

VIETNAMNET JSC.,

# RATE CARD 2019



**MobileAds**

## RATE CARD OF BANNER MOBILE IN VIETNAMNET.VN

Ad slot	Dimension (pixel)	Maximum file weight	CPD (million VND)			CPM		Demo
			All pages	Home-page	Article page	Price of 1 CPM	Minimum purchase package	
Top	640x160	80 Kb	30	15	-	22.000	1000 CPM	<a href="#">Homepage</a> <a href="#">Cate-page</a> <a href="#">Article page</a>
Center 1	640x533	80 Kb	35	18	-	26.000	1000 CPM	
Center 2	640x533	80 Kb	30	16	-	25.000	1000 CPM	
Bottom	640x533	80 Kb	25	14	-	25.000	1000 CPM	
Inpage banner	720 x 1280	200kb	-	-	-	45.000	1000 CPM	<a href="#">DEMO</a>
In-article	300x250	150kb	-	-	25	25.000	1000 CPM	<a href="#">DEMO</a>
In-article	300x600	150kb	-	-	40	40.000	1000 CPM	<a href="#">DEMO</a>
In-read	587x85	150kb	-	-	-	30.000	1000 CPM	<a href="#">DEMO</a>
In-read plus	587x85 -> 465x260	150kb	-	-	-	35.000	1000 CPM	<a href="#">DEMO</a>
Masthead mobile	640x320	150kb	40	22	-	30.000	1000 CPM	<a href="#">DEMO</a>
Floating mobile	640x160	150kb	45	25	-	35.000	1000 CPM	<a href="#">DEMO</a>

\*Note: Advertisements are not allowed to be displayed in Chính trị, Thông tin truyền thông, Tuần Việt Nam, Góc nhìn thẳng categories

\* File format: html5

**Notes for CPM purchase:**

- Minimum purchase of 1000 CPM runs up to 1 week
- Not sell in any other time package.

## RATE CARD OF BANNER MOBILE IN 2SAO/TINTUCONLINE

Ad slot	Dimension (pixel)	Maximum file weight	CPD (million VND)			CPM		DEMO 2SAO	DEMO TTOL
			All pages	Home-page	Article page	Price of 1 CPM	Minimum purchase package		
<b>Top Banner</b>	640x160	80 Kb	20	12	-	18.000	500 CPM	<a href="#">Home-page</a> <a href="#">Cate-page</a> <a href="#">Article page</a>	<a href="#">Homepage</a> <a href="#">Cate-page</a> <a href="#">Article page</a>
<b>Center</b>	640x533	80 Kb	20	12	-	18.000	500 CPM		
<b>Bottom</b>	640x533	80 Kb	10	7	-	15.000	500 CPM		
<b>Inpage banner</b>	640 x 1280	150kb	-	-	-	25.000	500 CPM	<a href="#">DEMO</a>	<a href="#">DEMO</a>
<b>In-article banner</b>	300x250	150kb	-	-	10	15.000	500 CPM	<a href="#">DEMO</a>	<a href="#">DEMO</a>
<b>Masthead mobile</b>	640x320	150kb	20	12	-	18.000	500 CPM	<a href="#">DEMO</a>	<a href="#">DEMO</a>
<b>Floating mobile</b>	640x160	150kb	24	15	-	20.000	500 CPM	<a href="#">DEMO</a>	<a href="#">DEMO</a>

\* File format: html5

*Notes for CPM purchase:*

- Minium purchase of 500 CPM runs up to 1 week
- Not sell in any other time package.

## OTHER COSTS

Categories	Details	Price
BANNER DESIGN COSTS	Standard flash banner	2,000,000 VND/banner
	Resize banner	1,000,000VND/banner
	Hosting video in banner	5,000,000 VND/banner/week, Video file weight: up to 3MB maximum
Price for double expansion in height on hover (applied for TOP, CENTER, BOTTOM banner only)		Price = Default price x 1.5

## GENERAL POLICIES

- Price: not included VAT 10%
- “Share 3” explanation: 3 advertisements are displayed alternately on the same ad slot, each page view of a user will display only 1 banner
- Advertising contract with display duration less than 7 days will be rounded up to 1 week.
- Banner ads must be submitted 1 day in advance for normal kind, or 3 days in advance for special kind
- Standard regulations for banner ad: File format: JPG/GIF/HTML5. File weight: up to 200KB maximum
- Contents of advertisement must comply with State regulations and are approved by VietNamNet editorial office.