

VIETNAMNET JSC.,

RATE CARD 2019



MobileAds

Rate card applied since 05/2019

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	35.000	15.000	-	22.000	1000 CPM	Homepage Cate-page Article page
Center 1	640x533	80 kb	55.000	22.000	-	26.000	1000 CPM	
Center 2	640x533	80 kb	45.000	20.000	-	25.000	1000 CPM	
Bottom	640x533	80 kb	30.000	14.000	-	25.000	1000 CPM	
In-page banner	720 x 1280	200kb	-	-	-	45.000	1000 CPM	DEMO
In-article	300x250	150kb	-	-	25.000	25.000	1000 CPM	DEMO
In-article	300x600	150kb	-	-	40.000	40.000	1000 CPM	DEMO
In-image banner	Responsive 1:6	150kb	-	-	-	20.000	1000 CPM	DEMO
In-read banner	587x85	150kb	html5	-	-	25.000	1000 CPM	DEMO
In-read plus banner	465 x260	150kb	html5	-	-	30,000	1000 CPM	DEMO
Masthead mobile	640x320	150kb	40.000	18.000	-	26.000	1000 CPM	DEMO
Floating mobile	640x160	150kb	42.000	22.000	-	30.000	1000 CPM	DEMO

***Note:**

- Advertisements are not allowed to be displayed in Chính trị, Thông tin truyền thông, Tuần Việt Nam, Góc nhìn thẳng categories
- In-image banner just display only in: Giải trí, Đời sống, Công nghệ, Thể thao
- * 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		
Top Banner	640x160	80 Kb	20.000	12.000	-	18.000	500 CPM	Home-page Cate-page Article page	Homepage Cate-page Article page
Center 1	640x533	80 Kb	20.000	12.000	-	18.000	500 CPM		
Center 2	640x533	80kb	15.000	9.000	-	18.000	500 CPM		
Bottom	640x533	80 Kb	10	7	-	15.000	500 CPM		
In-page banner	720 x 1280	150kb	html5	-	-	-	25.000	DEMO	DEMO
In-article banner	300x250	150kb	html5	-	-	10.000	15.000	DEMO	DEMO
In-article banner	300x600	150kb	html5	-	-	18.000	22.000	DEMO	DEMO
In-image banner	Responsive (1:6)	150kb	html5	-	-	-	15,000	DEMO	DEMO
In-read banner	587x85	150kb	html5	-	-	10.000	15.000	DEMO	DEMO
In-read plus banner	587x85 -> 465x260	150kb	html5	-	-	15.000	20.000	DEMO	DEMO
Masthead mobile	640x320	150kb	html5	20.000	12.000	-	18.000	DEMO	DEMO
Floating mobile	640x160	150kb	html5	24.000	15.000	-	20.000	DEMO	DEMO

* 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.