

CÔNG TY CỔ PHẦN TRUYỀN THÔNG VIETNAMNET

# BÁO GIÁ 2018



**BannerDesktop**

English.vietnamnet.vn

## Giá theo tuần (CPD)

Vị trí		Kích thước (pixel)	Chia sẻ	Đơn giá (triệu VNĐ/tuần)
1	Top Banner	980x90	3	16
1A, 1B	Half Top Banner 1,2	468x90	3	9
9A, 9B	Side Banner 1,2 (floating)	120x300	3	9
9A + 9B	Double Side Banner	120x300	3	17
4A, 4B	Medium Rectangle 1,2	300x250	3	13
5A, 5B	Mini Rectangle 1,2	300x125	3	7
5C, 5D	Mini Rectangle 3,4	300x125	3	5
6	Medium Rectangle 3	300x250	3	7
Zone 1	Zone Banner 1	300x300	3	7
7A	High Banner 1	160x600	3	7
7B	High Banner 2	120x600	3	6
8A	Article Banner 1	468x90	3	6 (không hiển thị trang chủ)
8B	Article Banner 2	468x90	3	5 (không hiển thị trang chủ)
Zone 2	Zone Banner 2	300x600	3	11
Zone 3	Zone Banner 3 (floating)	300x600	3	14
Clock Ad	Gồm 3 part: 120x900 & 980x90 & 120x900		3	40

## Giá theo 1000 lượt hiển thị (CPM)

Gói mua tối thiểu: 500 CPM (tương đương 500,000 lượt hiển thị)

Vị trí		Kích thước (pixel)	Đơn giá (VNĐ/CPM)
1	Top Banner	980x90	6,500
1A, 1B	Half Top Banner 1,2	468x90	5,000
9A, 9B	Side Banner 1,2 (floating)	120x300	5,000
9A + 9B	Double Side Banner	120x300	6,500
4A, 4B	Medium Rectangle 1,2	300x250	5,000
5A, 5B, 5C, 5D	Mini Rectangle 1,2	300x125	4,000
6	Medium Rectangle 3	300x250	4,500
Zone 1	Zone Banner 1	300x300	4,500
7A	High Banner 1	160x600	4,500
7B	High Banner 2	120x600	4,000
8A, 8B	Article Banner 1, 2	468x90	2,000
Zone 2	Zone Banner 2	300x600	5,000
Zone 3	Zone Banner 3 (floating)	300x600	5,500
Rich Media	Side banner Expand	Banner Floating: 120x300 Banner mới: 980x600	9,000
Rich Media	Balloon Ad	Ban đầu: 300x250 Mở rộng: 500x300	8,000
Rich Media		Ban đầu: 300x250 Mở rộng: 800x500	12,000
Rich Media	Masthead	980x250	15,000

**\*\*Lưu ý: Các vị trí CPM trang chủ không bán theo gói thời gian**

## Chi phí khác

Hạng mục	Chi tiết	Báo giá
CHI PHÍ THIẾT KẾ BANNER	Banner flash tiêu chuẩn	2,000,000 VNĐ/banner
	Resize banner	1,000,000VNĐ/banner
	Hosting video trong banner	5,000,000 VNĐ/banner/ tuần, dung lượng không quá 3MB/ video
CHI PHÍ BANNER MỞ RỘNG (EXPAND)	Banner mở rộng gấp đôi 1 chiều khi tương tác chuột	Đơn giá = giá vị trí x 1.5 lần
	Banner mở rộng gấp đôi 2 chiều khi tương tác chuột	Đơn giá = giá vị trí x 2 lần
	Banner mở rộng toàn màn hình	Cộng thêm vào mức giá quảng cáo 03 triệu / ngày
GIÁ MUA ĐỘC QUYỀN VỚI VỊ TRÍ CHIA SẺ 3 = GIÁ CHIA SẺ 3 x 2.8		

## Quy định chung

- Giá chưa bao gồm VAT 10%
- Với hình thức mua CPD: Chế độ chia sẻ 3 theo user: 03 sản phẩm quảng cáo chia sẻ tại cùng một vị trí, mỗi lượt xem chỉ xuất hiện 1 banner
- Thời gian mua quảng cáo dưới 07 ngày được tính tròn 01 tuần
- Thời gian gửi banner: Trước 01 ngày đối với banner thường, 03 ngày đối với banner đặc biệt
- Chuẩn banner qui định: thiết kế dạng JPG/GIF/FLASH, banner có kích thước <200KB.
- Nội dung quảng cáo phải tuân theo các qui định của Nhà Nước và được sự chấp thuận của tòa soạn báo điện tử Vietnamnet.

Demo vị trí banner

1A+1B

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**Foreign investors sought for BOT projects**  
Vietnam's bridge - The act of transparency in Vietnam is causing foreign investors to consider BOT (build-operate-transfer) projects cautiously.

**TOP STORIES**  
Developing small-scale hydropower is a big mistake: experts  
SCG's divestment plan will tip it on its ear  
Education Ministry wants to minimize cost before pricing for teachers  
Green light given on the private economic groups  
Unsatutory GDP leaves Vietnamese in middle-income trap  
An bank where prime bank investor make more deposits at bank  
Hong Kong eyes SEZn entertainment project in Vietnam  
American investment in Vietnam: \$10 billion vs. value with other benefits

**LATEST NEWS**  
• Discovering red wine castle in Phan Thiet us  
• HCM City launches digital traffic app  
• Photo contest captures romantic lakes across Vietnam us  
• Migrant pressure on Central Highlands  
• Illegal fishing continues unabated in Quang Ninh  
• Court tells Dong Nai to do feasibility study for acquiring land for Long Thanh Airport  
• Vietnam aim to beat Thailand in SEA Games

**9A** **9B**

**4A**

**4B**

**5A**

**5B**

**6**

**ZONE 1**

**7A** **7B**

**ZONE 2**

**GOVERNMENT**  
Standards for Party high-ranking officials issued  
Party General Secretary Nguyen Phu Trong has signed the five-ever regulations on specific standards and assessment criteria for officials under the management of the Party Central Committee, Politburo and Secretariat.  
• Vietnam, Thailand should keep mutual support at INT parliamentary forums  
• Cambodian leaders receive visiting Vietnam Fatherland Front President  
• Prime Minister Nguyen Xuan Phuc to pay official visit to Thailand

**BUSINESS**  
Mega polyester fibre plant may resume production  
Vietnam's fine polyester fibre manufacturing plant may soon resume production following the creation a strong comeback.  
• MobilOne ordered to complete equalisation in 2018  
• Small household businesses report becoming firms  
• Competition heats up in the Vietnam soft drink market  
• Two projects found discharging waste water into Da Nang beaches

**ART-ENTERTAINMENT**  
Life in Hanoi decades ago us  
An outdoor photo exhibition recently held on pedestrian streets near Gian Gian lake features the life of the capital many years ago.  
• Street art rejuvenates Hanoi urban landscape us  
• Art to be displayed in New York  
• VN film awarded Certificate of Appreciation

**SOCIETY**  
Migrant pressure on Central Highlands  
A massive influx of migrants from remote northern provinces to the Tay Nguyen region has put intense pressure on the local population and has hindered socio-economic development.  
• Court tells Dong Nai to do feasibility study for acquiring land for Long Thanh Airport  
• Illegal fishing continues unabated in Quang Ninh  
• Chinese man carrying nearly US\$1 million into Vietnam captured

**TRAVEL**  
Discovering red wine castle in Phan Thiet us  
A red wine castle in Phan Thiet City that has been known as the most attraction of Binh Thuan tourism. The castle is said to have held more than 20,000 bottles of red wine.  
• Photo contest captures romantic lakes across Vietnam us  
• How to turn backpacker area into pedestrian-only quarter  
• Da Lat greenhouse described as secret marvel by Lonely Planet us

**EDUCATION**  
Education Ministry urged to reconsider high school exam questions  
Vietnam's bridge - The Ministry of Education and Training (MOET) said it disagrees with education experts who believe that questions on this year's high school final exams were too easy.  
• Students gain INT prizes, but scientific achievements remain modest  
• Vietnamese students excel at World Mathematics Olympiad  
• Award ceremony honoring 85 mathematics works held in Hanoi

**SCIENCE-IT**  
Vietnam plan for smart cities faces legal obstacles  
Vietnam's bridge - Legal obstacles are hindering the construction of smart cities in Vietnam.  
• International scientists discuss Fermion physics at Ramanujan da Vietnam 2017  
• Urbanites face severe shortage of IT manpower  
• MobilOne ordered to complete equalisation in 2018

**ENVIRONMENT**  
Locals live next to SE Asia's largest iron mine  
Thousands of households in the Thanh Khe iron mining area in Thanh Ho province of Ha Tinh province have endured tough lives for the last 10 years.  
• Rare primate handed over to Cuc Phuong park  
• Urbanites face health risks from air pollution  
• Two projects found discharging waste water into Da Nang beaches

**WORLD NEWS**  
Tourists rescued by elephants in Thai Flooded National Park  
Elephants were pressed into service to rescue hundreds of foreign tourists trapped in a flood-jungled water park, officials said on Monday, as the death toll from flash floods and landslides.  
• EC Commissioner calls for sunset over major egg contamination scare  
• HBO offered \$250,000 to hackers in bid to delay data release  
• Coronavirus supplements don't help knee or hip arthritis pain

**VIETNAM IN PHOTOS**  
Bustling fishing port in Ba Ria-Vung Tau us  
Young photographer captures happy, busy about summer at Long Me fishing port in the southern province of Ba Ria-Vung Tau, capturing the energetic activities of fishing communities.  
One-day bike tour to Hanoi's ancient village us  
Vietnam's bridge - Riding a bicycle in Dong Xop - one of the oldest villages in Hanoi - you will see ancient architecture and historical sites from hundreds of years ago.

**VIETNAM IN PHOTOS**  
Photo contest captures romantic lakes across Vietnam us

**WHAT'S ON**  
Dancing Chamber Music Concert set to start Tuesday  
A chamber music concert featuring masterpieces by Beethoven, Schubert, and Brahms will take place in the serene concert hall of Dong Ho on August 15.  
200 artists to perform at Autumn Melodies Arts Festival 2017  
200 artists from the US, Europe and Vietnam will offer a music of multicultural cooperation in 12 programs ranging from dance in HCMC from August 19 to 27.

**IN FOCUS**  
The debate about how Thailand pay chugging rickshaw  
Vietnam International Fashion Week 2014  
The Chinese Phycocollin Study in the East Sea  
Overview of the East Sea dispute  
The East Sea dispute

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Tel: 024 3712 7693 Fax: 024 37122374 Email: evnn@vietnamnet.vn