

VIDEO ADS

ADVERTISING VIDEO FORMAT
& POSITIONS ON VIETNAMNET TV



Applied since 10/2019

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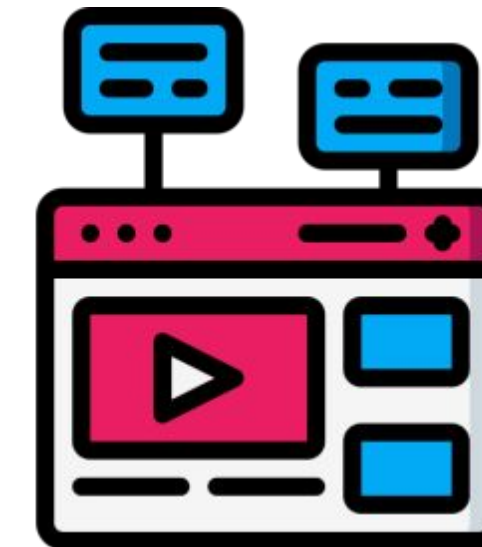
- I. ADVERTISING VIDEO FORMAT (VIDEO ADS)
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I. ADVERTISING VIDEO FORMAT (VIDEO ADS)



1. IN-STREAM

In-stream video ads are advertisements in the video content of websites, displayed when playing video content. In-stream video ads advertise naturally to readers, increase efficiency.

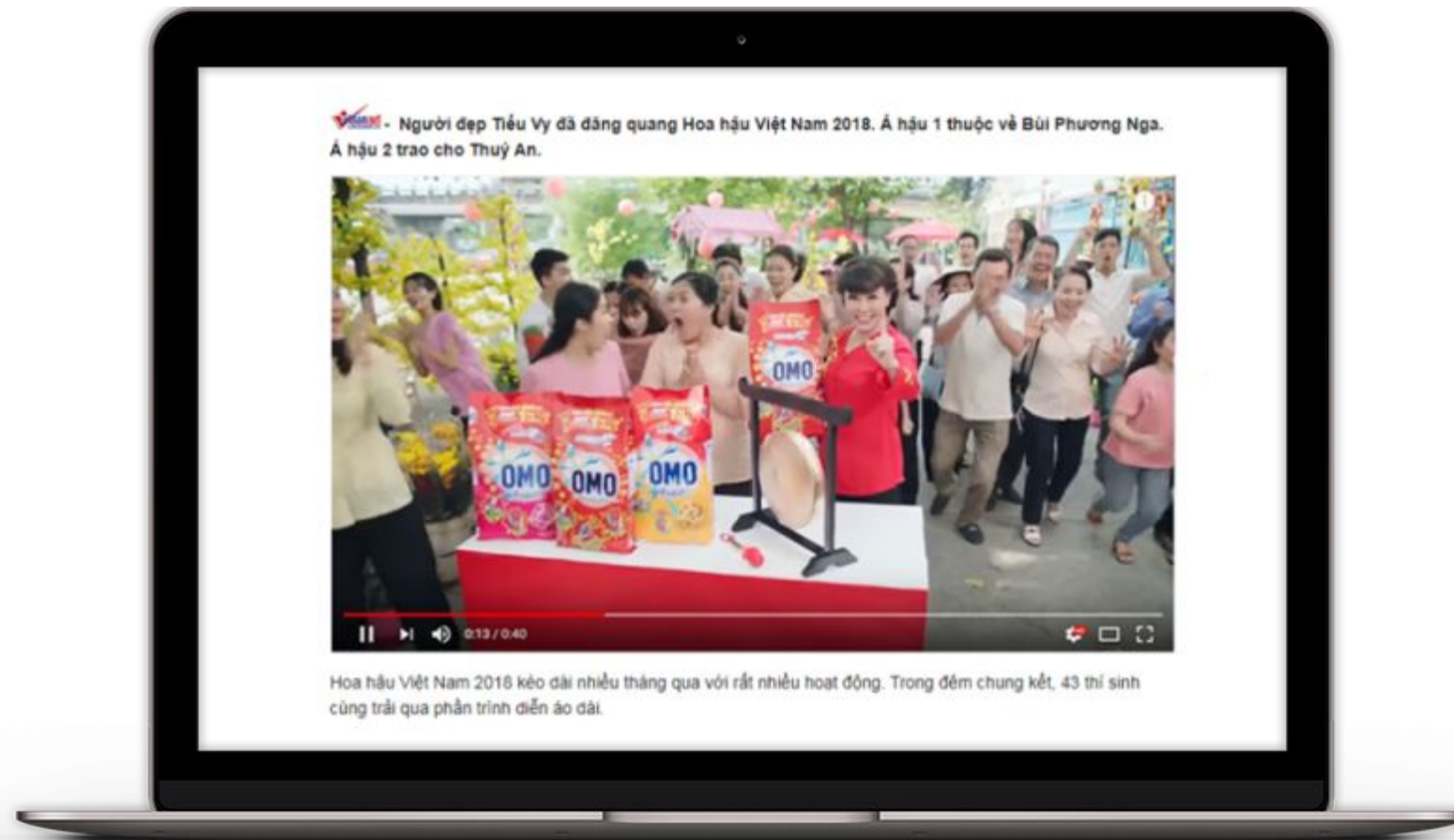


2. OUT-STREAM

Outstream video ads are advertisements that are appeared outside the internal video area content and are displayed naturally between detailed articles or in Banner areas on the website.

1. IN-STREAM

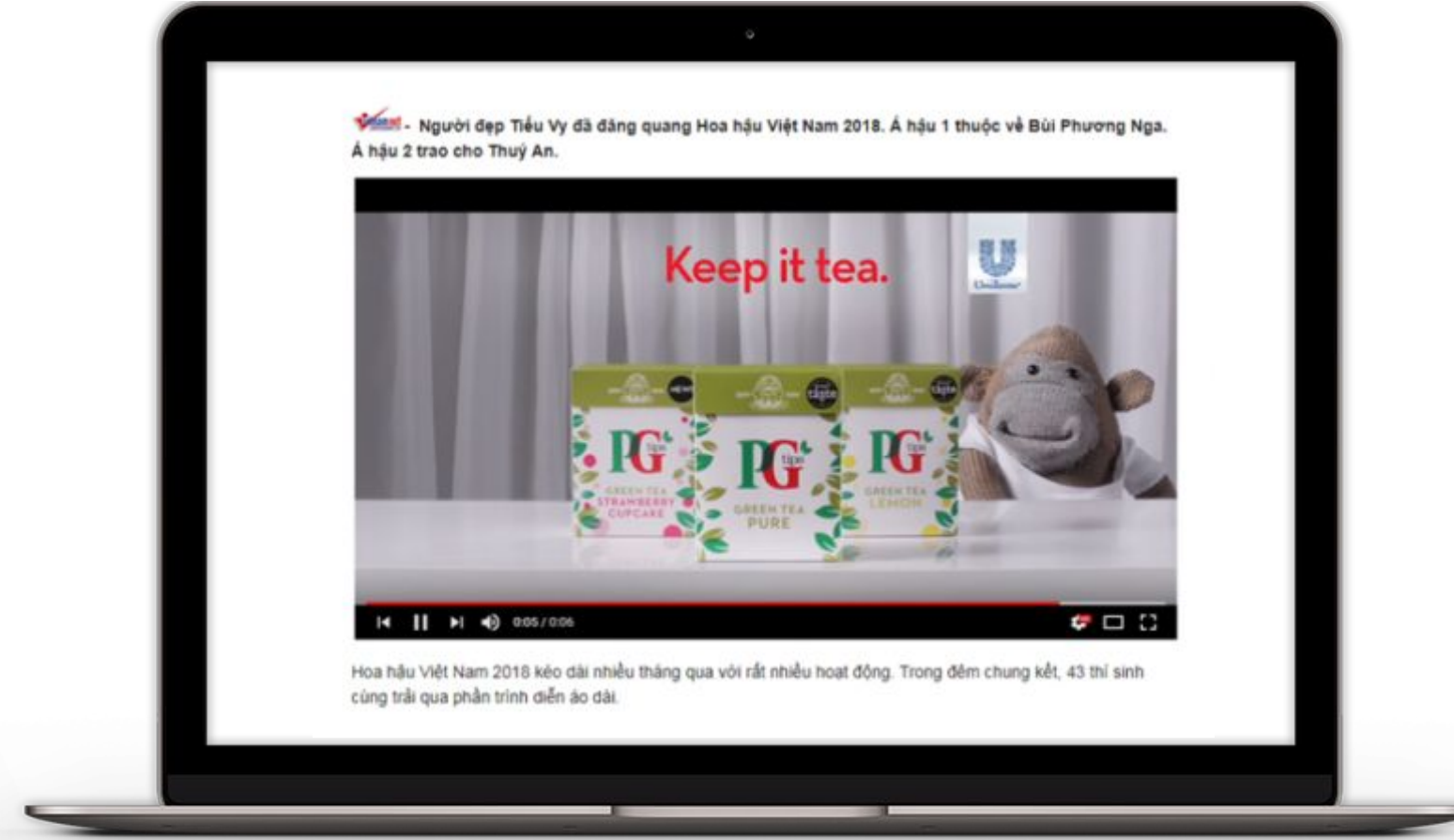
Form of In-stream



STANDARD PRE-ROLL

- Ads are displayed before playing video
- After 5s, the “Skip” button will appear. The maximum time duration to display an ad is 60s.
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)



NON-SKIP PRE-ROLL

- Ads are displayed before playing video
- Time to display ad is 6s, “Skip” button does not appear at that time
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)



VIDEO OVERLAY BANNER

- Banner ads are appear to overlay the content video
- Maximum time to display ad is 30s •
- Format: Banner
- Size: 480x70px

[Demo](#)

1. IN-STREAM

Quotation of forms of In-stream

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao/ Tintuonline	
Standard Pre-roll	PC & Mobile	<ul style="list-style-type: none"> ● Ads are displayed before playing video ● After 5s, the “Skip” button will appear. The maximum time duration to display an ad is 60s ● Ad format: Full-screen banner display 	640x360	40.000	25.000	Demo
Non-skip Pre-roll	PC & Mobile	<ul style="list-style-type: none"> ● Ads displayed before playing video ● Time to display ad is 6s, “Skip” button is not appear ● Ad format: Full-screen banner display 	640x360	30.000	15.000	Demo
Video Overlay banner	PC	<ul style="list-style-type: none"> ● Banner ads appear to overlay the content video ● Maximum time to display ad is 30s ● Format: Banner 	480x70	30.000	20.000	Demo

Notes:

- Advertisements are not allowed to displayed in special categories including Chinh tri, Thong tin truyen thong, Tuan Viet Nam, Goc nhin thang.
- Minimum package of 500 CPM is valid for 1 week.

2. OUT-STREAM

Form of Out-stream



IN-READ VIDEO

- Video ads are displayed in the content of the article, alongside with reader's storyline
- After 5s, the "Skip" button will appear. The maximum duration to display an ad is 30s
- Size: 640x360px

[Demo](#)



OUTSTREAM VIDEO

- Autoplay video ads are displayed in the bottom right corner of the screen
- The maximum time to show an ad is 5 minutes.
- After 5s, the "Skip" button will appear. The video ad will disappear after its content has finally ended.
- Size: 640x360px

[Demo](#)

2. OUT-STREAM

Quotation of forms of Out-stream

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao hoặc Tintuonline	
In-read Video	PC	<ul style="list-style-type: none"> Video ads are displayed in the content of the article, alongside with reader's storyline After 5s, the "Skip" button will appear. The maximum time to display an ad is 30s Size: 640x360px 	640x360	40.000	25.000	<u>Demo</u>
Outstream Video	PC	<ul style="list-style-type: none"> Auto-play video ads displayed in the bottom right corner of screen After 5s, "Skip" button will appear, maximum time to display ad is 5 minutes. The video ad will disappear after its content has finally ended. 	640x360	40.000	25.000	<u>Demo</u>

Notes:

- Advertisements are not allowed to displayed in special categories including Chinh tri, Thong tin truyen thong, Tuan Viet Nam, Goc nhin thang.
- Minimum package of 500 CPM is valid for 1 week.

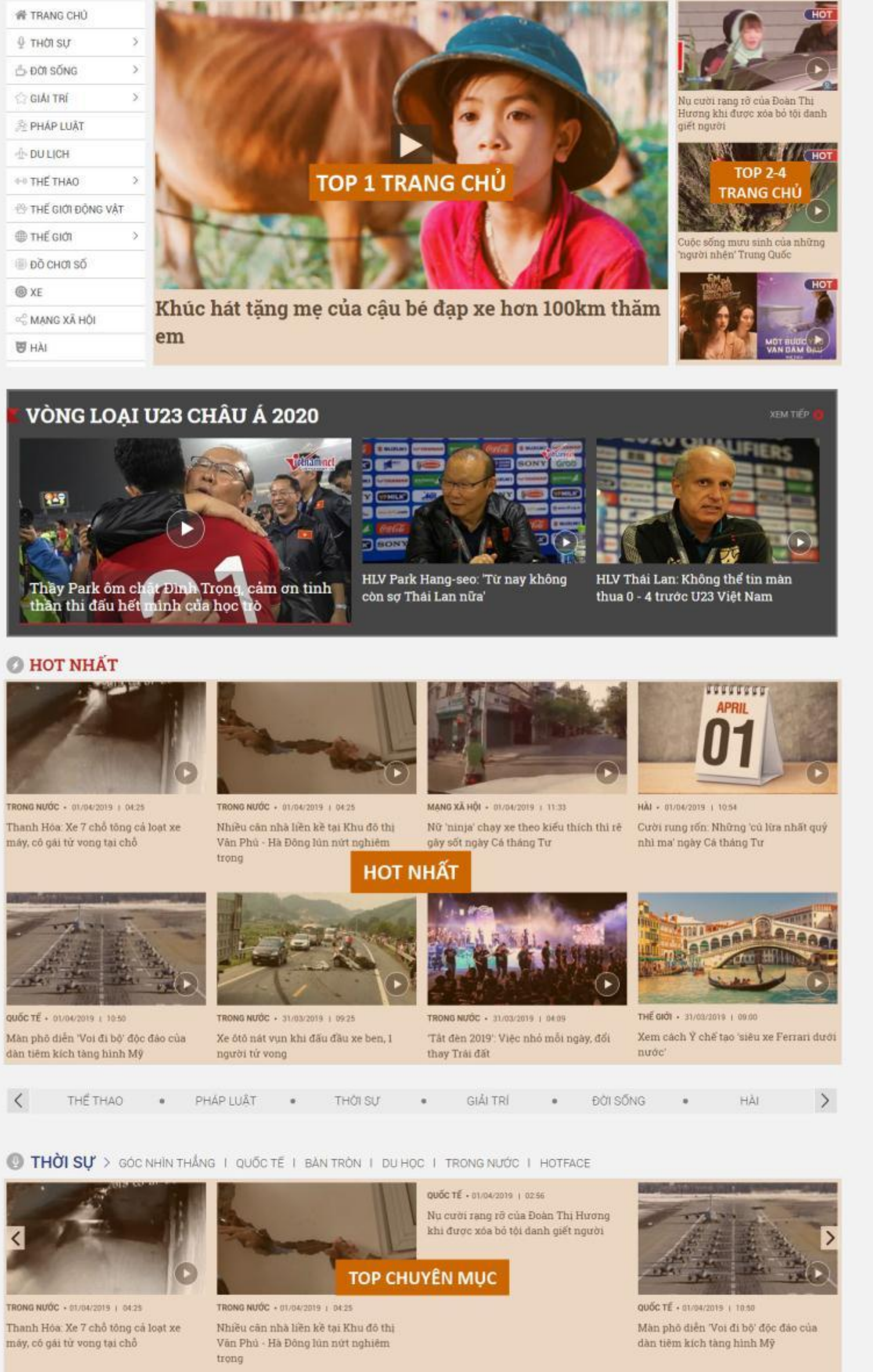
II. PUBLISHED VIDEOS ON VIETNAMNET TV



Video uploaded at
VietnamNet Video Page



Video uploaded at Box VietNamNet video
on Homepage VietNamNet.vn



II. PUBLISHED VIDEO ON VIETNAMNET TV

Videos uploaded at Homepage VietNamNet Video

**Applied for 1-3-mins video length*

Position	Description	Price (VND)
Top 1	Video clip is published on Top 1 of VietNamNet Video category in 2 hours. It is then stored on an appropriate section.	10.000.000
Top 2-4	Video clip is published on Top 2-4 of VietNamNet Video category in 2 hours. It is then stored on an appropriate section.	6.000.000
Hottest video	Video clip is published at the “Hottest videos” position of VietNamNet Video category in 2 hours. It is then stored on an appropriate section.	4.000.000
Top of category including Thời sự, Đời sống, Giải trí, Pháp luật	Video clip is published on a suitable category including: Thời sự, Đời sống, Giải trí, Pháp luật on VietNamNet Video Homepage in 2 hours. It is then stored on an appropriate section.	3.000.000
Top of other categories	Video clip is published at the Top position of other sections on VietNamNet Video category in 2 hours. It is then stored on an appropriate section.	2.000.000

II. VIDEO ON VIETNAMNET TV

Video in the VietNamNet Video category



Type	Price (VND)
Videos are 3 to 5 minutes long	Plus 500.000 VND
Videos are 5 to 10 minutes long	Plus 1.000.000 VND
Videos are longer than 10 minutes	Plus 2.000.000 VND

II. PUBLISHED VIDEO ON VIETNAMNET HOMEPAGE

Videos uploaded on Box Video-VietNamNet.vn

**Applied for 1-3-mins video length*



Tops of Video Box on VietNamNet Homepage

Position	Description	Price (VND)
Top 1 of Video Box on VietNamNet Homepage	Video clip is published at the Top 1 of video box on VietNamNet Homepage in 2 hours. It is then stored on an appropriate section of Vietnamnet Video category.	17.000.000
Top 2-4 of Video Box on VietNamNet Homepage	Video clip is published on the Top 2-4 of video box on VietNamNet Homepage in 2 hours. It is then stored on an appropriate section of Vietnamnet Video category.	12.000.000

[Demo](#)

III. GENERAL REGULATIONS

- Prices do not include 10% VAT.
- Contract term less than 7 days will be rounded up to 1 week.
- The introduction of each video can have a maximum length of 150 words.
- Video Clip has an aspect ratio of 16:9. The maximum capacity is 250MB.
- In the co-publishing policy, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories. The cost of a co-publishing article must be equal to or lower than the first article.
- Article content must comply with Vietnamese regulations on Press and Fine Customs. The Editorial Board can edit content, photos to meet VietNamNet's criteria.
- Plus 100% fee for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.

