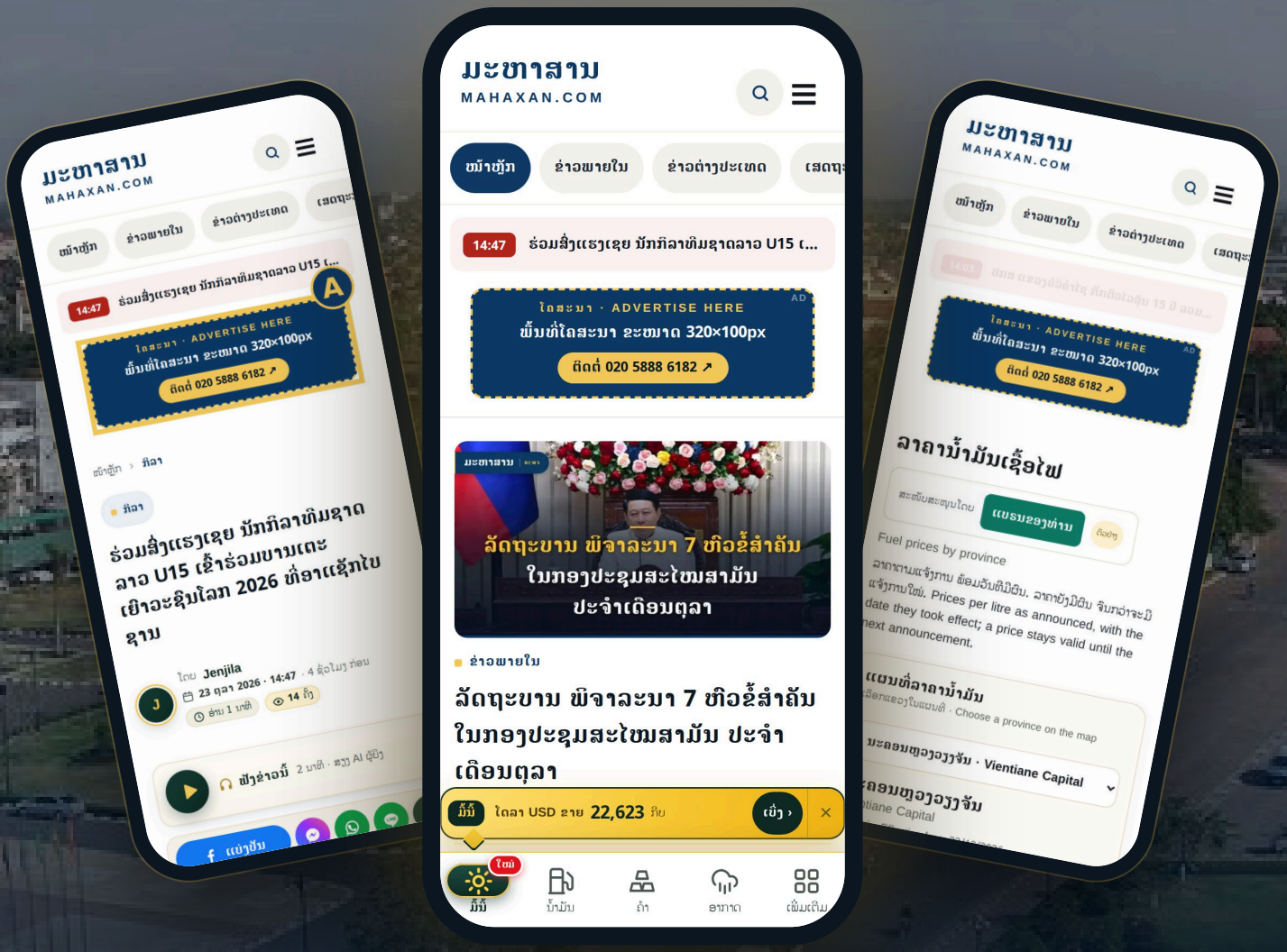
Special edition · for advertisers

2026 · MAHAXAN.COM

MAHAXAN



4,900+	94%	74%
pages read in one day	read on mobile	in Vientiane Capital

BRAND AWARENESS

Your business on Lao phones, every day

Banners, articles and videos on the Lao-language news site that Lao people read every day

WhatsApp **+856 20 5888 6182**

info@mahaxan.com

· Background photo: yeowatzup / Wikimedia Commons, CC BY 2.0

RATE CARD 2026

Mahaxan

MAHAXAN.COM

Information for advertisers
Rate card 2026

Your brand in front of Lao readers, every day

Mahaxan is a Lao-language digital news site that Lao people read on their phones every day. Stories are organised into many categories, such as local news, business and sport, plus daily information such as exchange rates, fuel prices and gold prices.

4,900+ **pages read in a single day**
23 Oct 2026 · plus over 4,100 visitors that same day

mahaxan.com at a glance

13–23 Oct 2026 (11 days)

18,014 visitors in 11 days	**23,983** pages read in 11 days
4,138 visitors in one day (23 Oct)	**6,749** peak pages read in a day
94% read on mobile	**74%** of Lao readers in Vientiane
~11 new stories a day	**298,000+** total page reads to date

How Mahaxan reaches readers

Facebook
The Mahaxan Page shares news every day

Google · Bing · Yahoo
Readers find our news and articles in search

AI Chat
ChatGPT and Gemini link to our stories

mahaxan.com
Readers come to the site directly

What does each type of ad do?

Banner ads A–E

Build brand awareness

· People see your name and logo every day
· Builds trust: your brand is visibly active
· Customers tap the banner to contact you, unlimited clicks

Articles · videos · notices

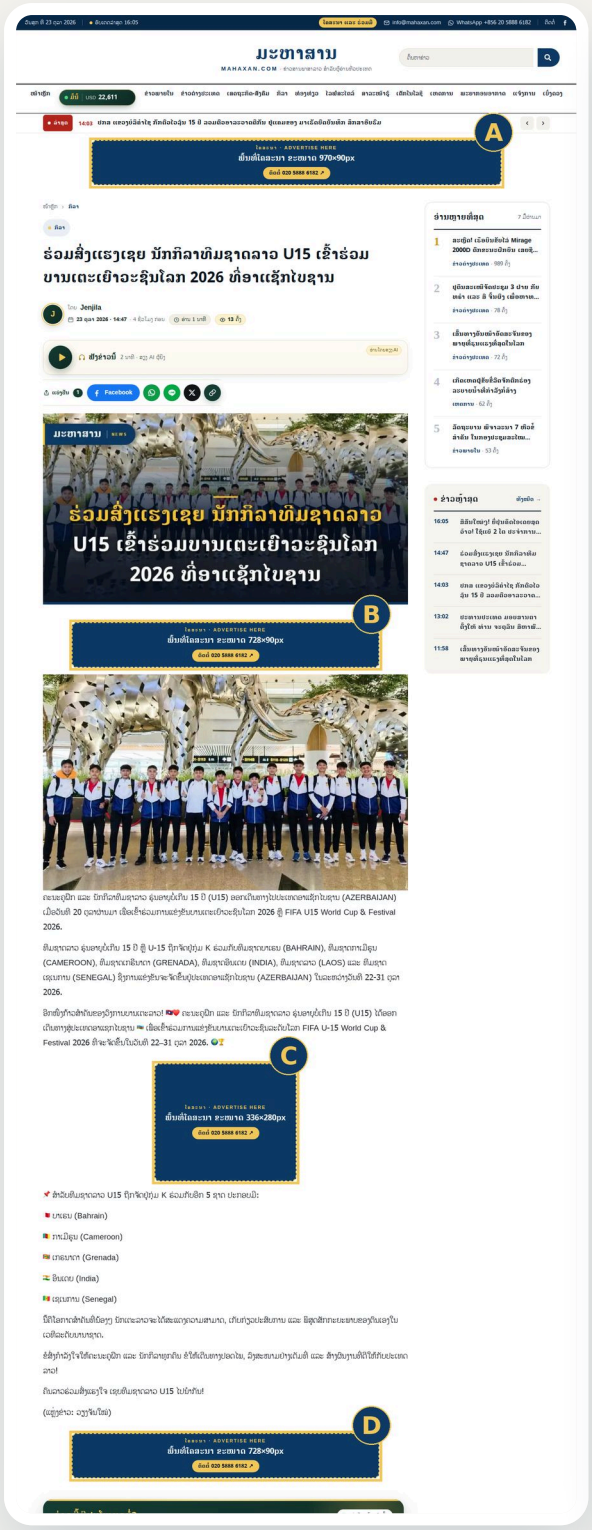
Bring customers to you

· Explain your products and services in detail
· WhatsApp link and phone number for instant contact
· Ideal for promotions, launches and job ads

Best results when combined: banners make people remember you + articles help them decide.

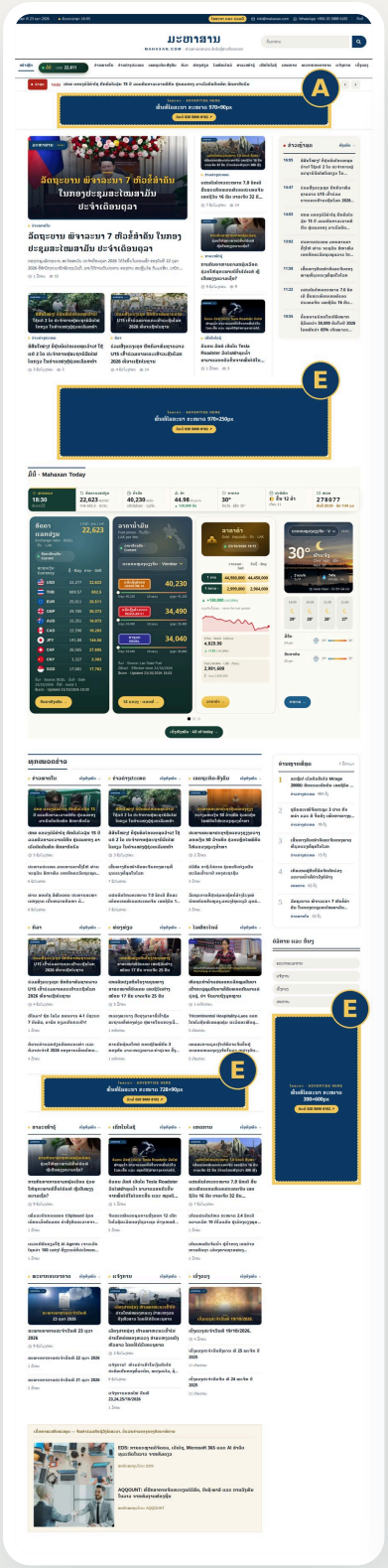
Where will your ad appear?

Screenshots of a real story page, on desktop and mobile.


A
ร่วมโฆษณา · ADVERTISE HERE
พื้นที่โฆษณา ขนาด 970×90px
ติดต่อ 020 5888 6182
ร่วมสนุกตั้งแต่ 7 ตุลาคม
ร่วมสนุกตั้งแต่ 7 ตุลาคม
ร่วมสนุกตั้งแต่ 7 ตุลาคม

Homepage: position E

Position E covers 3 spots on the homepage: a large billboard above "Mahaxan Today", a banner between news categories, and a 300×600 sidebar that stays in view while scrolling (desktop). Position A also shows on this page.



Desktop · full page

Mobile · billboard



Mobile · between categories



Ad positions and prices

2026 prices

1 position = 1 brand, seen on desktop and mobile. Pay once and show on computers, tablets and phones. Send one design — our team resizes it to every size for free.

Pay quarterly: pay 3 months upfront and save about 10%

Pay yearly: pay 12 months upfront, save about 20% and lock the price for the year

	Position · size (desktop · tablet · mobile)	Monthly	Quarterly per month · save ~10%	Yearly per month · save ~20%
A	**Top of every page** · most seen Below the menu, every page 970×90 · 728×90 · 320×100	5,600,000	5,050,000 Total 15,150,000	4,500,000 Total 54,000,000
B	**Above the story** Below the cover photo, before the text, every story 728×90 · 728×90 · 300×250	4,400,000	3,950,000 Total 11,850,000	3,500,000 Total 42,000,000
C	**Middle of the story** After paragraph 3, every story 336×280 · 300×250 · 300×250	3,750,000	3,400,000 Total 10,200,000	3,000,000 Total 36,000,000
D	**End of the story** After the last paragraph, every story 728×90 · 728×90 · 300×250	1,900,000	1,700,000 Total 5,100,000	1,500,000 Total 18,000,000
E	**3 spots on the homepage** billboard, between categories, sidebar 970×250 · 728×90 · 300×250 + 728×90, 300×600	1,900,000	1,700,000 Total 5,100,000	1,500,000 Total 18,000,000

2026 prices — to be reviewed in 2027 as readership grows

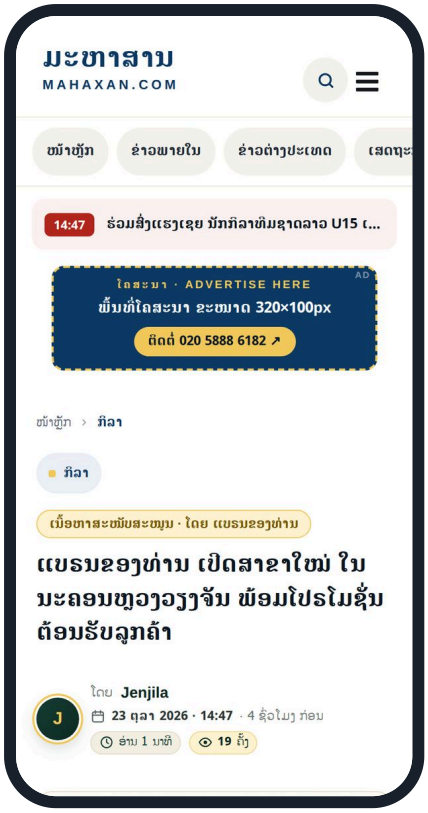
From just 1,500,000 LAK/month (yearly contract)

Made for small and medium businesses (SMEs) · No design? Our team will make one

WhatsApp +856 20 5888 6182

More ad formats: articles and video

Real site screenshots · green = sample brand · 2026 prices



1 Sponsored article

Our team writes your brand's story as a Lao-language news article, published on Mahaxan with a "Sponsored content" label and shared on the Mahaxan Facebook Page.

· Article with photos and contact links (WhatsApp, Page)

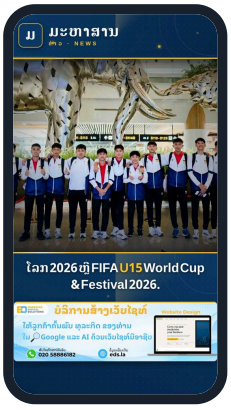
· You review and approve it before we publish

· The article stays on the site, so customers can keep finding it through Google Search and AI chats

Good for: new shops, new products, events

2,500,000 LAK per article · 4 articles 9,000,000





2 Short video (Reel)

A 60–90 second vertical news-style video with Lao voice-over, on-screen captions and music — the same style as Mahaxan's news videos.

· Made from your photos and videos

· You review and approve it before we post

· Posted on the Mahaxan Facebook Page with a sponsored label

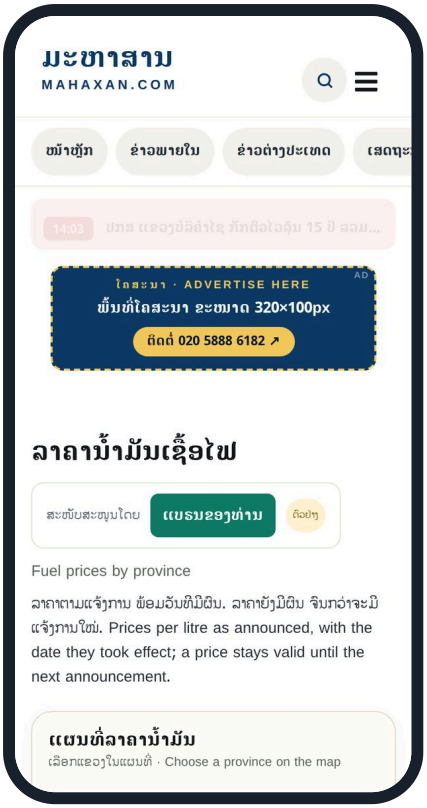
Good for: showing products, services, venues

Left: a real Mahaxan news video (not an ad), shown for style

3,500,000 LAK per video

More formats: sponsorships

Real site screenshots · green = sample brand · 2026 prices



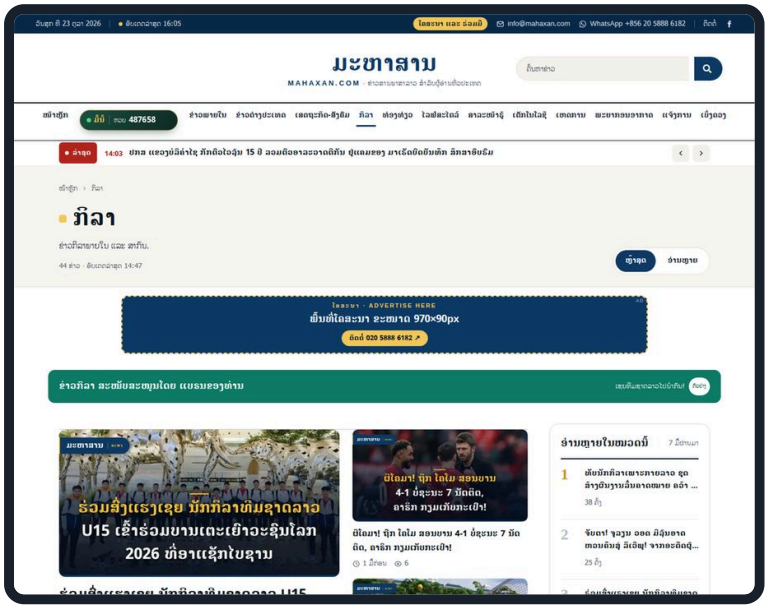
3 Sponsor of "Mahaxan Today"

Your logo and "Sponsored by" on the fuel price, exchange rate, gold price or lottery page — information Lao people check every day.

- One brand per data page
- Tap through to your website or Page
- Seen every day by people making money decisions

Good for: banks, insurance, fuel stations, gold shops, cars

5,000,000 LAK/month · yearly 4,000,000



4 News category sponsor

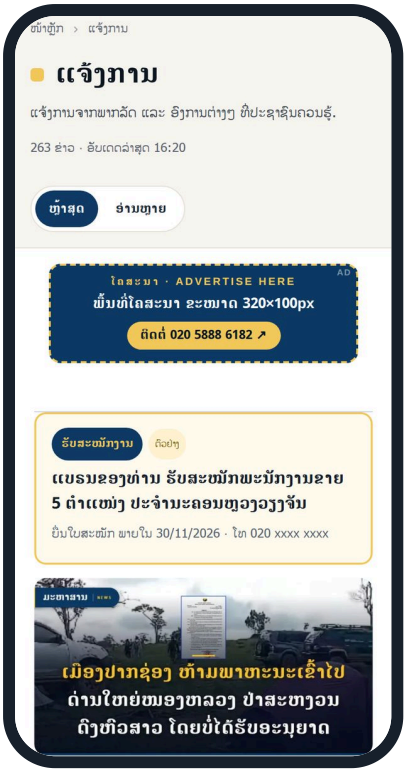
A "Sports news sponsored by…" strip on the category page and in every story in that category.

Good for: drinks (sport), phone shops (technology), hotels (travel), banks (business)

2,500,000 LAK/month per category · yearly 2,000,000

More formats: notices and 1-day takeover

Real site screenshots · green = sample brand · 2026 prices



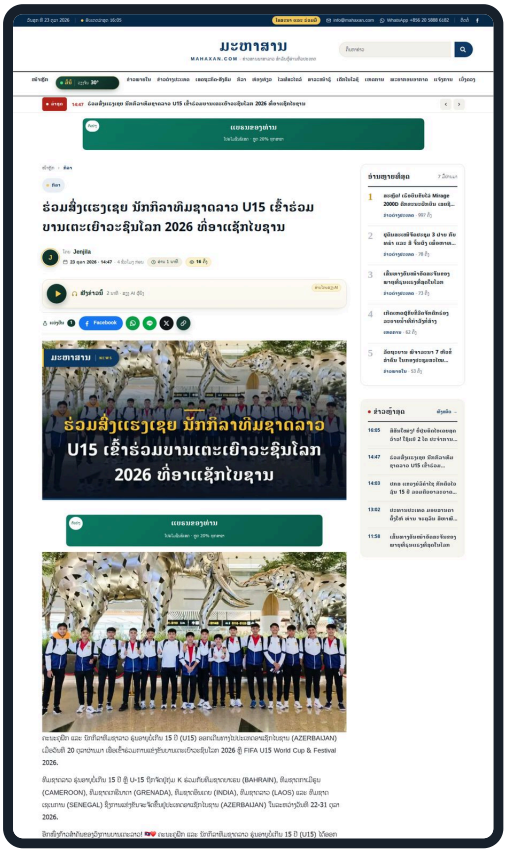
5 Notices · job ads · tenders

Listed in Mahaxan's Notices section for 30 days, pinned at the top for the first 7 days, and shared once on Facebook.

- Job openings, company announcements
- Tenders, office moves
- You send the details and our team lays it out

Good for: companies, organisations, projects

500,000 LAK per notice





6 1-day takeover of every position

One brand in every position, A to E, at the same time on desktop and mobile, on the day you choose.

Good for: launch days, promotions, festivals

700,000 LAK per day

Ads in the PDF newspaper

2026 prices

Mahaxan Daily — a daily PDF newspaper, out every morning at 09:00 · free to read and download at mahaxan.com/newspaper



N1 · N2 · page 1 of the issue



N9 · full-page ad

Separate from website ads A–E. Your ad is in every PDF issue for the whole period you book. Readers tap the ad to open your website or page.

Free design: send your logo and text — our team makes the ad in the right size
Not booked yet: the space shows Mahaxan's own ad

	Position in the PDF	Size (mm)	Price (LAK)	Per
N9	**Full-page ad** One brand on the whole page · after the news pages	186 × 260	300,000 900,000 3,000,000	day week month
N1	**Front page strip** Bottom of page 1	186 × 24	1,500,000	month
N2	**Masthead ear** Page 1, beside the Mahaxan name	44 × 25	800,000	month
N3	**Back page** Last page of the issue	186 × 50	1,200,000	month
N4	**Third of a page** In the news pages, after the 3rd story	186 × 76	1,000,000	month
N5	**News and data page strip** Two places in each issue	186 × 50 · 92 × 50	600,000	month
N6	**Data page sponsor** Fuel, money, gold, lottery and weather page	Logo + name	1,000,000	month
N7	**Advertorial** One full page written about your brand	186 × 260	800,000	issue
N8	**Email sponsor** The daily newspaper email	600 × 100 px	1,000,000	month
+	**Package N1 + N2 + N3 + N4** The whole issue		1,500,000	day

Prices in LAK · 2026 prices · free design on every package

Full-page ad from 300,000 LAK/day

See the latest issue at mahaxan.com/newspaper · No design? Our team will make one

WhatsApp +856 20 5888 6182

Packages: better value

2026 prices

Starter
Great for SMEs

D end of story
+ E homepage set

3,100,000

LAK/month · ~~3,800,000~~

Quarterly **2,800,000**/month
Yearly **2,500,000**/month

Recommended
Popular

A top banner, every page
+ C mid-story

8,100,000

LAK/month · ~~9,350,000~~

Quarterly **7,300,000**/month
Yearly **6,500,000**/month

Full

A + B + C
+ 1 sponsored article

13,800,000

LAK/month · ~~16,250,000~~

Quarterly **12,400,000**/month
Yearly **11,000,000**/month

Monthly
Pay month by month; you can cancel

Quarterly ~10% off
Pay 3 months upfront

Yearly ~20% off
Pay 12 months upfront · price locked

How to book

1. Choose a position or package and your start date
2. Confirm and pay in advance (bank transfer)
3. Send your ad design and destination link (website, WhatsApp…)
4. Your ad goes live — we send screenshots as proof, on desktop and mobile

Ad design

JPG, PNG or GIF file
Link to your website, Facebook Page or WhatsApp
No design? Our team will make one — just send your logo and text

Terms

Prices are in LAK per month and exclude tax (if any). These are 2026 prices — to be reviewed in 2027 as readership grows. Content must comply with the laws of the Lao PDR — Mahaxan reserves the right to refuse unsuitable ads.

Book a spot or ask us

WhatsApp / call
+856 20 5888 6182

Email
info@mahaxan.com

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