

# DISPLAY ADS



Applied since 09/2022

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# 1. Benefits of Display Ads



**Attracting customers attention** with catchy messages, relevant and creative images.



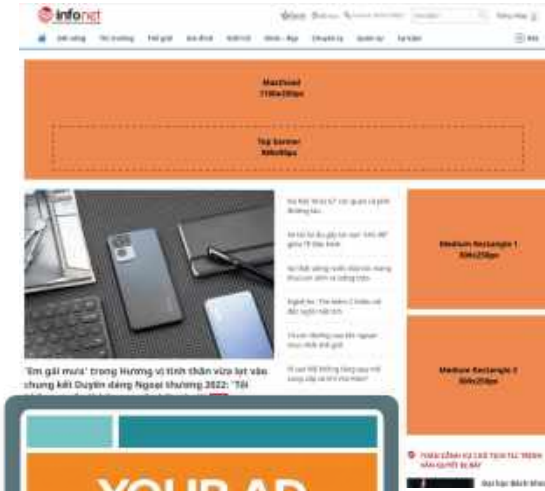
**Building brand awareness** by showing products, services on a high-traffic website



**Diversity in dimensions** that suitable for all brands and all types of messages.



**Fitting any budget or objectives** with cross platform (Desktop and Mobile) and various advertising format



## 2. Desktop Banner

Position	Dimension (Pixel)	Share	CPD cross-website (VND/week)	CPD Homepage (VND/week)	CPD (VND/week)	CPD cross-article (VND/week)	Demo	
<b>Top Banner</b>	980x90	3	12.000.000	-	8.000.000	-		
<b>Masthead (VNN)</b>	1100x250	3	13.000.000	-	11.000.000	-		
<b>Super Masthead</b>	1920x250	3	15.000.000	-	13.000.000	-		
<b>Medium Rectangle 1</b>	300x250	3	12.000.000	-	10.000.000	-		
<b>Medium Rectangle 2</b>	300x250	3	12.000.000	-	10.000.000	-		
<b>Center Banner</b>	980x250	3	-	13.000.000	-	-		
<b>Big Banner 1</b>	300x600	3	12.000.000	-	10.000.000	-		<b>Demo</b>
<b>Big Banner 2</b>	300x600	3	10.000.000	-	8.000.000	-		
<b>Big Banner 3</b>	300x600	3	8.000.000	-	6.000.000	-		
<b>Big Banner 4</b>	300x600	3	-	7.000.000	-	-		
<b>Big Banner 5</b>	300x600	3	-	6.000.000	-	-		
<b>Bottom Banner</b>	980x250	3	5.000.000	-	3.000.000	-		
<b>Article Banner 1 hoặc 2</b>	760x200	3	-	-	-	8.000.000		
<b>Interactive Background Banner</b>	Video 15s (loops), full HD 16:9 (1920x1080)	3	30.000.000	-	28.000.000	-	<b>Demo</b>	
<b>Balloon Ad Standard* (homepage excluded)</b>	300x250	3	11.000.000	-	9.000.000	-	<b>Demo</b>	

\* Price does not include VAT tax

### 3. Mobile Banner

Position	Dimension (Pixel)	Share	CPD cross-website (VND/week)	CPD cross-article (VND/week)	Demo
Masthead	640x320	3	10.000.000	-	<u>Demo</u>
Center banner 1	640x533	3	11.000.000	-	
Center banner 2	640x533	3	10.000.000	-	
Center banner 3	640x533	3	8.000.000	-	
Center banner 4	640x533	3	6.000.000	-	
Bottom banner	640x533	3	6.000.000	-	
Inpage	720x1280	3	-	10.000.000	<u>Demo</u>
In-article	300x250	3	-	8.000.000	<u>Demo</u>
	300x600	3	-	9.000.000	

\* Price does not include VAT tax

## Contact Information

### **VietNamNet Media Joint Stock Company**



**Ha Noi:** 4th Floor, C'land Building,  
156 Xa Dan II St., Nam Dong Ward,  
Dong Da Dist.

**Phone:** (+84)24 37 727 988



**Ho Chi Minh City:** : 2nd Floor,  
27 Nguyen Binh Khiem St., Da Kao Ward,  
District 1.

**Phone:** 028 38 181 436

**Fax:** 028.38181433