TABLE OF CONTENT

1. WEBSITE TRAFFIC

50.000.000
Pageviews

00:03:00
Time on site

9.000.000
Users

Gender

58%
Male

42%
Female

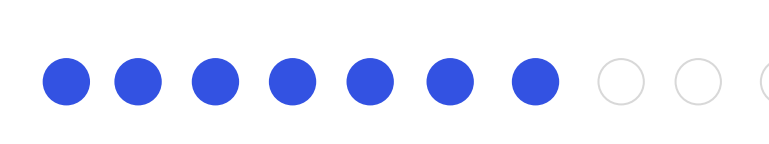## Devices
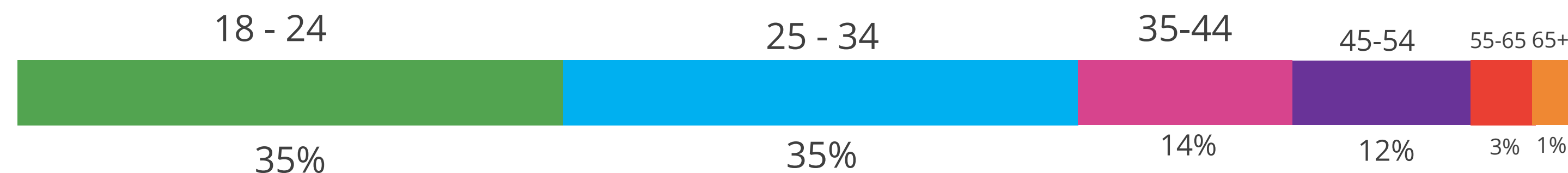
30%

70%

Age

18 - 24	25 - 34	35-44	45-54	55-65	65+
35%	35%	14%	12%	3%	1%

(*) Data from Google Analytics

2. 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 such as 2Sao.vn

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

3. RATE CARD & DEMO

- Desktop Banner
- Mobile Banner
- Rich Media Ads Format
- Other Costs

DESKTOP BANNER

3. 1. DESKTOP BANNER - STANDARD

View Demo

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	CPD category (VND/Week)	1 CPM (VND)
Top Banner	980x90	3	30.000.000	20.000.000	22.000.000	-	10.000
Side Banner 1,2 (floating)	160x600	3	18.000.000	12.000.000	13.000.000	-	8.000
Double Side Banner	160x600	3	33.000.000	22.000.000	24.000.000	-	9.000
Medium Rectangle 1,2	300x250	3	22.000.000	15.000.000	16.000.000	-	8.000
Medium Rectangle 3	300x250	3	14.000.000	9.000.000	10.000.000	-	8.000
Article Banner 1	660x120	3	-	-	-	4.400.000	5.000
Article Banner 2	660x120	3	-	-	-	3.600.000	5.000
Big Banner 1	300x600	3	22.000.000	14.500.000	16.000.000	-	8.000
Big Banner 2 (Floating)	300x600	3	27.000.000	18.000.000	20.000.000	-	9.000

3. 1. DESKTOP BANNER - RICH MEDIA

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	1 CPM (VND/Week)	Demo
Clock Ad	Include 3 parts:120x900; 980x90; 120x900	3	63.000.000	42.000.000	46.000.000	-	**Demo**
Background Banner	Safe zone: 120x500. Full size: 220x900	3	52.000.000	35.000.000	38.000.000	-	**Demo**
Full Background Banner	2000x1280, Static Banner. White area containing article: 1000x1005	3	66.000.000	44.000.000	48.000.000	-	**Demo**
Interactive Background Banner	Video Background 15s (loop), less than 5Mb, full HD or ratio of 16:9 (1920: 1080)	3	66.000.000	44.000.000	48.000.000	-	**Demo**
Floating Icon	Maximum: 100x100	3	22.000.000	15.000.000	16.000.000	15.000	**Demo**

3. 1. DESKTOP BANNER - RICH MEDIA

Position	Dimension (Pixel)	Share	1 CPM (VND/Week)	Demo
Side banner Expand (Floating)	Floating Banner Size: 160x600px Expanded Size: 980x600px	3	20.000	**Demo**
Balloon Ad Standard	300x250px	3	15.000	**Demo**
Balloon Ad Expand 1	Original size: 300x250px Expanded size: 500x300px	3	20.000	**Demo**
Balloon Ad Expand 2	Original size: 300x250px Expanded size: 800x500px	3	25.000	**Demo**
Balloon Ad Expand 3	Original size: 120x600px Expanded size: 370x250px	3	20.000	**Demo**
Balloon Ad Expand 4	Original size: 120x600px Expanded size: 500x300px	3	25.000	**Demo**
Masthead Desktop	980x250	3	31.000	**Demo**
Floating Desktop	Original size: 980x100 Expanded size: 980x600	3	35.000	**Demo**

3. 1. DESKTOP BANNER - RICH MEDIA

View Demo

Position	Dimension (Pixel)	1 CPM (VND)
In-image Banner Basic	Responsive 1:6 (Banner ad having gentle motions is displayed in the first image of an article. It can include video.)	18.000
In-image Takeover	Responsive 1:6 (Banner ad uses a full image with 2-sec motion or animation. It returns to basic form then.)	25.000
In-image Frame	Responsive 1:6 (Banner ad is displayed in the first image of an article. It includes an image and a basic category bordered.)	27.000
In-image Preroll	Responsive 1:6 (Non-skippable video plays in 5s then switch to basic format.)	30.000
In-image Carousel	Responsive 1:6 (A carousel category containing images and brief informations is put below a basic ad.)	30.000
In-image & TVC In-read	Responsive 1:6 (A relevant TVC which is skipped after 5s playing is put below an image.)	40.000

MOBILE BANNER

3. 2. MOBILE BANNER

Position	Dimension (Pixel)	Share	CPD cross website (VNĐ/Week)	CPD Homepage (VNĐ/Week)	CPD category (VNĐ/Week)	1 CPM (VNĐ)	Demo
Top Banner	640x160	3	20.000.000	12.000.000	-	20.000	
Center Banner 1	640x533	3	20.000.000	12.000.000	-	20.000	**Demo**
Center Banner 2	640x533	3	15.000.000	9.000.000	-	20.000	
Bottom Banner	640x533	3	10.000.000	7.000.000	-	18.000	
Inpage Banner	640x1280	3	-	-	-	25.000	**Demo**
In-article Banner	300x250	3	-	-	10.000.000	15.000	**Demo**
In-article Banner	300x600	3	-	-	18.000.000	22.000	
In-read	587x85	3	-	-	10.000.000	15.000	**Demo**
In-read plus	587x85 expand 465x260	3	-	-	15.000.000	20.000	**Demo**

3. 2. MOBILE BANNER

Position	Dimension (Pixel)	Share	CPD cross website (VNĐ/Week)	CPD Homepage (VNĐ/Week)	CPD category (VNĐ/Week)	1 CPM (VNĐ)	Demo
Masthead mobile	640x320	3	20.000.000	12.000.000	-	20.000	**Demo**
Floating mobile	640x160	3	24.000.000	15.000.000	-	20.000	**Demo**
Mobile Spin	360x360px. Banner is pinned at the bottom. Only 50% of the banner size is displayed on the screen.	3	28.800.000	18.000.000	-	30.000	**Demo**
Floating Icon	Tối đa 100x100	3	-	-	13.000.000	-	**Demo**

3. 2. MOBILE BANNER [View Demo]

| Position	Dimension (Pixel)	Description	1 CPM (VNĐ)
In-image basic	Responsive 1:6	Banner ad displays in the first image of an article with a gentle motion. It can include video. There is a close button at the right corner.	18.000
In-image takeover	Responsive 1:6	It uses a full image with 2-sec motion or animation. It returns to basic form then.	25.000
In-image frame	Responsive 1:6	It has an image and a basic category bordered.	27.000
In-image preroll	Responsive 1:6	Non-skippable video plays in 5s then switch to basic formats.	30.000
In-image carousel	Responsive 1:6	A carousel category containing images and brief information is put below a basic ad.	30.000
In-image & TVC in-read	Responsive 1:6	A relevant TVC which is skipped after 5s playing is put below an image.	40.000

RICH MEDIA AD FORMATS

- Clock Ad
- Background Banner
- Full Background Banner
- Interactive background banner
- Side Banner Expand
- Balloon ad
- Masthead banner
- Floating banner
- In-image ad

CLOCK AD

- Be displayed prominently to overwhelm readers.
- Limit the appearance of competitors. Impress consistent messages on readers' minds to increase brand recall.

Position	Dimension (Pixel)
Masthead Banner	980x90 px
Triple Side banner - Left	120x900 px
Triple Side banner - Right	120x900 px

Demo

2Sao

980 px

90 px

900 px

120 px
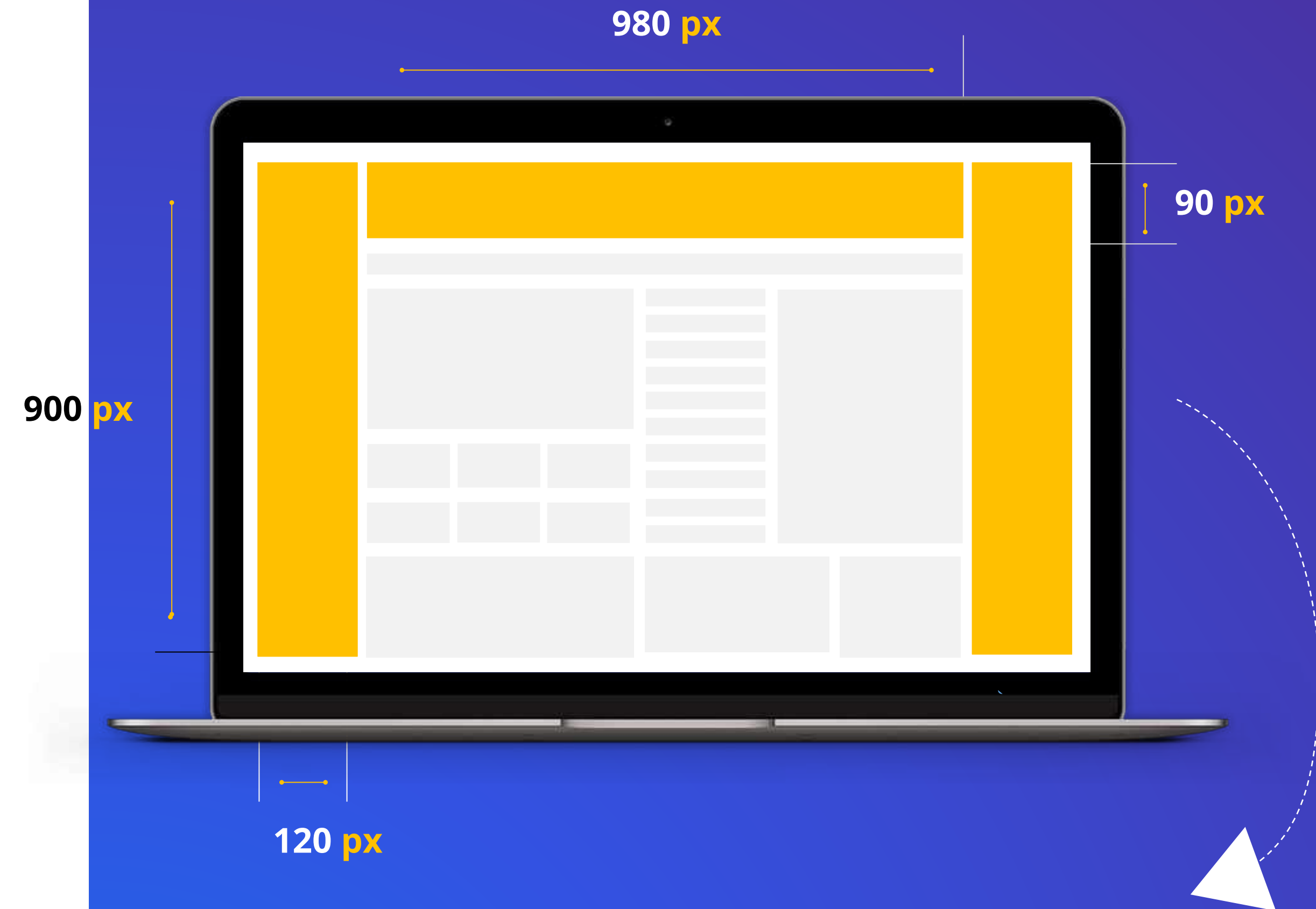
Side banner (Floating) is displayed in a fixed position, even when readers scroll the page.

Rich Media Ad Formats

BACKGROUND BANNER

Large banner ads are displayed on both sides of the webpage aiding in expressing more creative and impressive ideas to increase brand recall.
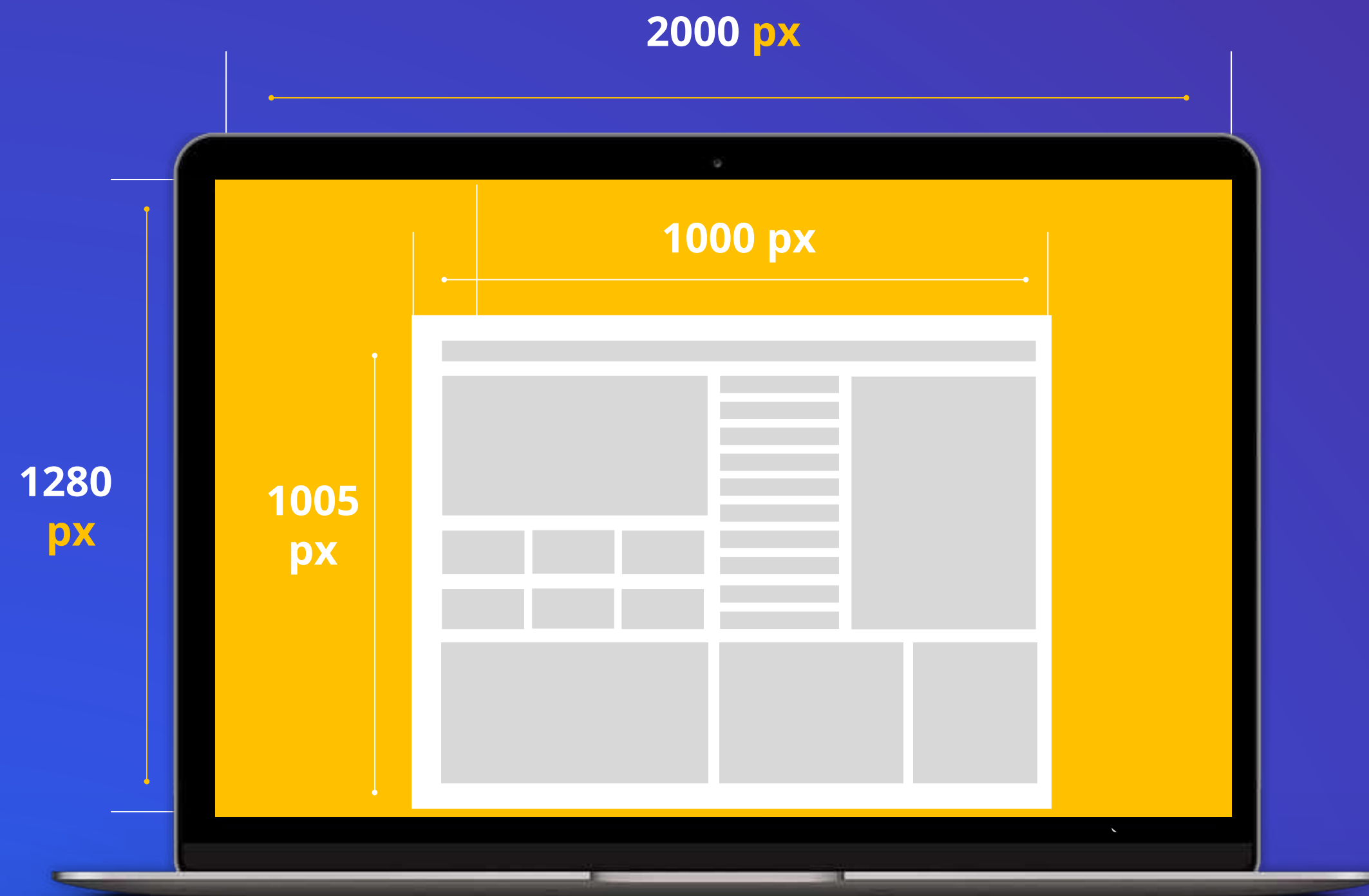
900 px

220 px
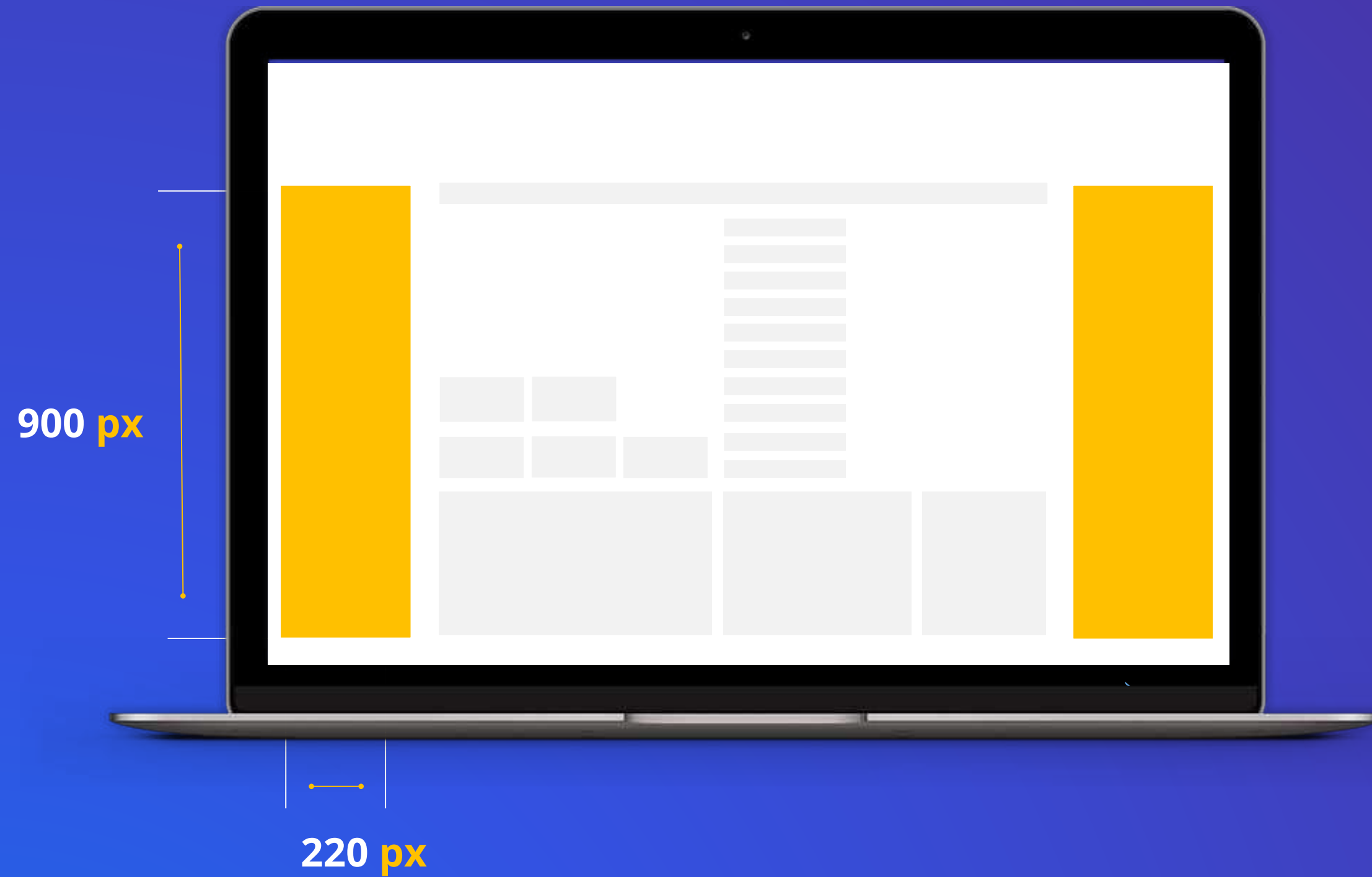
Demo

Position	Dimension (Pixel)
Safe zone	120x500 px
Full size	220x900 px

2Sao

FULL BACKGROUND BANNER

A large banner ad is displayed on full screen to convey impressive messages.
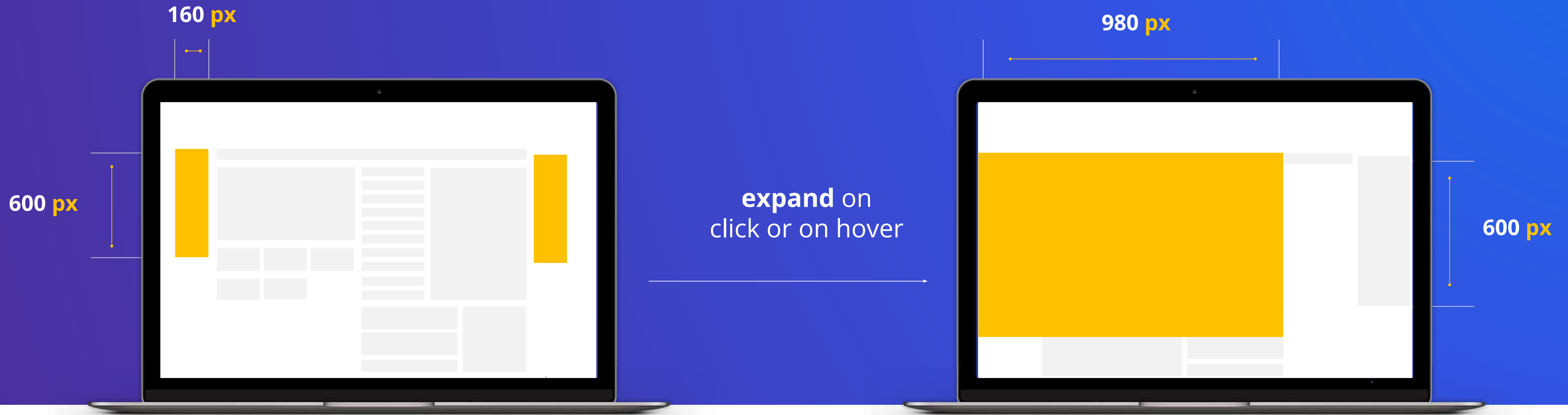
2000 px

1000 px

1280 px

1005 px

Demo

Position	Dimension (Pixel)
Static Banner	2000x1280
The center space	1000x1005

INTERACTIVE BACKGROUND BANNER

A large video banner ad is displayed on full screen to convey creative messages and strongly impress readers.

Video	Dimension (Pixel)
Video Background duration: 15s (loop). Max file size: 5Mb. Size: full HD or ratio of 16: 9.	1920x1080

1920 px

1080 px

1005 px

1000 px

Demo

19

160 px

600 px

980 px

expand on
click or on hover

600 px

SIDE BANNER EXPAND

The side banner (Floating) is displayed in a fixed position on the screen, even when readers scroll the webpage. It helps attract readers' attention and increase brand recall.

Position	Dimension (Pixel)	
	Original size	Expanded
Side Banner Expand	160x600 px	980x600px

Demo

2Sao

5 **Sizes for your choice**

◄ - - - - - - - - - - - - - - -

Banner ad can be collapsed or expanded

300 px

250 px

800 px

expand on **click** or on hover

500 px

BALLOON AD

- A balloon ad is always displayed in the bottom right corner on the screen with 5 sizes.
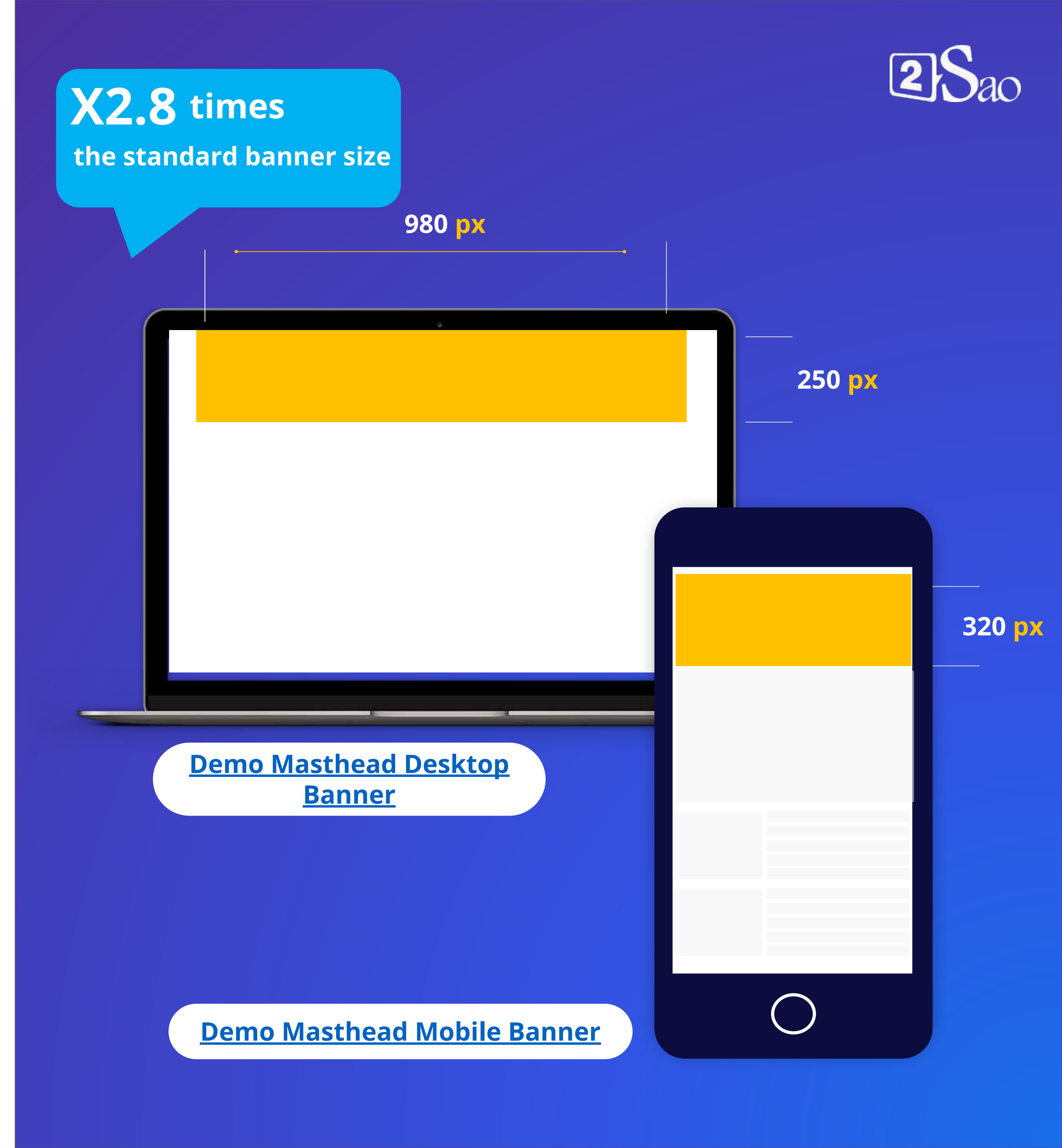- A banner ad can be from expanded size to collapsed size.

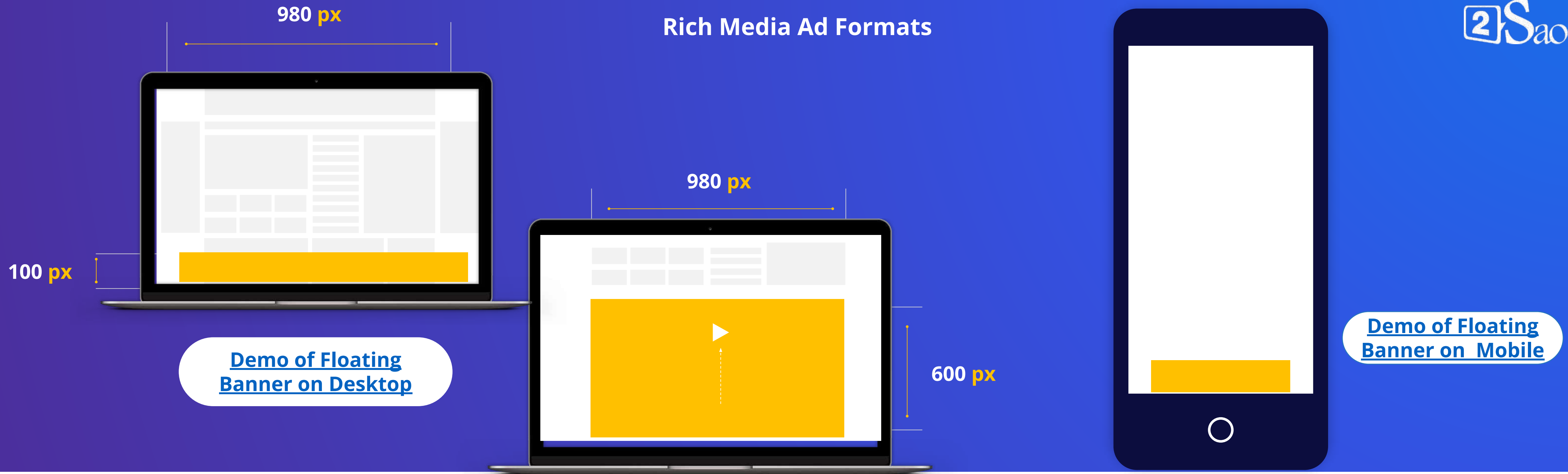| Position	Dimension (Pixel)		Demo
	Original size	Expanded size	
Balloon Ad Standard	300x250px	-	**Demo**
Balloon Ad Expand 1	300x250px	500x300px	**Demo**
Balloon Ad Expand 2	300x250px	800x500px	**Demo**
Balloon Ad Expand 3	120x600px	370x250px	**Demo**
Balloon Ad Expand 4	120x600px	500x300px	**Demo**

21

MASTHEAD BANNER

A banner ad is always displayed at the top of the screen with a large size to help attract readers' attention as soon as they access an article page.

Position	Dimension (Pixel)
Masthead Banner on Desktop	980x250 Px
Masthead Banner on Mobile	640x320px

X2.8 times the standard banner size

980 px

250 px

320 px

Demo Masthead Desktop Banner

Demo Masthead Mobile Banner

2Sao

980 px

980 px

100 px

600 px

2Sao

**Demo of Floating
Banner on Desktop**

**Demo of Floating
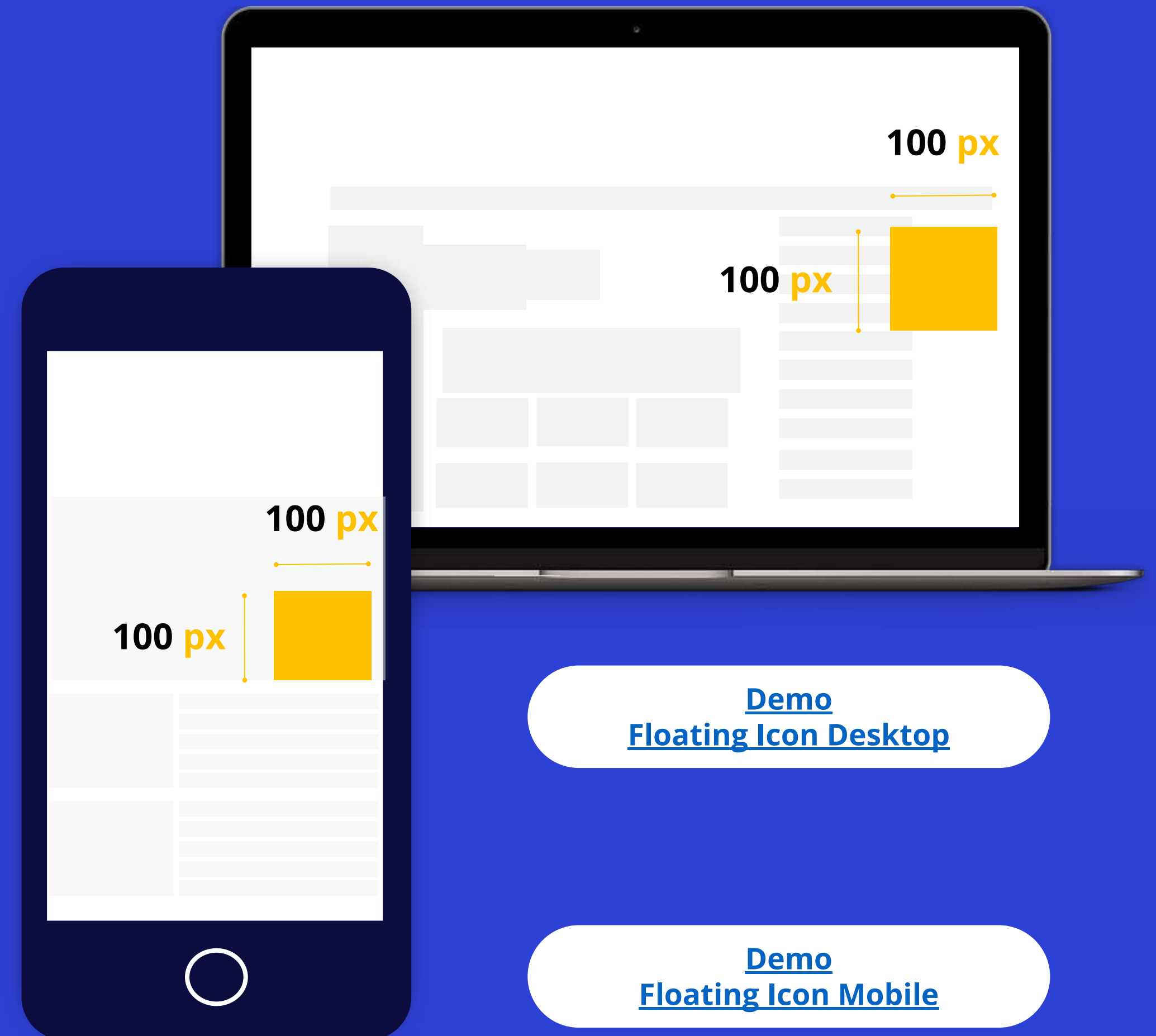Banner on Mobile**

FLOATING BANNER

- **Floating Desktop:** A banner ad is displayed at the bottom of the screen. It keeps appearing, even when readers scroll page. It also expands when they drag. The banner ad only disappears when they click to close button.
- **Floating Mobile**: A banner ad is displayed at the bottom of the screen. It keeps appearing, even when readers scroll page. The banner ad only disappears when they click to close button.

Position	Dimension (Pixel)	
	Original size	Expanded size
Floating Desktop	980x100px	980x600px
Floating Mobile	640x160px	

23

FLOATING ICON

A banner is displayed as a right-angled icon horizontally, centered vertically, and has a escape button. When hovering to view the page content, the ad position remains constant.

Position	Maximum Dimension (Pixel)
Floating Icon Desktop	100x100px Distance with right margin should be 20px
Floating Icon Mobile	100x100px Distance to the margin should be 5% of the screen width

100 px

100 px

100 px

100 px

Demo
Floating Icon Desktop

Demo
Floating Icon Mobile

IN-IMAGE BANNER

Improve user experience

- A banner ad is always displayed on the first image of an article with a gentle motion that attracts readers' attention.
- The ad may contain a Video or not.

Have diverse formats

- In addition to the basic In-image format, this position also allows displaying more attractive rich media formats that help increase audience interaction.
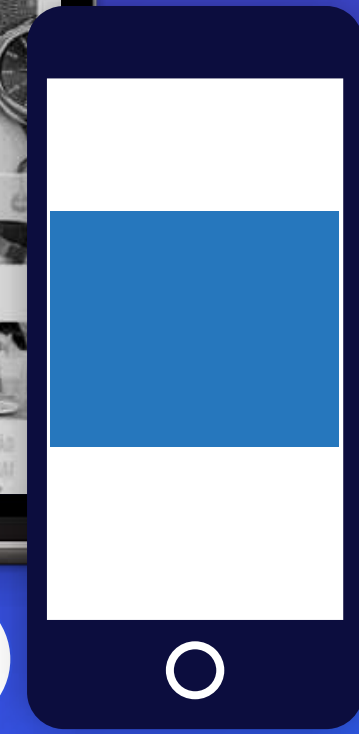
Demo In-Image Desktop Banner

Demo In-Image Mobile Banner

2Sao provides In-Image advertising solution for Desktop & Mobile devices
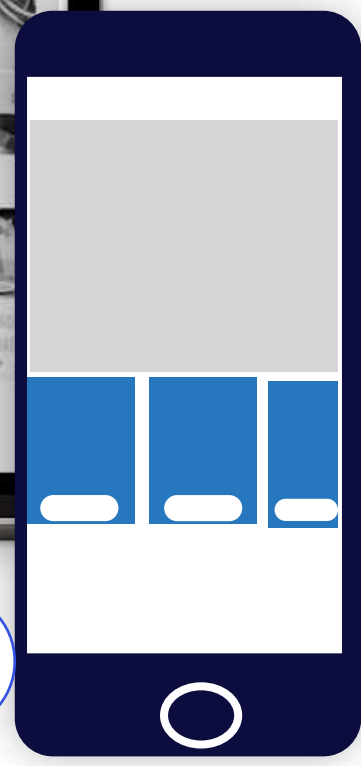
Desktop In-Image Takeover

Mobile In-Image Takeover

In-Image Takeover
In-image Takeover uses a full image with 2-sec motion or animation. It returns to basic form then.
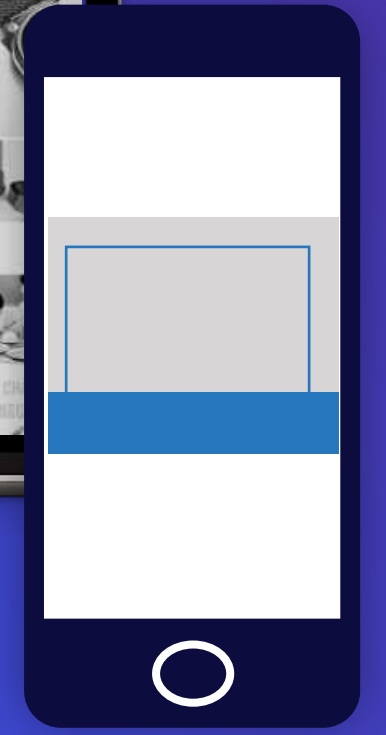
Desktop In-Image Carousel

Mobile In-Image Carousel

In-Image Carousel
A carousel category containing images and brief information is put below a basic ad.
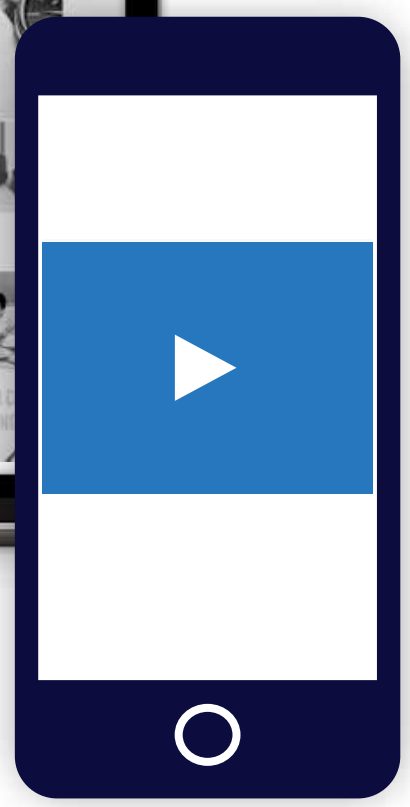
Desktop In-Image Frame

Mobile In-Image Frame

In-Image Frame
In-image Frame has an image and a basic category bordered.

Desktop In-Image Preroll
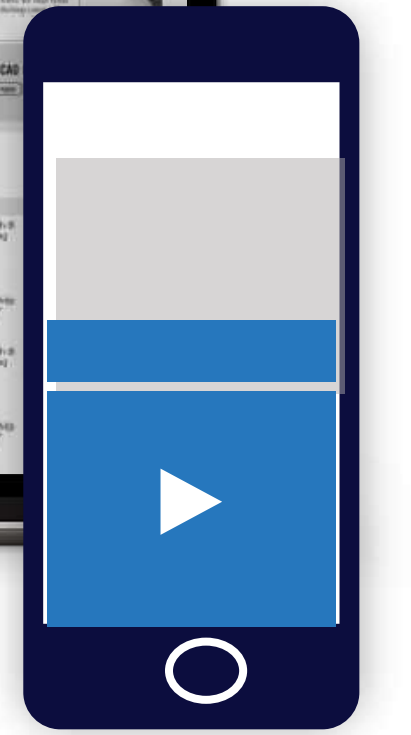
Mobile In-Image Preroll

In-Image Preroll
Non-skippable video plays in 5s then switch to basic format.

5 creative In-image advertising formats.

26

Desktop In-Image & TVC In-read

Mobile In-Image & TVC In-read

In-Image & TVC In-read
A relevant TVC which is skipped after 5s playing is put below an image.

OTHER COSTS

Content	Detail	Price
Banner designing costs	Design standard HTML5 banner	2.000.000 VND/banner
	Resize banner	1.000.000 VND/banner
	Host video in banner	5.000.000 VND/banner/week, max file size: 3MB
Banner expanding costs	Double expansion in width or height on hover	Default price x 1.5
	Double expansion in both width and height on hover	Default price x 2
	Expand full screen	Default price + 3.000.000 VND/day
Price for exclusive display = Default price of 3-user sharing mode X 2.8		
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 District, Hanoi

Phone: (+84)24 37 727 988

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

Phone: 028 38 181 436,

Fax: 028.38181433