

# BANNER LAYOUT

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Applied since 09/2023

# MỤC LỤC

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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

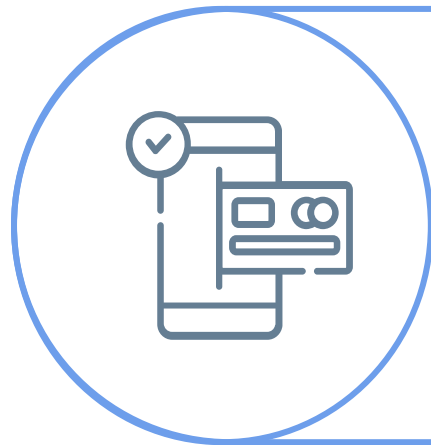
EVENT

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



# BANNER LAYOUT PACKAGES

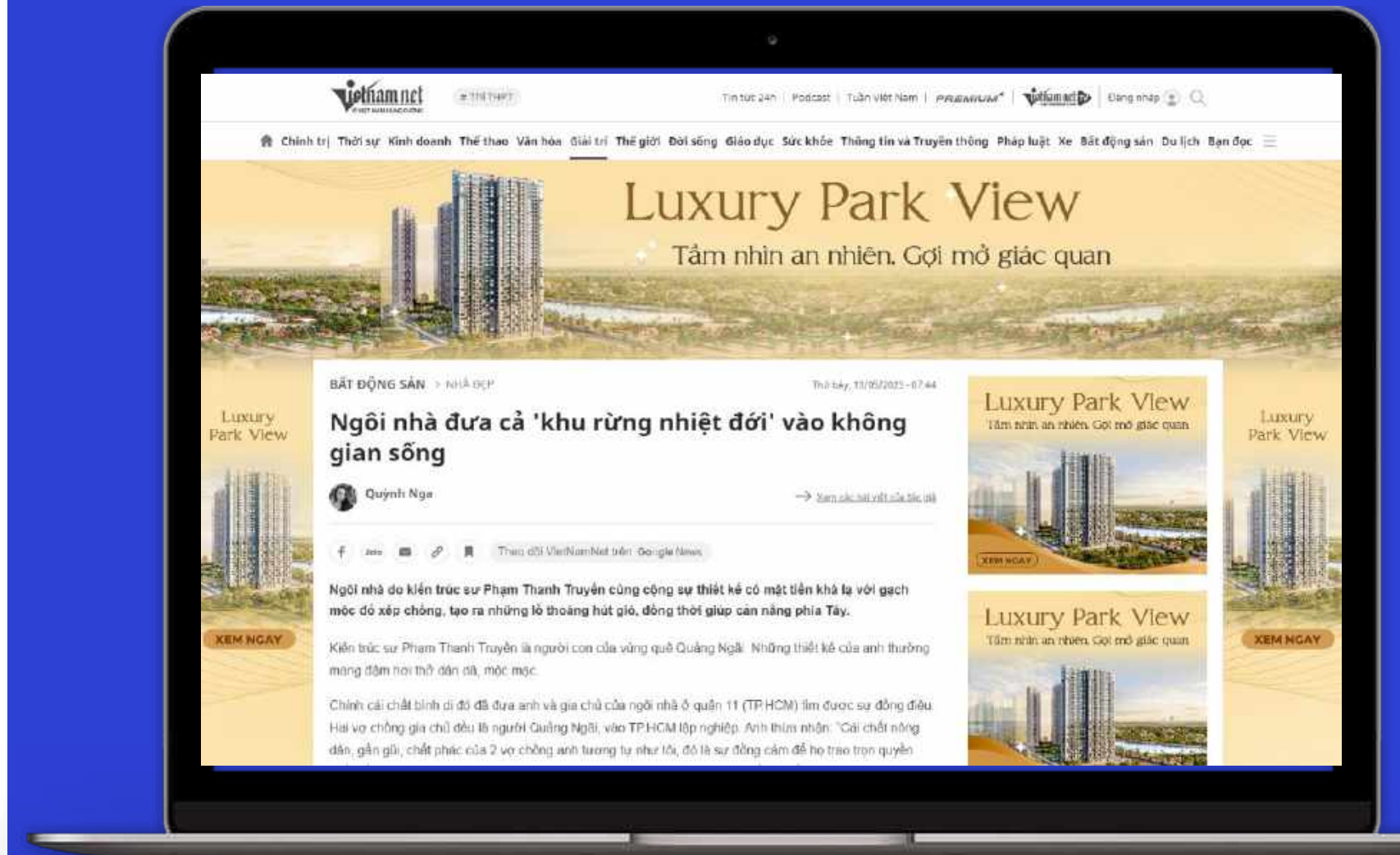


# BANNER LAYOUT COVER 01 ARTICLE

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)



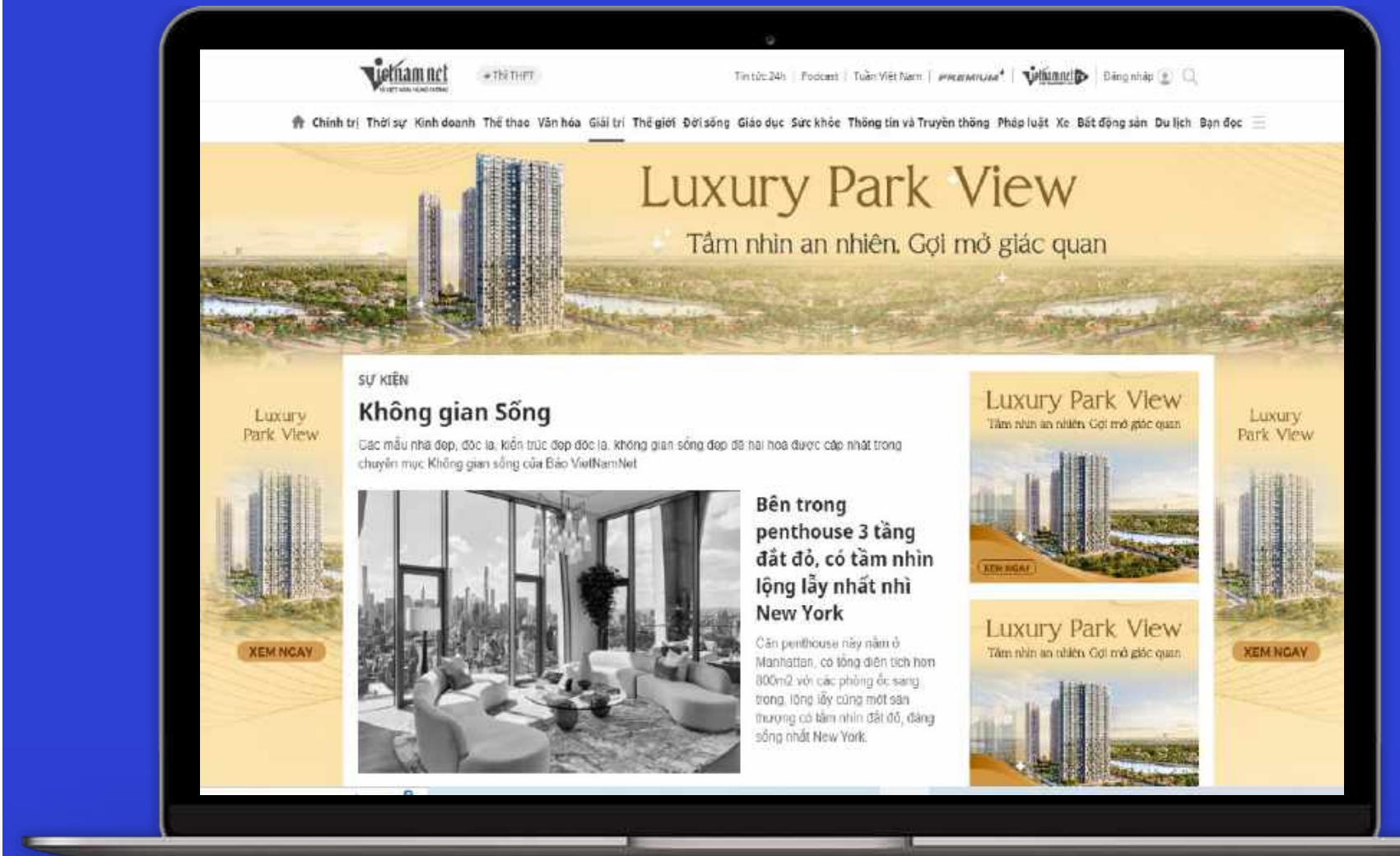
Banner positions in the package	Size (Pixel)
Desktop Full background banner	1920x1280
Desktop Medium Rectangle 1+2	300x525
Desktop Big Banner 1	300x600
Mobile Masthead banner	640x320
Mobile Center banner 1	640x533
Mobile Center banner 2	640x533
Mobile Inpage banner	720x1280

[Demo Desktop](#)

[Demo Mobile](#)

# BANNER LAYOUT COVER 01 EVENT

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



**8.000.000 VNĐ / 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](#)

[Demo Mobile](#)



# BANNER LAYOUT COVER 01 TOPIC

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

**8.000.000 VNĐ / 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)



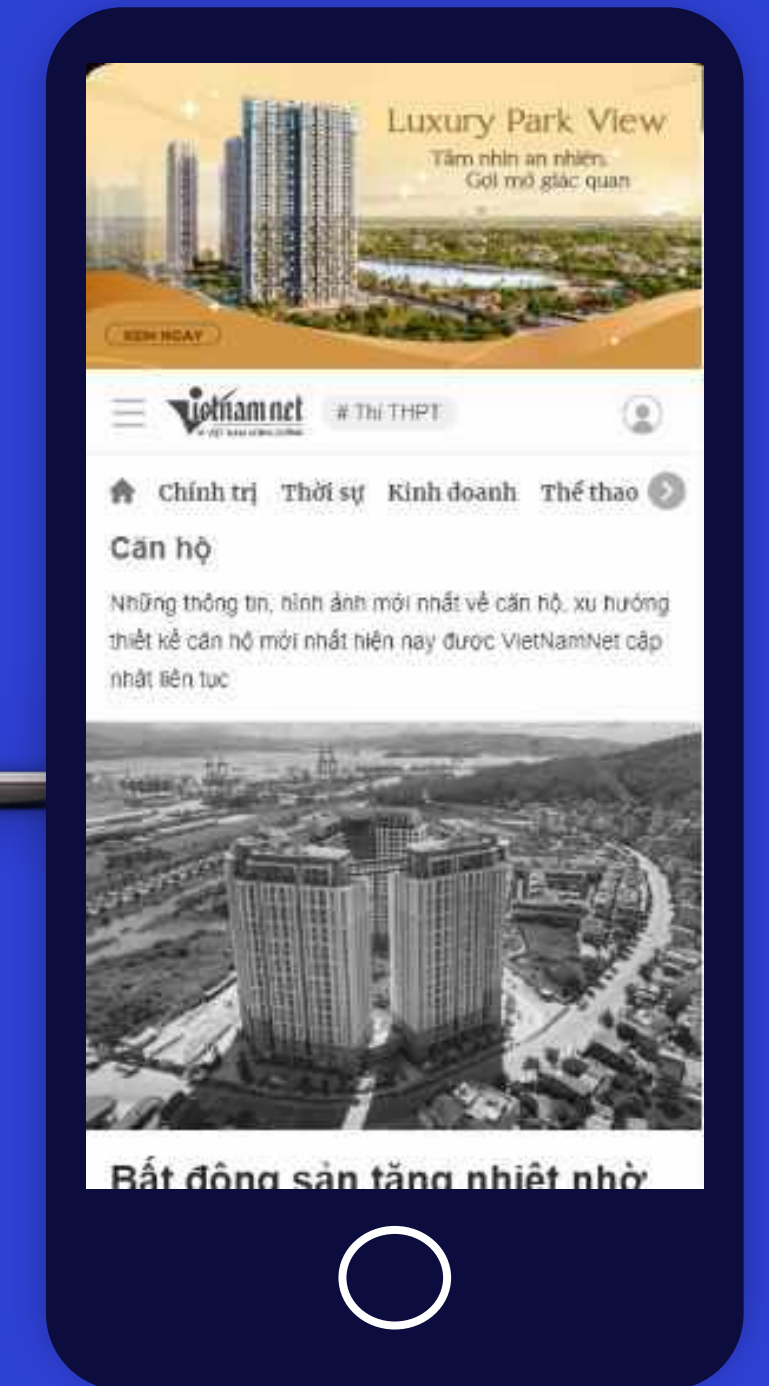
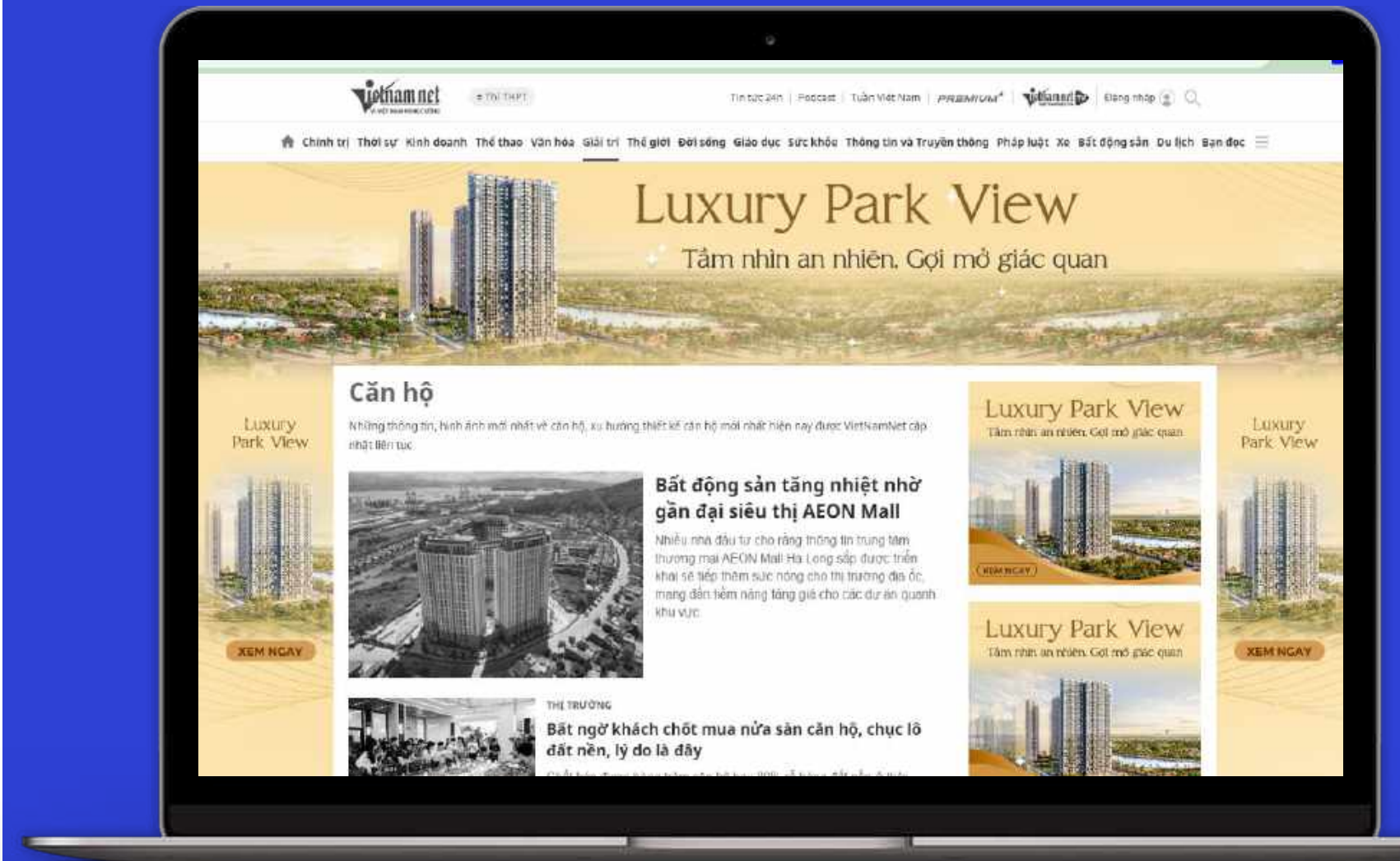
Banner positions in the package	Size (Pixel)
Desktop Full background banner	1920x1280
Desktop Medium Rectangle 1+2	300x525
Desktop Big Banner 1	300x600
Mobile Masthead banner	640x320
Mobile Center banner 1	640x533
Mobile Center banner 2	640x533

[Demo Desktop](#)

[Demo Mobile](#)

# 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	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](#)

[Demo Mobile](#)

# OTHER COSTS

Type	Description	Unit	CPD price/week (VNĐ)	Note
<b>Change the banner layout set</b>	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
<b>Banner design cost</b>	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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