

# Rate card **MOBILE ADS**

Applied since 7/2019



# TRAFFIC

**230.000.000**

(Pageviews)/month

**00:04:30**

Time on site

**80.000.000**

Users/month

## Gender



**55%**

Male



**45%**

Female

## Advices

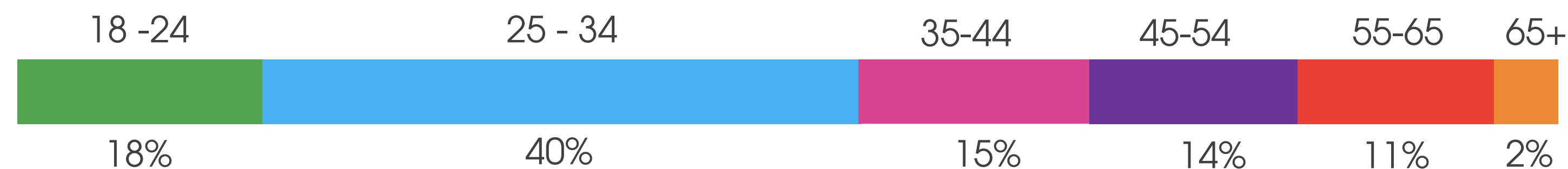


**30%**



**70%**

## Age



(\*) Data from Google Analytics

# MOBILE ADS



# BANNER MOBILE ON VIETNAMNET.VN



CPD Share 3 - VND

Position	Dimension (Pixel)	Maximum file weight	CPD / Week			CPM / All pages (Excluding Homepage)	Link Demo
			All pages	Homepage	Article Page		
Top	640x160	80 Kb	35,000,000	15,000,000	-	22,000	
Center 1	640x533	80 Kb	55,000,000	22,000,000	-	26,000	<a href="#">Demo Mobile Ads</a>
Center 2	640x533	80 Kb	45,000,000	20,000,000	-	25,000	
Bottom	640x533	80 Kb	30,000,000	14,000,000	-	25,000	
Inpage Banner	720 x 1280	20 Kb	-	-	-	45,000	<a href="#">Demo</a>
In-article	300x250	150 Kb	-	-	25,000,000	25,000	<a href="#">Demo</a>
	300x600	150 Kb	-	-	40,000,000	40,000	
In-read	587x85	150 Kb	-	-	25,000,000	25,000	<a href="#">Demo</a>
In-read Plus	465 x260	150 Kb	-	-	30,000,000	30,000	<a href="#">Demo</a>
Masthead Mobile	640x320	150 Kb	40,000,000	20,000,000	-	26,000	<a href="#">Demo</a>
Floating Mobile	640x160	150 Kb	45,000,000	25,000,000	-	35,000	<a href="#">Demo</a>

# BANNER MOBILE ON VIETNAMNET.VN



CPD Share 3 – VND

Position	Dimension	Description	CPD /Week		CPM/ All pages (Excluding Homepage)	Link Demo
			All pages	Homepage		
<b>In-image Basic</b>	Responsive 1:6	Banner displays in the first image of article with simple motion effect, can be contains video or not. Having a turn off button appearing in the right corner.	-	-	22,000	
<b>In-image Takeover</b>	Responsive 1:6	Banner displays in the first image of article with an effect of covering the whole image in the first 2s then returning to Basic form.	-	-	30,000	
<b>In-image Frame</b>	Responsive 1:6	Banner displays in the first image of article with frame around, then returning to Basic form.	-	-	32,000	<a href="#">Demo</a>
<b>In-image Preroll</b>	Responsive 1:6	Videos running 5s do not skip then showing Basic Forms section.	-	-	35,000	
<b>In-image Carousel</b>	Responsive 1:6	Below the In-Image basic ad is a carousel section that contains images and brief information.	-	-	35,000	
<b>In-image &amp; TVC in-read</b>	Responsive 1:6	Below the In-Image Basic ad appearing related TVC , skip after 5s or appears the turn-off ad button.	-	-	40,000	
<b>Mobile Spin</b>	360x360	Banner: 360x360px. Banner is pinned at the bottom, showing only 50% of the banner size on the screen. Swiping horizontally to rotate the banner.	50,400,000	26,400,000	45,000	<a href="#">Demo</a>

# MOBILE ADS



# BANNER MOBILE ON 2SAO.VN, TINTUCONLINE.COM.VN



CPD Share 3 – VND

Position	Dimension (Pixel)	Maximum File weight	CPD/Week			CPM/ All page (Excluding Homepage)	Link Demo	
			All pages	Homepage	Article page		2Sao	Tin Tức Online
Top	640x160	80 Kb	20,000,000	12,000,000	-	18,000		
Center 1	640x533	80 Kb	20,000,000	12,000,000	-	18,000	<a href="#">Demo 2SAO</a>	<a href="#">Demo TTOL</a>
Center 2	640x533	80 Kb	15,000,000	9,000,000	-	18,000	<a href="#">Mobile</a>	<a href="#">Mobile</a>
Bottom	640x533	80 Kb	10,000,000	7,000,000	-	15,000		
Inpage banner	720 x 1280	150 Kb	-	-	-	25,000		<a href="#">Demo</a>
In-article 1	300x250	150 Kb	-	-	10,000,000	15,000		<a href="#">Demo</a>
In-article 2	300x600	150 Kb	-	-	18,000,000	22,000		
In-read	587x85	150 Kb	-	-	10,000,000	15,000		<a href="#">Demo</a>
In-read plus	465 x260	150 Kb	-	-	15,000,000	20,000		<a href="#">Demo</a>
Masthead mobile	640x320	150 Kb	20,000,000	12,000,000	-	18,000		<a href="#">Demo</a>
Floating mobile	640x160	150 Kb	24,000,000	15,000,000	-	20,000		<a href="#">Demo</a>

# BANNER MOBILE ON 2SAO.VN, TINTUCONLINE.COM.VN



CPD Share 3

Position	Dimension (pixel)	Description	CPD/Week (Million VND)		CPM (VND) (Excluding Homepage)	Link Demo	
			All pages	Homepage		2Sao	Tin Tức Online
<b>In-image Basic</b>	Responsive 1:6	Banner displays in the first image of article with simple motion effect, can be contains video or not. Having a turn off button appearing in the right corner.	-	-	18,000		
<b>In-image takeover</b>	Responsive 1:6	Banner displays in the first image of article with an effect of covering the whole image in the first 2s then returning to Basic form.	-	-	25,000		
<b>In-image frame</b>	Responsive 1:6	Banner displays in the first image of article with frame around, then returning to Basic form.	-	-	27,000		<a href="#">Demo</a>
<b>In-image preroll</b>	Responsive 1:6	Videos running 5s do not skip then showing Basic Forms section.	-	-	30,000		
<b>In-image carousel</b>	Responsive 1:6	Below the In-Image basic ad is a carousel section that contains images and brief information.	-	-	30,000		
<b>In-image &amp; TVC in-read</b>	Responsive 1:6	Below the In-Image Basic ad appearing related TVC , skip after 5s or appears the turn-off ad button.	-	-	40,000		
<b>Mobile Spin</b>	360x360	Banner: 360x360px. Banner is pinned at the bottom, showing only 50% of the banner size on the screen. Swiping horizontally to rotate the banner.	28,800,000	18,000,000	30,000		<a href="#">Demo</a>



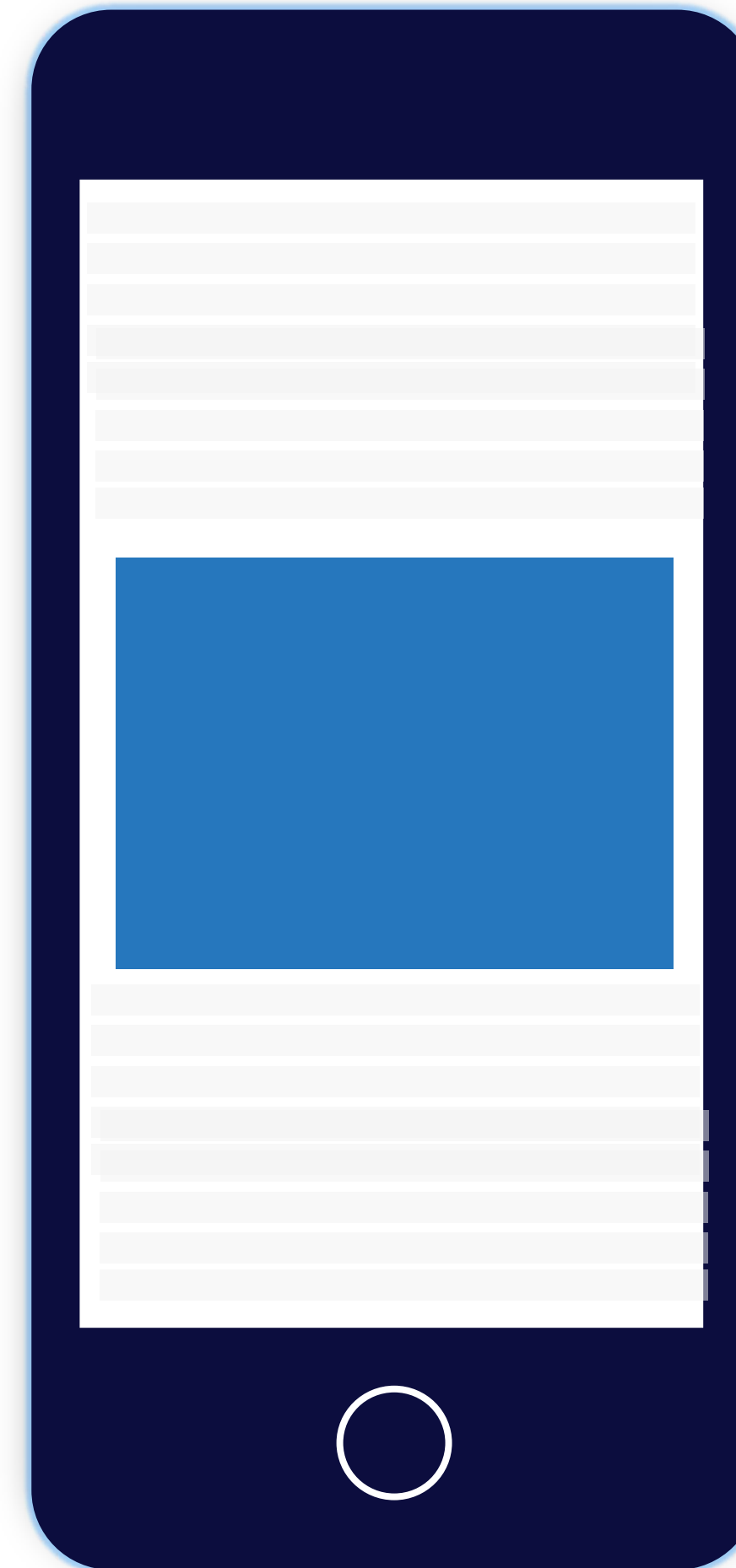
# BANNER MOBILE RICH MEDIA FORMATS

- In-Article
- In-Read
- In-Read Plus
- Masthead Mobile
- Floating desktop
- In-image ad

# IN-ARTICLE BANNER

The ad appears in the read flow of readers with a gentle motion effect that attracts the reader's attention

Position	Dimension (Pixel)
In-Article Banner 1	300x250 px
In-Article Banner 2	300x600 px



**In-article Banner**  
**300x250**



**In-article Banner**  
**300x600**

[Demo InArticle Banner](#)

# IN-READ BANNER

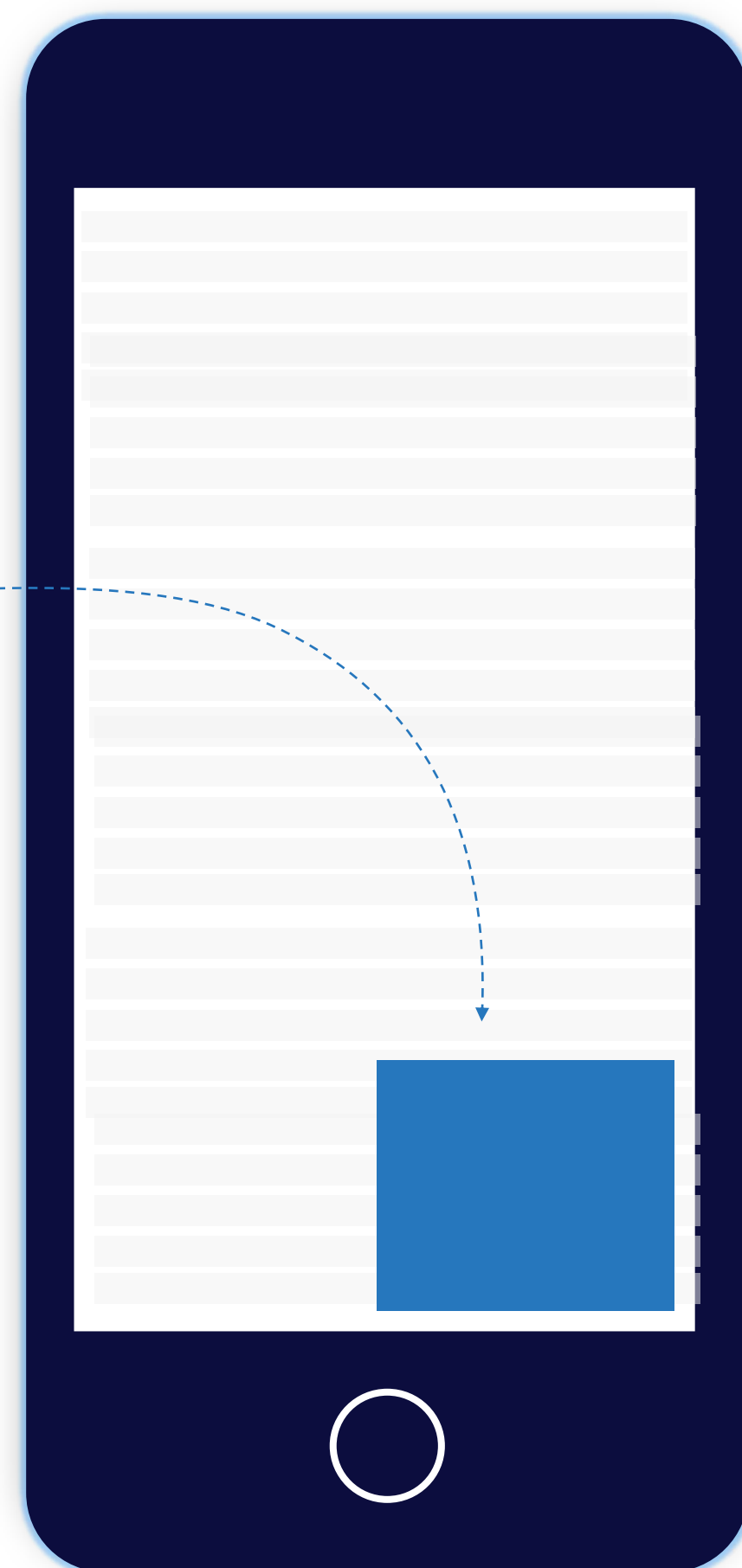
- **In-Read Banner:** This ad displays below the article sapo.
- **In-Read Plus Banner:** When scrolling through the In-Read Banner ad, the floating banner will appear in the right corner of the screen.
- Has turn-off button.

Position	Dimension (Pixel)	
	Before	Floating banner
In-Read Banner	587x85 px	
In-Read Plus Banner	587x85 px	465x260 px



**In-Read Banner**

[Demo](#)



**In-Read Plus Banner**

[Demo](#)

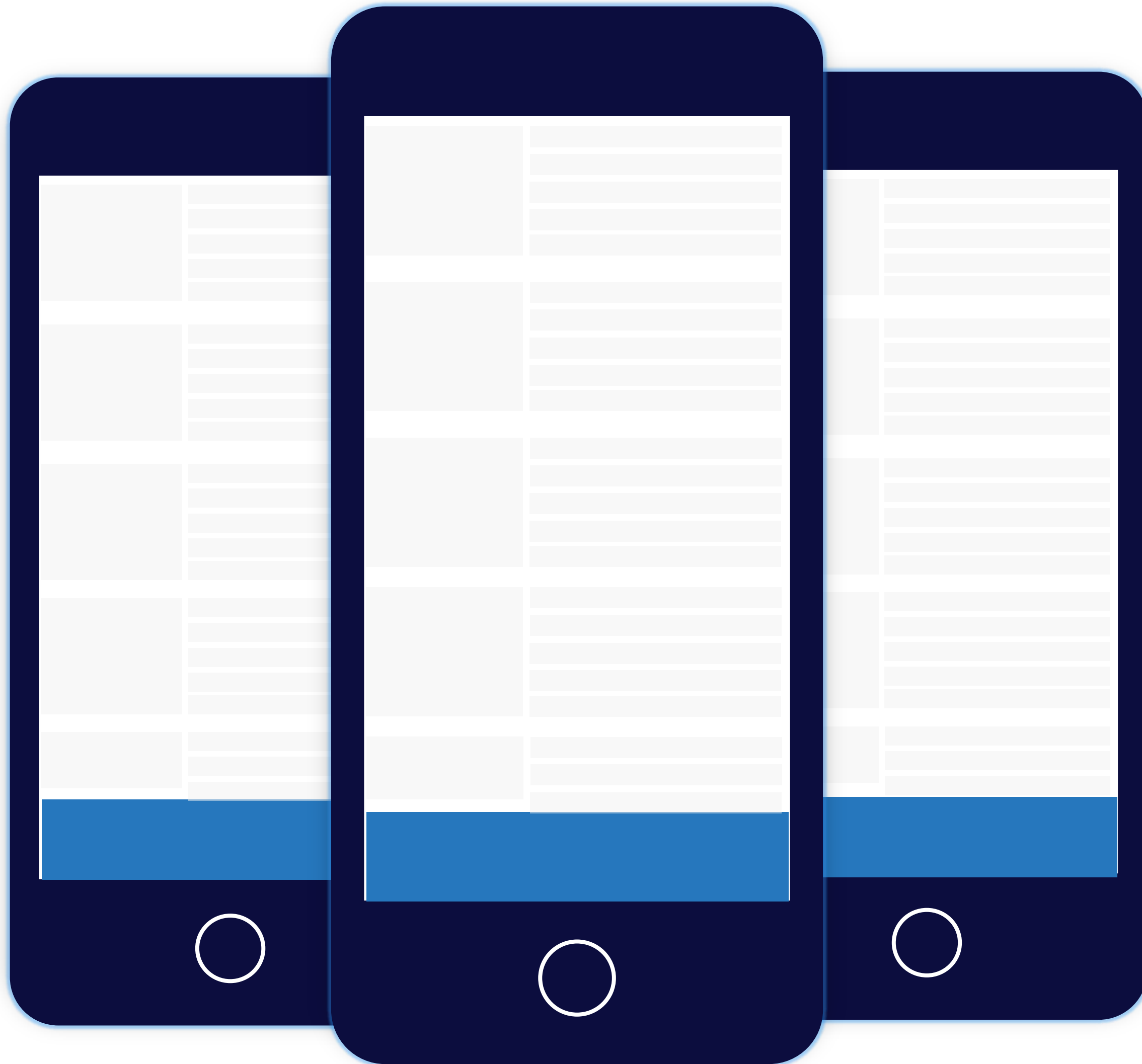
# MASTHEAD MOBILE

Ads are always displayed at the top of the screen with large size, attracting attention as soon as readers start reading the newspaper and increasing brand awareness.

Position	Dimension (Pixel)
Masthead Mobile	640x320 Px



[Demo](#)



[Demo](#)

# FLOATING MOBILE

The ad is stuck to the bottom of the screen and remain the same when scrolling (if not clicked off)

Position	Dimension (Pixel)
Floating Mobile	640x160PX

# MOBILE SPIN

Ad is pinned at the bottom, showing only 50% of the banner size on the screen. Swiping horizontally to rotate the banner.

Position	Dimension(Pixel)
Mobile Spin	360x360 px



[Demo](#)

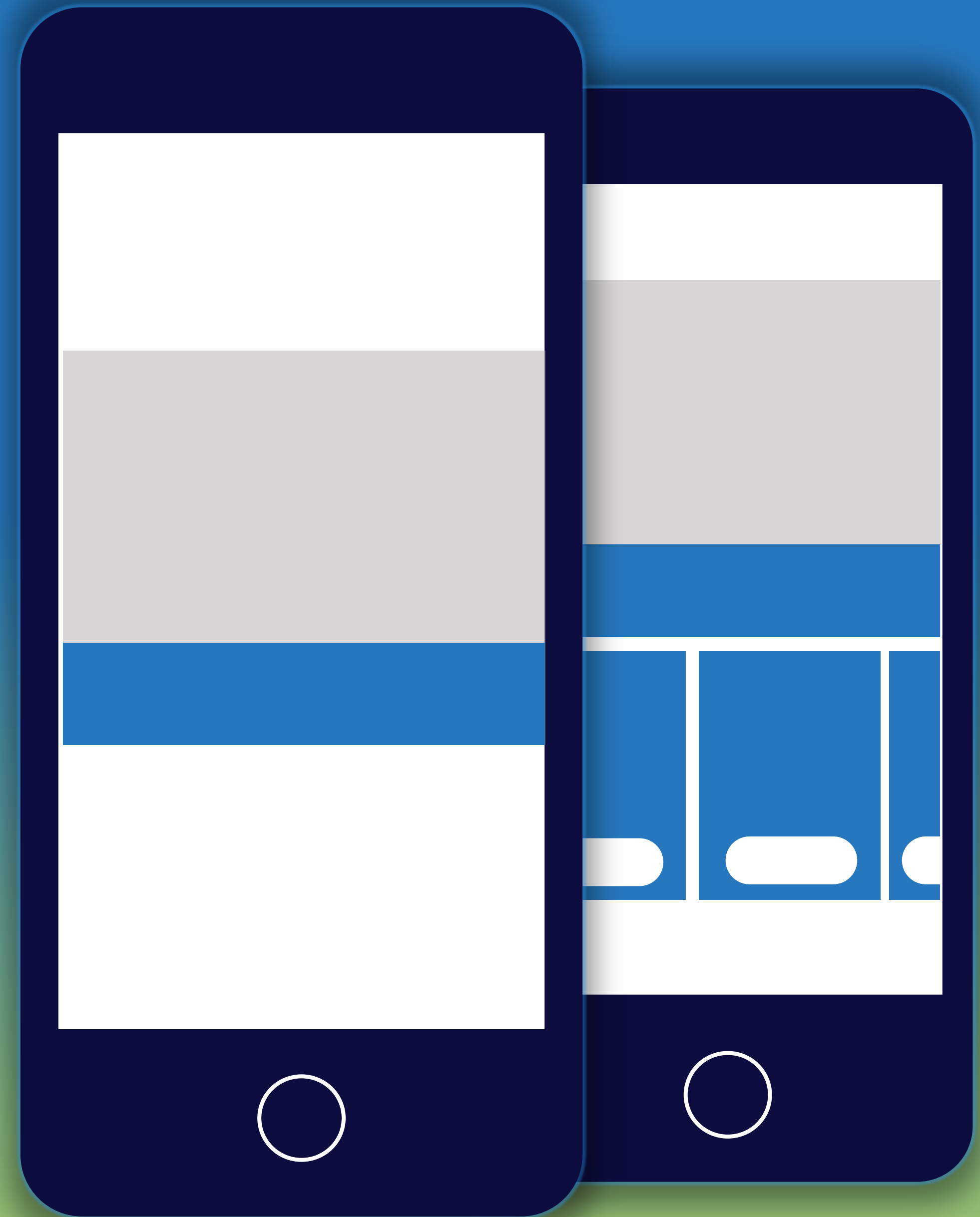
# IN-IMAGE BANNER

## Increase user experience

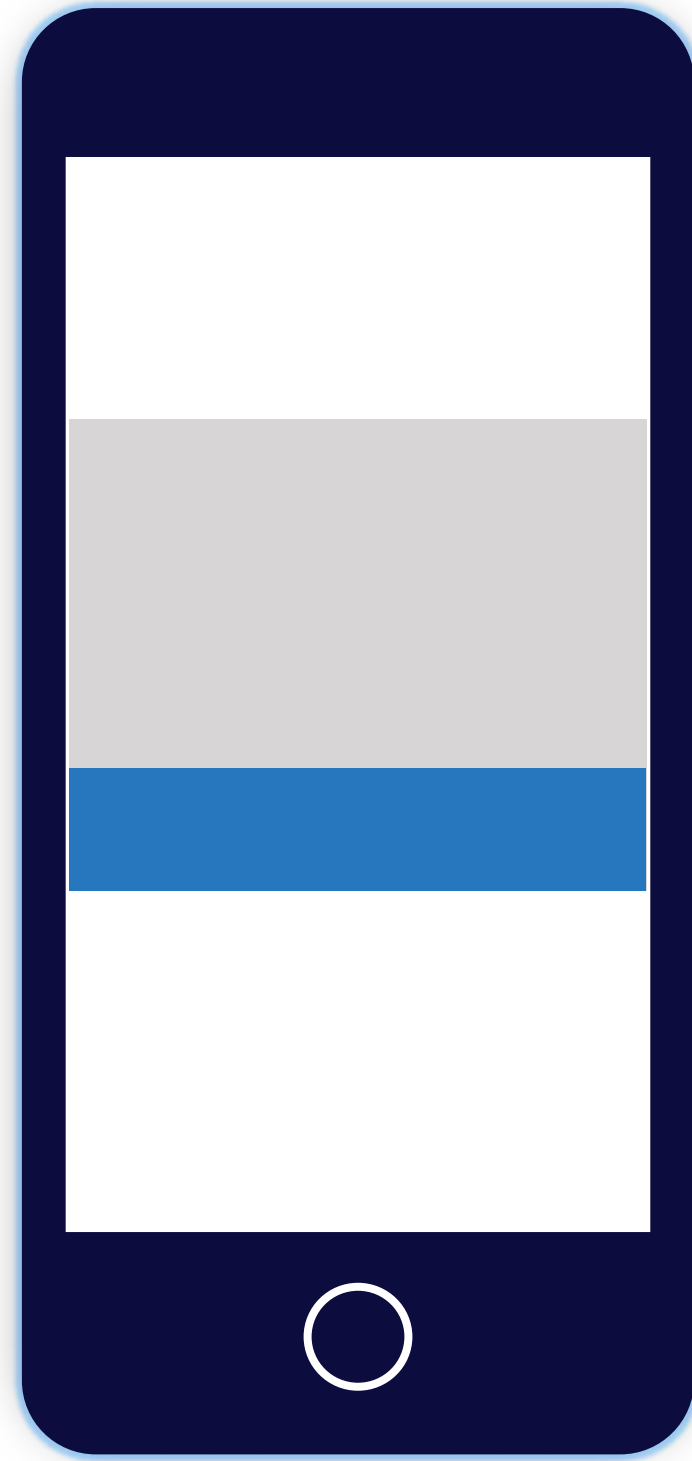
- The ad always displays the first image in the read flow of the reader with a gentle motion effect that attracts the reader's attention.
- Contain a Video or not.

## Diverse visibility

- In addition to In-image basic, the location allows more attractive rich media formats, attracts attention and increases audience interaction.



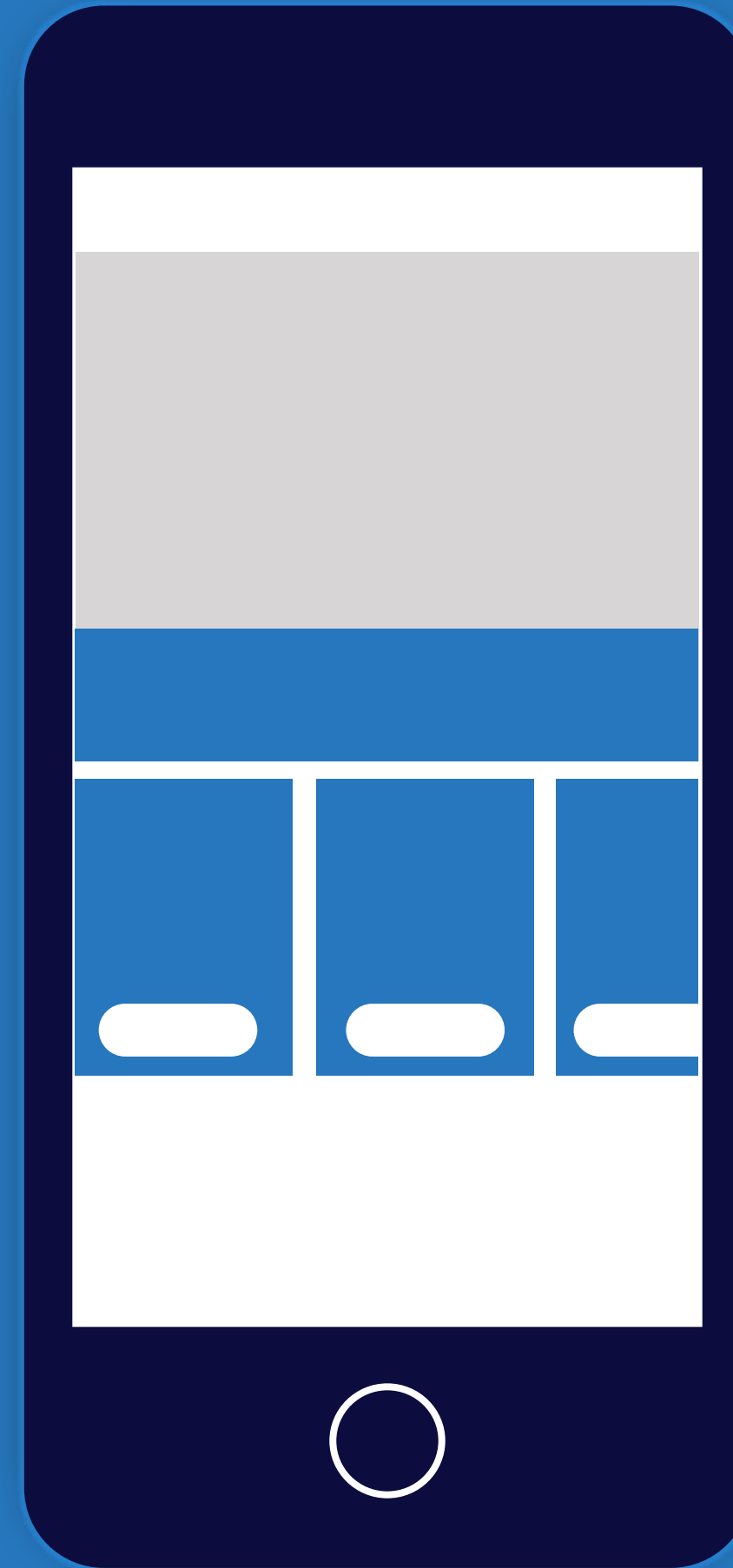
## IN-IMAGE BANNER FORMATS



### In-Image Basic

The ad has gentle motion effect that attracts the reader's attention.

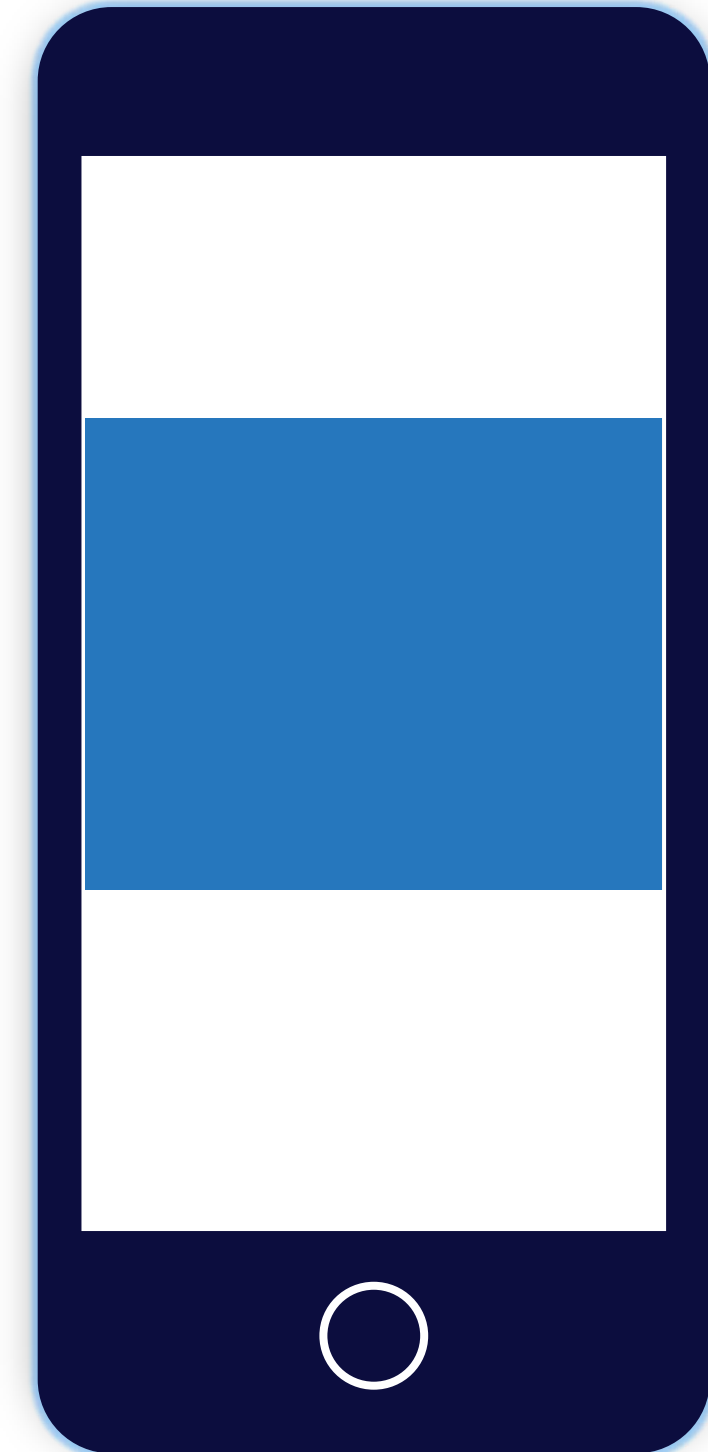
[Demo](#)



### In-Image Carousel

Below the basic ad is a carousel section that contains images and brief information.

[Demo](#)



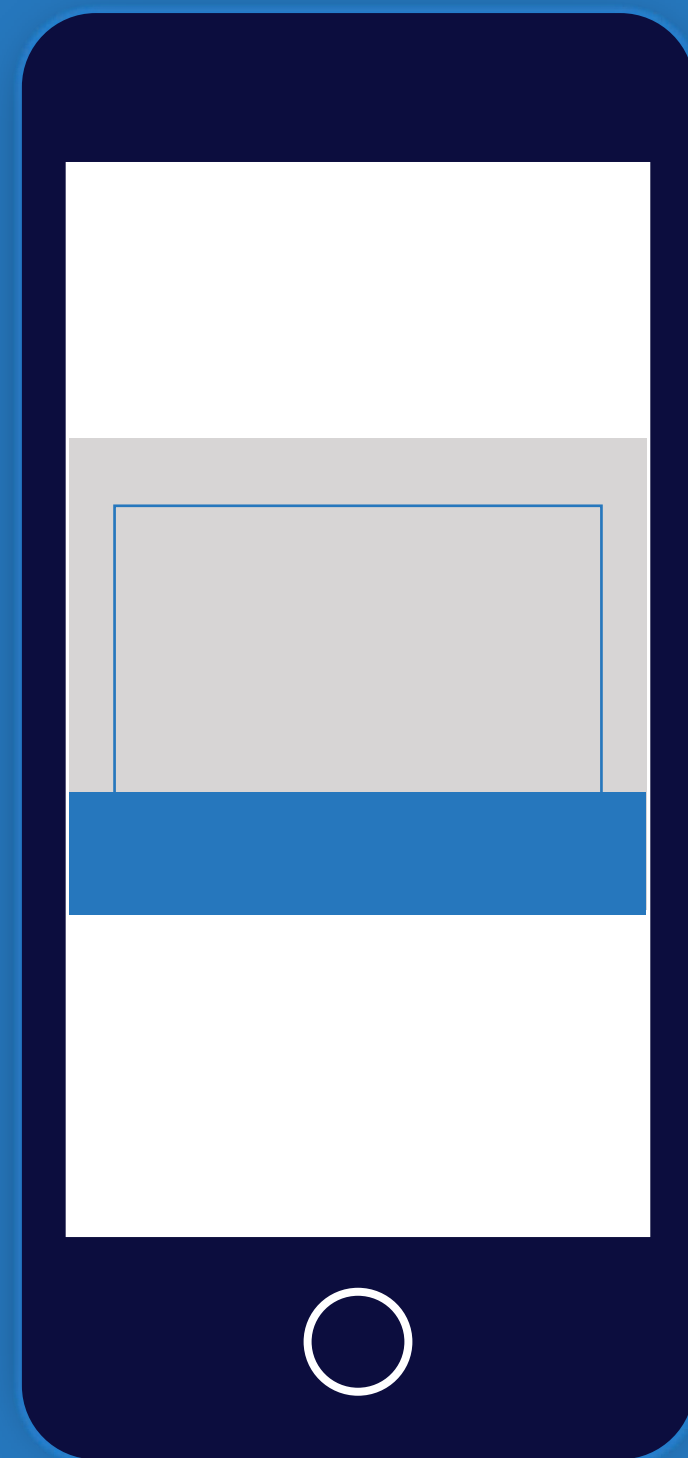
### In-Image Takeover

The ad has an effect of covering the whole image in the first 2s and then returns to Basic form.

[Demo](#)



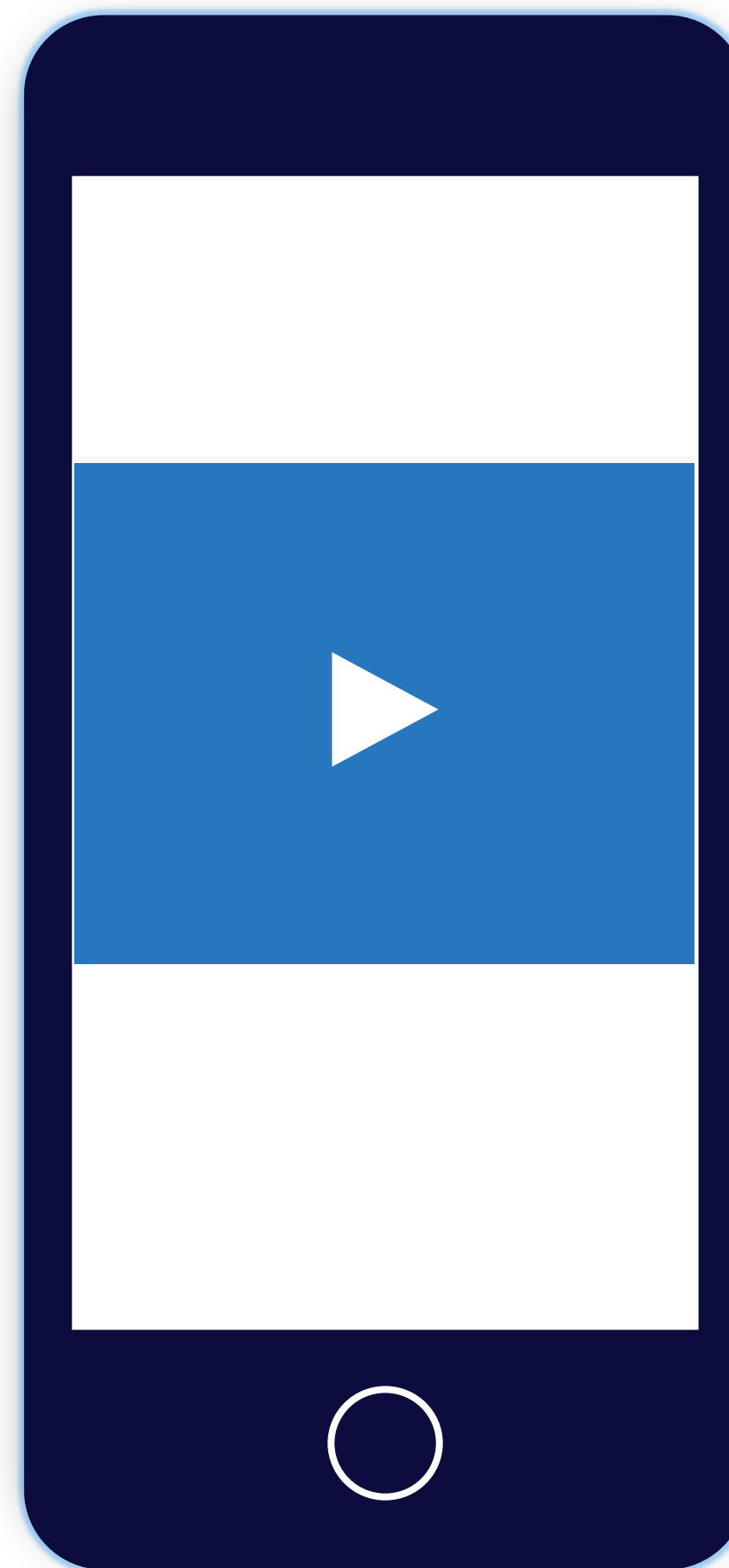
## IN-MAGE BANNER FORMATS



### In-Image Frame

The ad has a border effect around the image and the Basic section.

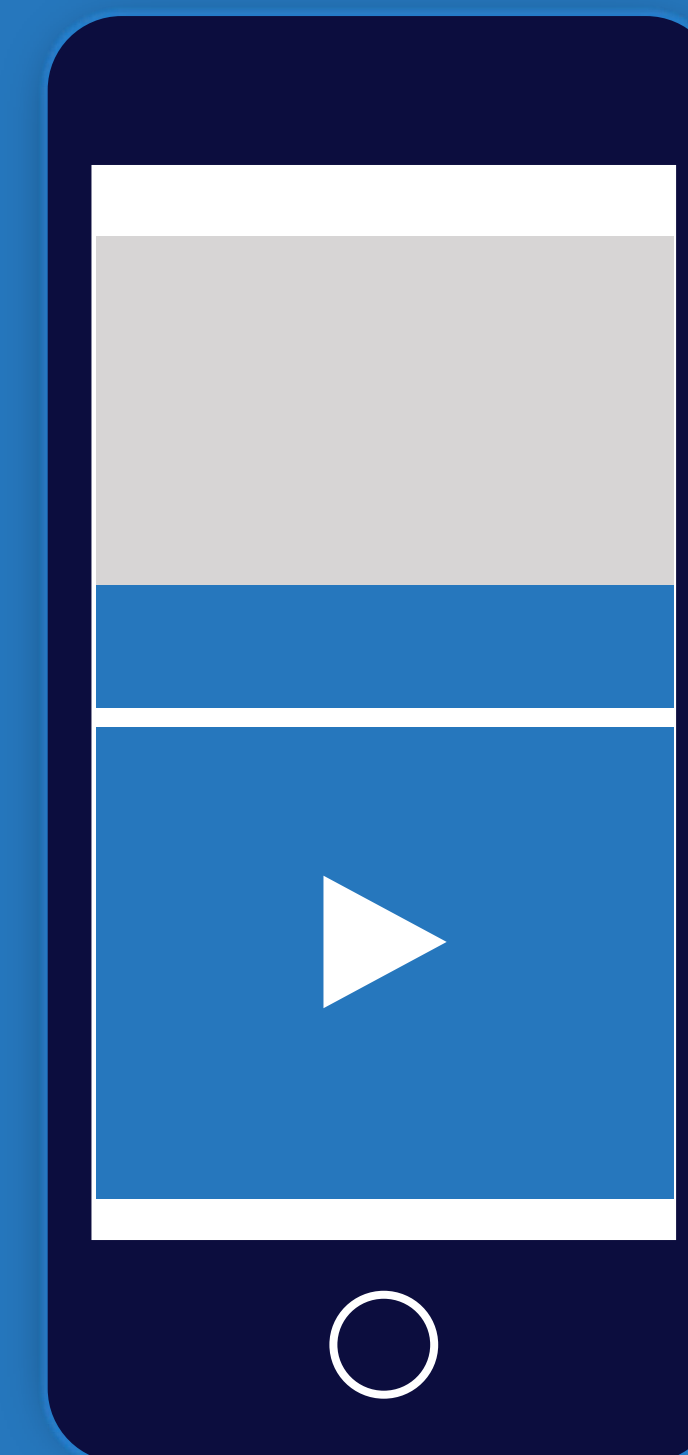
[Demo](#)



### In-Image Preroll

Video running 5s do not skip then shows Banner Basic.

[Demo](#)



### In-Image & TVC In-read

The related TVC is showed below the image and the basic ad, skip after 5s or appears the turn-off ad button

[Demo](#)

# OTHER COST

Categories	Detail	Price
Banner design costs	Standard Banner F lash	2,000,000 VND/Banner
	Resize banner	1,000,000 VND/Banner
	Hosting video in banner	5,000,000 VND/Banner/Week, Video file weight: Up to 3Mb/Video.
Expanded dimension banner	Double expansion in both width and height <b>TOP, CENTER, BOTTOM</b> banner	Price= Default x 1.5

## GENERAL REGULATIONS

- Unit price: not included **VAT 10%**.
- Minimum purchase of 500 CPMs runs for up to 1 week.
- Only applied by CPD / Week.
- Standards for Banner: file format **HTML5**, file weight **up to 200KB maximum**.
- 03 advertisings will be shared at the same time, same position, only 01 banner appears per view.
- 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
- Not apply to VietNamNet: Chính trị, Thông tin truyền thông, Tuần Việt Nam, Góc nhìn thẳng
- **In-image banner** on VietNamNet only apply to: Giải trí, Đời sống, Công nghệ, Thể thao

## Contact

# VietNamNet Media Joint Stock Company



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