

CÔNG TY CỔ PHẦN TRUYỀN THÔNG VIETNAMNET

# BÁO GIÁ 2019

*Áp dụng từ 07/2018*



**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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**TOP STORIES**

- Developing small-scale hydropower is a big mistake: experts
- SOC's investment plan will slip in the air
- Education Ministry wants to increase civil service pay for teachers
- Green light handed on the private economic groups
- Unsatisfactory GDP leaves Vietnam in middle-income trap
- An bank where prime bank investor make more deposits at banks
- Hong Kong eyes SEZn entertainment project in Vietnam
- American investment in Vietnam: \$10 billion vs. value with other benefits

**Foreign investors sought for BOT projects**

Investment Bridge - The lack of transparency in Vietnam is causing foreign investors to consider BOT (build-operate-transfer) projects cautiously.

Real estate arm explores leasing land-use certificates to foreigners

Finance Ministry wants to ban second homes to restrict speculation

Chinese businesses trying to pepper market, TVP Pepper Association

**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

**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
- Beagle fishing continues unabated in Quang Ninh
- Chinese man carrying nearly US\$1 million into Vietnam captured

**TRAVEL**

Discovering red wine castle in Phan Thiet

A red wine castle in Phan Thiet City 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
- Hue to turn backpacker area into pedestrian-only quarter
- Da Lat greenhouse described as secret marvel by Lonely Planet

**SCIENCE-IT**

Vietnam plan for smart cities faces legal obstacles

Investment 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
- MultiPhone ordered to complete equalization in 2018

**SPORTS**

Vietnam aim to beat Thailand in SEA Games

Investment Bridge - Viet team hope to beat Thailand to take gold at the women's football event of the upcoming 29th Southeast Asian (SEA) Games.

- National professional basketball journey begins next month
- VN women lose two volleyball matches
- Young talents to be left at SEA Games

**VIETNAM IN PHOTOS**

Bustling fishing port in Ba Ria-Vung Tau

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

Investment Bridge - Riding a bicycle in Cong Xuyen - one of the oldest villages in Hanoi - you will see ancient architecture and historical sites from hundreds of years ago.

**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 Orange on August 15.

200 artists to perform at Autumn Melodies Arts Festival 2017

200 artists from the USA, Europe and Vietnam will offer a music performance consisting of 12 programs ranging from dance in HCMC from August 19 to 27.

**IN FOCUS**

- The debate about how Thailand pay changing climate
- Vietnam International Fashion Week 2014
- The China Philippines Dispute in the East Sea
- Overview of the East Sea Dispute
- The East Sea Dispute

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**4A**

**4B**

**5A**

**5B**

**6**

**ZONE 1**

**7A**

**7B**

**ZONE 2**

9A

9B

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