

TVC RATE CARD 2017

Valid as from January 1st, 2017 until December 31st, 2017

I. TVC RATE CARD

(Unit cost: VND – Including 10% VAT)

CODE	TIMESLOT		PRICE					
			5s	10s	15s	30s	45s	60s
A	0:00	8:00	336.000	560.000	840.000	1.400.000	2.100.000	2.800.000
B	8:00	11:00	1.392.000	2.320.000	3.480.000	5.800.000	8.700.000	11.600.000
C1	11:00	12:00	2.880.000	4.800.000	7.200.000	12.000.000	18.000.000	24.000.000
C2	12:00	13:00	3.168.000	5.280.000	7.920.000	13.200.000	19.800.000	26.400.000
D	13:00	16:00	1.512.000	2.520.000	3.780.000	6.300.000	9.450.000	12.600.000
E	16:00	18:00	2.400.000	4.000.000	6.000.000	10.000.000	15.000.000	20.000.000
F	18:00	19:30	3.168.000	5.280.000	7.920.000	13.200.000	19.800.000	26.400.000
G1	19:30	20:30	5.760.000	9.600.000	14.400.000	24.000.000	36.000.000	48.000.000
G2	20:30	21:30	6.336.000	10.560.000	15.840.000	26.400.000	39.600.000	52.800.000
G3	21:30	22:30	5.760.000	9.600.000	14.400.000	24.000.000	36.000.000	48.000.000
H	22:30	0:00	2.760.000	4.600.000	6.900.000	11.500.000	17.250.000	23.000.000



II. SELF-INTRODUCTION:

(Unit cost: VND – Including 10% VAT)

Code	Timeslot		Position	Unit Price (1mins)
A	0:00	8:00	before/after show	2.100.000
B	8:00	11:00	before/after show	8.700.000
C	11:00	13:00	before/after show	19.800.000
D	13:00	16:00	before/after show	9.450.000
E	16:00	18:00	before/after show	15.000.000
F	18:00	19:30	before/after show	19.800.000
G	19:30	22:30	before/after show	39.600.000
H	22:30	0:00	before/after show	17.250.000

III. SPECIAL CONTENT

(Unit cost: VND – Including 10% VAT)

CODE	TIMESLOT		PRICE		
			15 min	30 min	60 min
C1	11:00	12:00	9.600.000	12.000.000	24.000.000
C2	12:00	13:00	10.560.000	13.200.000	26.400.000
E	16:00	18:00	8.000.000	10.000.000	20.000.000
G1	19:30	20:30	19.200.000	24.000.000	48.000.000
G2	20:30	21:30	21.120.000	26.400.000	52.800.000

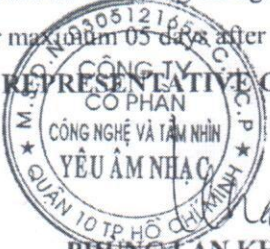
Note: Code G1 (19:30 – 20:30) is available on Saturday
Code C1 (11:00 – 12:00) is available on Saturday & Sunday

IV. GENERAL REGULATION

- The TVCs must be censored by the Censorship Board of YANTV before airing date.
- TVC's Advertising licence shall be submitted at the same time with TVC file.
- The censorship result shall be announced 03 days after date of receiving (excluding Saturday, Sunday and holidays).
- Every censored TVC is given a code which is used for media booking plan on YAN TV only.
- Actual airing time of TVC spot shall be fluctuated up and down 15 minutes.
- Self-introduction's edited clip shall be delivered 10 days before airing date for censorship
- Self-introduction, is counted by minute, maximum is 5 mins, and minimum is 1 min.
- Any cancellation need to be announced at least 03 days before airing date.

V. MEDIA BOOKING PLAN

- Media booking plan must be sent to YANTV at least 05 days before the first airing date (excluding Saturday, Sunday and Holiday)
- Media booking plan is the basis source for Addendum, cross-check and problem solving in the case of fail airings.
- 03 days after receiving the media booking plan, YAN TV shall reply booking confirmation.
- Whenever client is aware that YAN TV does not air following the agreed plan, the should have a written notice to YAN TV's Sales Director maximum 05 days after the date of detected fault.


 REPRESENTATIVE OF YANTV
 PHÙNG LAN KHANH
 MANAGING DIRECTOR

