



DIGITAL RATE CARD



PRODUCTION	DESCRIPTION	FREQUENCY	PRICE (VND)	PRICE (USD)
ELLE.vn DESKTOP AND MOBILE PREMIUM PROMOTIONS				
ELLE Homepage Takeover	Custom integration of campaign imagery with ELLE website. Site background changes to match campaign. Premium ad positions can also be integrated with Takeover. Desktop version only. Size: 1366x710 (allowing 1000x495 for ELLE main article box). Further customisation is available for bigger impact.	Weekly	32,987,500	1,450
Top Banner*	Appears above ELLE logo on homepage. Sizes: Desktop: 970x90 - Mobile: 320x100.	Weekly	20,475,000	900
Middle Banner*	Appears below ELLE Network on homepage. Sizes: Desktop: 728x90 - Mobile: 300x250.	Weekly	17,062,500	750
Right Banner 1*	Appears right of top article on subchannel and detail page. Desktop version only. Size: 300x250.	Weekly	11,375,000	500
Right Banner 2*	Appears right of top article on subchannel and detail page. Desktop version only. Size: 300x250.	Weekly	11,375,000	500
Bottom Banner*	Appears above footer on homepage and sub channels and below article on detail pages. Sizes: Desktop: 970x90 - Mobile: 300x250.	Weekly	11,375,000	500
ELLE Featured Article	Partner or Focus Feature article (1 of 5) featured at the top of ELLE.vn homepage.	Daily	17,062,500	750
Promotional Article	A partner article published in a specific section of the ELLE.vn website.	Per insertion	12,512,500	550
ELLE TV Focus Feature	Original video created by ELLE and published on ELLE.vn TV section. Also featured on ELLE Vietnam Youtube Channel.	Campaign	62,562,500	2,750
ELLE TV Promotional Video	Partner video published on ELLE.vn TV section and also featured on ELLE Vietnam Youtube Channel.	Per insertion	17,062,500	750
ELLE Product Placement	Creative integration of a partner product and/or service inside of ELLE.vn editorial content.	Per insertion	1,137,500	50
ELLE.vn Special Section Sponsor	Integrated sponsorship of ELLE Style Calendar, ELLE Wiki and/or ELLE Beauty Finder. In addition to top-result promotion on ELLE Beauty Finder, partner's product/service is included in "ELLE Loves It" feature in weekly e-newsletter.	Weekly	12,512,500	550



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ELLE FACEBOOK PREMIUM POSITION				
Fanpage Cover Photo	Replaces ELLE fanpage cover image with promotional advertisement. Size: 851x315.	Weekly	17,062,500	750
Posting on Fanpage	Includes text, single image and hyperlink.	Per insertion	6,825,000	300
Photo Album on Fanpage	Includes text, < 20 images and hyperlink.	Per insertion	10,237,500	450
App or Game Integration on Facebook	Integrate a unique app or game to the ELLE Vietnam Facebook fan page. Cost does not include production. Sponsor gifts not included.	Per insertion	44,362,500	1,950
ELLE E-NEWSLETTER PREMIUM POSITIONS				
Direct Promotional E-Newsletter	A unique partner e-newsletter sent to all ELLE e-newsletter subscribers.	Per insertion	32,987,500	1,450
Top Banner Weekly	Top banner display ad in ELLE Weekly e-newsletter.	Weekly	17,062,500	750
Top Banner Network	Top banner display ad in ELLE Network weekly e-newsletter updates.	Weekly	11,375,000	500
ELLE APP AND TABLET PREMIUM POSITIONS				
ELLE Weekly Edition Promotional Package	An original editorial and promotional content and commercial package creatively integrated into the layout of the ELLE mobile app on all IOS and Android devices.	Weekly	28,437,500	1,250
ELLE Tablet Promotional Package	An original editorial and promotional content and commercial package creatively integrated into the layout of ELLE monthly edition on all IOS, Android and Windows systems.	Monthly	68,250,000	3,000
ELLE INSTAGRAM PREMIUM POSITION				
Photo	Includes 1 image with short caption.	Per insertion	1,085,175	47.7
Sponsored Photo	Includes 1 sponsored image with short caption, and a hyperlink driving users to the client's website.	Per insertion	3,250,975	142.9



Advertising positions of ELLE's website on mobile version



Advertising positions of ELLE's website on desktop version