MARKETING PACKAGE
2024
# MARKETING PACKAGE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Minimum Quantity</th>
<th>Member (VND)</th>
<th>Member Large booking (VND)</th>
<th>Non-member (VND)</th>
<th>Note*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Banner Data 13K+</td>
<td>01 Banner</td>
<td>3,600,000</td>
<td>3,000,000*</td>
<td>7,200,000</td>
<td>Large booking of 4 consecutive banners or 10 banners per annum</td>
</tr>
<tr>
<td>Dedicated E-blast Data 13K+</td>
<td>01 Email</td>
<td>20,000,000</td>
<td>-</td>
<td>30,000,000</td>
<td>For Non-member, limit to 1 e-blast a month</td>
</tr>
<tr>
<td>Website Banner</td>
<td>01 month</td>
<td>4,500,000</td>
<td>-</td>
<td>9,000,000</td>
<td>Get 6 for the price of 5 for large bookings</td>
</tr>
<tr>
<td>Social Media (Facebook, LinkedIn)</td>
<td>01 Post</td>
<td>1,500,000</td>
<td>1,200,000</td>
<td>3,000,000</td>
<td>Members: Get 6 for the price of 5 for large bookings</td>
</tr>
<tr>
<td>Exclusive Video (YouTube)</td>
<td>01 Video per month</td>
<td>4,500,000</td>
<td>Not offered</td>
<td>9,000,000</td>
<td>Youtube + shared on social media</td>
</tr>
</tbody>
</table>
MARKETING PACKAGE

1. NEWSLETTER BANNER

Member: VND 3,600,000
Non-member: VND 7,200,000

Discounted rate for booking of:
+ 4 consecutive banners
+ 10 banners per annum

Banner inserted in weekly e-newsletter every Monday to

13,000+
Members & Subscribes

2,500+
Decision Makers (CEOs, Managers, ...)

including our latest news & upcoming events

*with hyperlink

2. Dedicated E-blast

Member: VND 20,000,000
Non- Member: VND 30,000,000

Marketing e-mail will be sent on Friday to our subscription database of:

13,000+
Members & Subscribes

2,500+
Decision Makers (CEOs, Managers, ...)

(images in jpg; minimum width of 600 px, no larger than 10MB)
MARKETING PACKAGE

3. WEBSITE BANNER

*Price per 01 month*

<table>
<thead>
<tr>
<th></th>
<th>Member:</th>
<th>Non-member:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VND 4,500,000</td>
<td>VND 9,000,000</td>
</tr>
</tbody>
</table>

**Materials:**
900x600 px

Link to the website

Rolling Banner on EuroCham website to **40,000+ Views/month**

*Central hub of EuroCham information including Events, News, Sector Committees, Services, Publications, Membership, and more.*

4. SOCIAL MEDIA

<table>
<thead>
<tr>
<th></th>
<th>Member:</th>
<th>Non-member:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VND 1,500,000</td>
<td>VND 3,000,000</td>
</tr>
</tbody>
</table>

Discounted rate for booking of:
+ 5 large bookings

5. EXCLUSIVE VIDEO ON YOUTUBE

<table>
<thead>
<tr>
<th></th>
<th>Member:</th>
<th>Non-member:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VND 4,500,000</td>
<td>VND 9,000,000</td>
</tr>
</tbody>
</table>

*Video will be posted on EuroCham Youtube Channel and shared on other social media platforms.*