

MARKETING PACKAGE 2024



MARKETING PACKAGE

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

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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

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)



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3. WEBSITE BANNER

Price per 01 month

Member: **VND 4,500,000**
Non-member: **VND 9,000,000**

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

Member: **VND 1,500,000**
Non-member: **VND 3,000,000**

Discounted rate for booking of:
+ 5 large bookings

5. EXCLUSIVE VIDEO ON YOUTUBE

Member: **VND 4,500,000**
Non-member: **VND 9,000,000**

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

