rate of self-introduction is followed as:
 - If clients book YAN Media to make product, discount rate of airing will be good until 40%
 - In case clients give product to book on YANTV, the highest discount rate is 20%.
- All product of self-introduction will be censored from YANTV about content and quality before running booking 7days to 10days.
- In case, clients cancel booking, clients need to inform to YANTV account before 3 days at least.
- Self – introduction is counted by minute, maximum is 5 mins, and minimum is 2mins