



SAIGON BROADCASTING TELEVISION NETWORK
VIETNAMESE 24 HOUR TELEVISION NETWORK

SBTN TV AD RATES

(Rates subject to change annually)

Spots Purchased Monthly	Length of Time per Spot	Price per Spot	Spot Running Time
1 – 15 spots	Banner*	\$150	<p>Our programming is divided into 4 blocks of time (Pacific Standard Time)</p> <p>00:00 – 05:59 [Midnight to 5:59am] 06:00 – 11:59 [6:00am to 11:59am] 12:00 – 17:59 [Noon to 5:59pm] 18:00 – 23:59 [6:00pm – 11:59pm]</p> <p>Unless otherwise agreed, all advertisements will be shown as follows:</p> <p>1st – 15th spot: [06:00am – 11:59am] → 1 spot/day 16th – 30th spot: [Noon – 5:59pm] → 1 spot/day 31st – 60th spot: [6:00pm – 11:59pm] → 1 spot/day 61st & over: Per schedule 1, 2, and 3 above</p> <p>* Banner: Business info (logo, name, phone, website) will be placed at the bottom of screen in 10 seconds during selected program ** Billboard: 15 seconds (max)</p>
	Billboard**	\$200	
	15 seconds	\$350	
	30 seconds	\$400	
	45 seconds	\$750	
	60 seconds	\$900	
	90 seconds	\$1200	
16 – 30 spots	Banner*	\$120	
	Billboard**	\$175	
	15 seconds	\$300	
	30 seconds	\$350	
	45 seconds	\$500	
	60 seconds	\$700	
	90 seconds	\$1000	
31 spots & over	Banner*	\$100	
	Billboard**	\$150	
	15 seconds	\$200	
	30 seconds	\$300	
	45 seconds	\$450	
	60 seconds	\$600	
	90 seconds	\$800	
Sponsorship***	3 runs (start/break/end)	\$1500	*** A billboard following with sponsorship announcement

- If a Customer desires a particular block of time (and/or program) for more than one or all of the purchased spots, the advertising rate will be twenty percent (20%) over and above the standard rate.

PRODUCTION FEES (non-refundable) [Fees applicable to location shooting no farther than 100 miles from SBTN]

Time	Price	Services included
Half day (4 hours)	\$2,500	No location shooting. One time production fee required for editing and producing one advertisement spot by SBTN. Images and materials including voiceover provided by Customer.
Half day (4 hours)	\$5,000	One time production fee required for location shooting , editing, and producing one spot by SBTN. Equipment costs not yet included. Additional \$200/hour thereafter.
Full day (8 hours)	\$10,000	All-inclusive. Location shooting, editing, and producing one advertisement spot. Equipment costs included.