

# BANNER LAYOUT





Applied since 09/2023



## MUC LUC

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- 2. BANNER LAYOUT PACKAGES
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# INTRODUCTION OF BANNER LAYOUT





### ABOUT BANNER LAYOUT

Banner Layout is a highly visual form of display advertising.

With **Banner Layout**, brands can choose 01 article or 01 event/topic/tag with suitable content to promote the product/brand in different position of banner at the same time.

**ARTICLE** 

**EVENT** 

**TOPIC** 

TAG





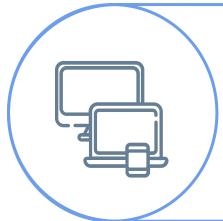
## BENEFITS OF BANNER LAYOUT



Increase brand awareness with high impact advertising



**Attract more potential customers to the business** by choosing banner placement areas based on related topic, thereby



**Save advertising costs** by avoiding advertise on items with unrelated content







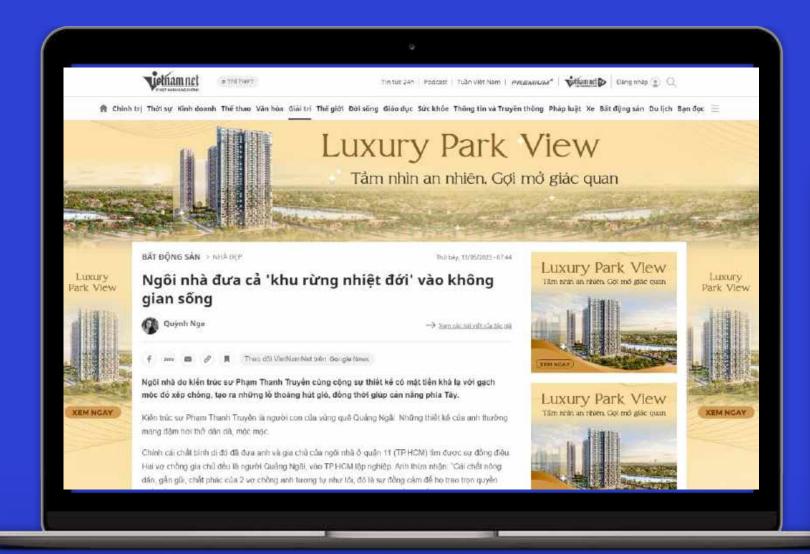


Exclusive Banner Layout package displayed in 01 article on both Desktop & Mobile interface.

#### 5.000.000 VNĐ / week

- The price will be applied to 01 set of banners on 01 article of the brand.
- If brand choose any other article, the price increase from 20% to 200% (Vietnamnet approves posting and determines the additional price depending on the hotness of the selected article content)





Banner positions in the package	Size (Pixel)
Desktop Full background banner	1920x1280
Desktop Medium Rectangle 1+2	300x525
Desktop Big Banner 1	300x600
Mobile Masthead banner	640x320
Mobile Center banner 1	640x533
Mobile Center banner 2	640x533
Mobile Inpage banner	720x1280



**Demo Desktop** 



# BANNER LAYOUT COVER 01 EVENT

Exclusive Banner Layout package displayed throughout all articles of an event on both Desktop & Mobile interfaces

#### 8.000.000 VNÐ / week

- The price will be applied to 01 set of banners on 01 event of the brand.
- If brand choose any other event, the price increase from 20% to 200% (Vietnamnet approves posting and determines the additional price depending on the hotness of the selected article content)



Banner positions in the package	Size (Pixel)
Desktop Full background banner	1920x1280
Desktop Medium Rectangle 1+2	300x525
Desktop Big Banner 1	300x600
Mobile Masthead banner	640x320
Mobile Center banner 1	640x533
Mobile Center banner 2	640x533



**Demo Desktop** 



Exclusive Banner Layout set displayed throughout all articles of 01 topic on both Desktop & Mobile interfaces.

#### 8.000.000 VNÐ / week

- The price will be applied to 01 set of banners on 01 topic of the brand.
- If brand choose any other topic, the price increase from 20% to 200% (Vietnamnet approves posting and determines the additional price depending on the hotness of the selected article content)





n Chinh	Tri Thời sự Kinh doạnh Thế thay Văn hòa điải tri Th	Tin tút 34h   Foccast   Tuần Việt Nam   PA	thông Pháp luật Xe Bắt động sản Du lịch l	Ban đọc 😑
	Socration	Luxury Park Tâm nhìn an nhiên, Gợi i	View	
Luxury Park Vlew	TUYÊN BÀI Chuyển động doanh nghi Cáo nhất tính hình kinh doanh của doanh righiép trên	(P.D.)	Luxury Park View Tans relate a Cel tool gac quan  Luxury Park View Tans relate as these Cel mol gac quan	Luxury Park Vlew

Banner positions in the package	Size (Pixel)
Desktop Full background banner	1920x1280
Desktop Medium Rectangle 1+2	300x525
Desktop Big Banner 1	300x600
Mobile Masthead banner	640x320
Mobile Center banner 1	640x533
Mobile Center banner 2	640x533



**Demo Desktop** 

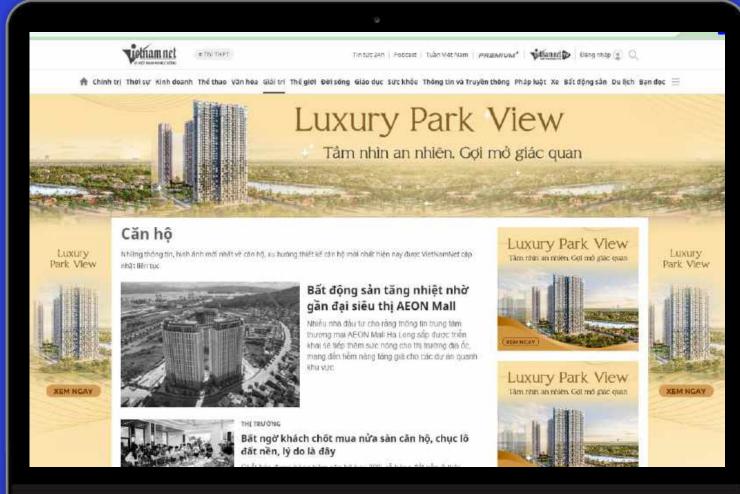
## BANNER LAYOUT COVER 01 TAG

Exclusive Banner Layout set displayed throughout all articles on one tag on both Desktop & Mobile interfaces.

#### 8.000.000 VNĐ / week

- The price will be applied to 01 set of banners on 01 tag of the brand.
- If brand choose any other tag, the price increase from 20% to 200% (Vietnamnet approves posting and determines the additional price depending on the hotness of the selected article content)





Banner positions in the

package

Desktop Medium Rectangle 1+2

Desktop Full background

Desktop Big Banner 1

Mobile Masthead banner

Mobile Center banner 1

Mobile Center banner 2

banner

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A Chinh	trị Thời sự Kinh doanh Thể thao Văn hóa Giải tr	Thế giới Đời sống Giáo dục Sức khốc Thống tin và Truyền	thông Pháp luật Xe Bất động sắn Du lịch B	an đọc 🗏
		Luxury Park Tâm nhìn an nhiên, Gợi n		
Luxury Park View	Căn hộ Những thông tín, lành ánh mới nhất về căn hộ, xu hụ nhật Đến tục	rồng thiết kế cán hộ mới nhất hiện nay được VirtNamNet cấp	Luxury Park View Tam roan an resen Cot mo pac quan	Luxury Park View
XEM NGAY		Bất động sản tăng nhiệt nhờ gần đại siêu thị AEON Mall Nhiều nha đầu từ cho rặng thông the trung tâm Thương mái AEON Mall Ha Long sắp được thến khai sẽ tiến thêm sực nông cho thị thương dia ốc, mang dất hèm năng tăng giá cho các dự án quanh khu vực	Luxury Park View Tâm rhin un triên. Got mô gác quan	(XEM NGAY)
		khách chốt mua nửa sản cản hộ, chục lô ý do là đây		

Size (Pixel)	
1920x1280	
300x525	
300x600	
640x320	,
640x533	
640x533	



**Demo Desktop** 



## OTHER COSTS

Type	Description	Unit	CPD price/week (VNĐ)	Note
Change the banner layout set	Replace with a new set of banner layouts of the same type purchased during the effective posting period (same promoting brand)	01 time	2.000.000	Design fee are not included
Banner design cost	Standard HTML5 Banners	01 banner	2.000.000	
	Resize banner	01 banner	1.000.000	
	Hosting video in banner	01 week	5.000.000	Maximum capacity 6Mb/Video

Note: Price does not include VAT tax



#### **Contact Information**

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