

# DISPLAY ADS



Applied since 03/2024

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# 1. WEBSITE TRAFFIC



**48.000.000**

Pageviews

**00:05:35**

Time on site

**3.600.000**

Users

## Gender



**55%**

Male



**45%**

Female

## Devices

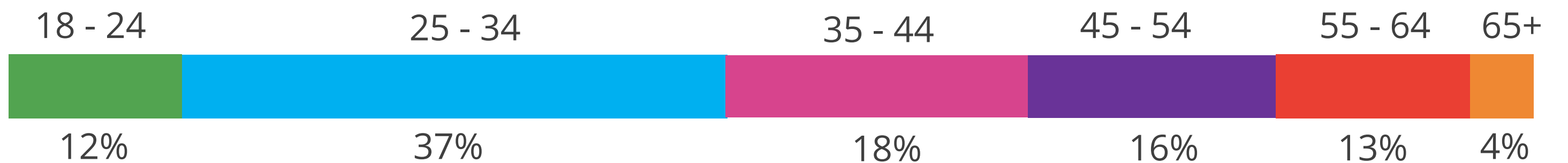


**30%**



**70%**


## Age





(\*) 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 TinTucOnline
- 

**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)	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	CPD category (VND/Week)	1 CPM (VND)
<b>Top Banner</b>	980x90	30.000.000	20.000.000	25.000.000	-	10.000
<b>Masthead Banner</b>	1100x250 or 980x250	33.000.000	22.000.000	27.000.000	-	11.000
<b>Side Banner 1,2 (floating)</b>	120x300	18.000.000	12.000.000	15.000.000	-	8.000
<b>Double Side Banner</b>	120x300	33.000.000	22.000.000	27.000.000	-	9.000
<b>Medium Rectangle 1,2</b>	300x250	22.000.000	15.000.000	18.000.000	-	8.000
<b>Medium Rectangle 3</b>	300x250	14.000.000	9.000.000	11.000.000	-	8.000
<b>Article Banner 1</b>	468x90	-	-	-	4.500.000	5.000
<b>Article Banner 2</b>	468x90	-	-	-	4.000.000	5.000
<b>Big Banner 1</b>	300x600	22.000.000	14.500.000	18.000.000	-	8.000
<b>Big Banner 2 (Floating)</b>	300x600	27.000.000	18.000.000	22.000.000	-	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 Xuyên website (VND)	Demo
<b>Clock Ad</b>	Include 3 sizes: 120x900, 980x90, 120x900	3	63.000.000	42.000.000	46.000.000	-	<a href="#">Demo</a>
<b>Background Banner</b>	220x900 left + right	3	52.500.000	35.000.000	38.000.000	-	<a href="#">Demo</a>
<b>Full Background Banner</b>	2000x1280 Static banner. White zone: 1000x1005	3	66.000.000	44.000.000	48.000.000	-	<a href="#">Demo</a>
<b>Interactive Video Background Banner</b>	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	-	<a href="#">Demo</a>
<b>Floating Icon</b>	Maximum: 100x100	3	22.000.000	15.000.000	16.000.000	15.000	<a href="#">Demo</a>



### 3. 1. DESKTOP BANNER - RICH MEDIA

Position	Dimension (Pixel)	Share	1 CPM (VND)	Demo
<b>Side banner Expand</b>	Floating Banner size: 120x600 Expanded size: 980x600	3	20.000	<a href="#">Demo</a>
<b>Balloon Ad Standard</b>	300x250	3	15.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 1</b>	Original size: 300x250 Expanded size: 500x300	3	20.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 2</b>	Original size: 300x250 Expanded size: 800x500	3	25.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 3</b>	Original size: 120x600 Expanded size: 370x250	3	20.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 4</b>	Original size: 120x300 Expanded size: 500x300	3	25.000	<a href="#">Demo</a>
<b>Masthead</b>	980x250	3	31.000	<a href="#">Demo</a>
<b>Floating desktop</b>	980x100 expand 980x600	3	35.000	<a href="#">Demo</a>

### 3. 1. BANNER DESKTOP - RICH MEDIA

[View Demo](#)

Position	Dimension (Pixel)	1 CPM (VNĐ)
<b>In-image Banner Basic</b>	Responsive 1:6 (Banner ad having gentle motions is displayed in the first image of an article. It can include video.)	18.000
<b>In-image takeover</b>	Responsive 1:6 (Banner ad uses a full image with 2-sec motion or animation. It returns to basic form then.)	25.000
<b>In-image frame</b>	Responsive 1:6 (Banner ad displays in the first image of an article. It includes an image and a basic category bordered.)	27.000
<b>In-image preroll</b>	Responsive 1:6 (Non-skippable video plays in 5s then switch to basic formats.)	30.000
<b>In-image carousel</b>	Responsive 1:6 (A carousel category containing images and brief informations is put below a basic ad.)	30.000
<b>In-image &amp; TVC in-read</b>	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	Maximum file weight	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD category (VND/Week)	1 CPM (VND)	Demo
Top Banner	640x160	3	80 Kb	20.000.000	12.000.000	-	20.000	<a href="#">Demo</a>
Center Banner 1	640x658	3	80 Kb	20.000.000	12.000.000	-	20.000	
Center Banner 2	640x658	3	80 Kb	15.000.000	9.000.000	-	20.000	
Bottom Banner	640x533	3	80 Kb	10.000.000	7.000.000	-	18.000	
Inpage Banner	720 x 1280	3	200kb	-	-	-	25.000	<a href="#">Demo</a>
In-article Banner	300x250	3	150kb	-	-	10.000.000	15.000	<a href="#">Demo</a>
	300x600	3	150kb	-	-	18.000.000	22.000	
In-read	587x85	3	150kb	-	-	10.000.000	15.000	<a href="#">Demo</a>
In-read Plus	587x85 -> 465 x260	3	150kb	-	-	15.000.000	20.000	<a href="#">Demo</a>
Masthead Mobile	640x320	3	150kb	20.000.000	12.000.000	-	20.000	<a href="#">Demo</a>
Floating Mobile	640x160	3	150kb	24.000.000	15.000.000	-	20.000	<a href="#">Demo</a>
Mobile Spin	360x360	3		28.800.000	18.000.000	-	30.000	<a href="#">Demo</a>
Floating Icon	Tối đa 100x100	3		-	-	13.000.000	-	<a href="#">Demo</a>

## 3. 2. MOBILE BANNER

[View Demo](#)

Position	Dimension (Pixel)	Description	1 CPM (VNĐ)
<b>In-image basic</b>	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
<b>In-image takeover</b>	Responsive 1:6	It uses a full image with 2-sec motion or animation. It returns to basic form then.	25.000
<b>In-image frame</b>	Responsive 1:6	It has an image and a basic category bordered.	27.000
<b>In-image preroll</b>	Responsive 1:6	Non-skippable video plays in 5s then switch to basic format.	30.000
<b>In-image carousel</b>	Responsive 1:6	A carousel category containing images and brief information is put below a basic ad.	30.000
<b>In-image &amp; TVC in-read</b>	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
- Background Full Banner
- Interactive Video 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

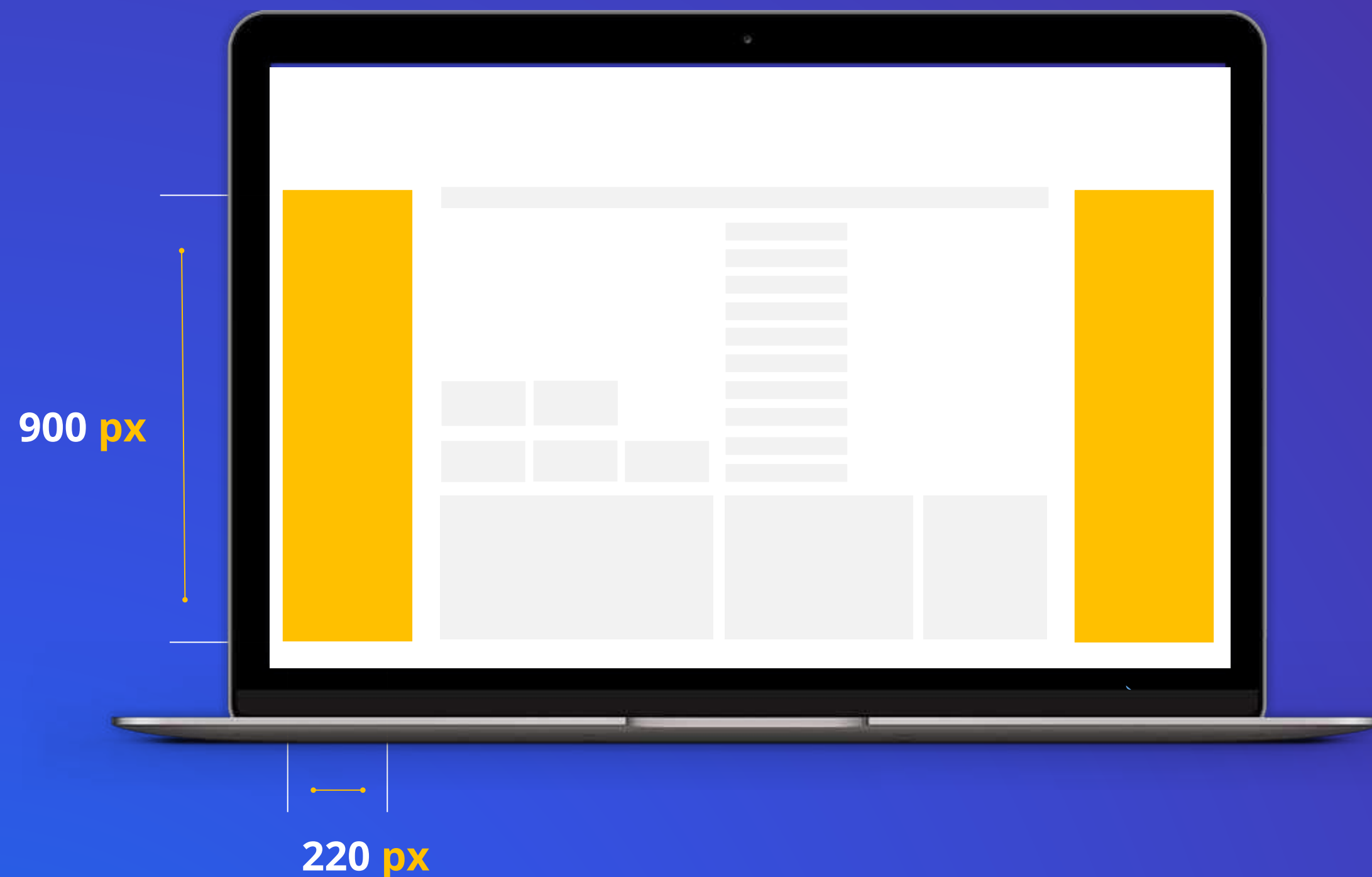


Side banner (Floating) is displayed in a fixed position, even when readers scroll the page.

[Demo](#)

# 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.



[Demo](#)

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

# FULL BACKGROUND BANNER

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



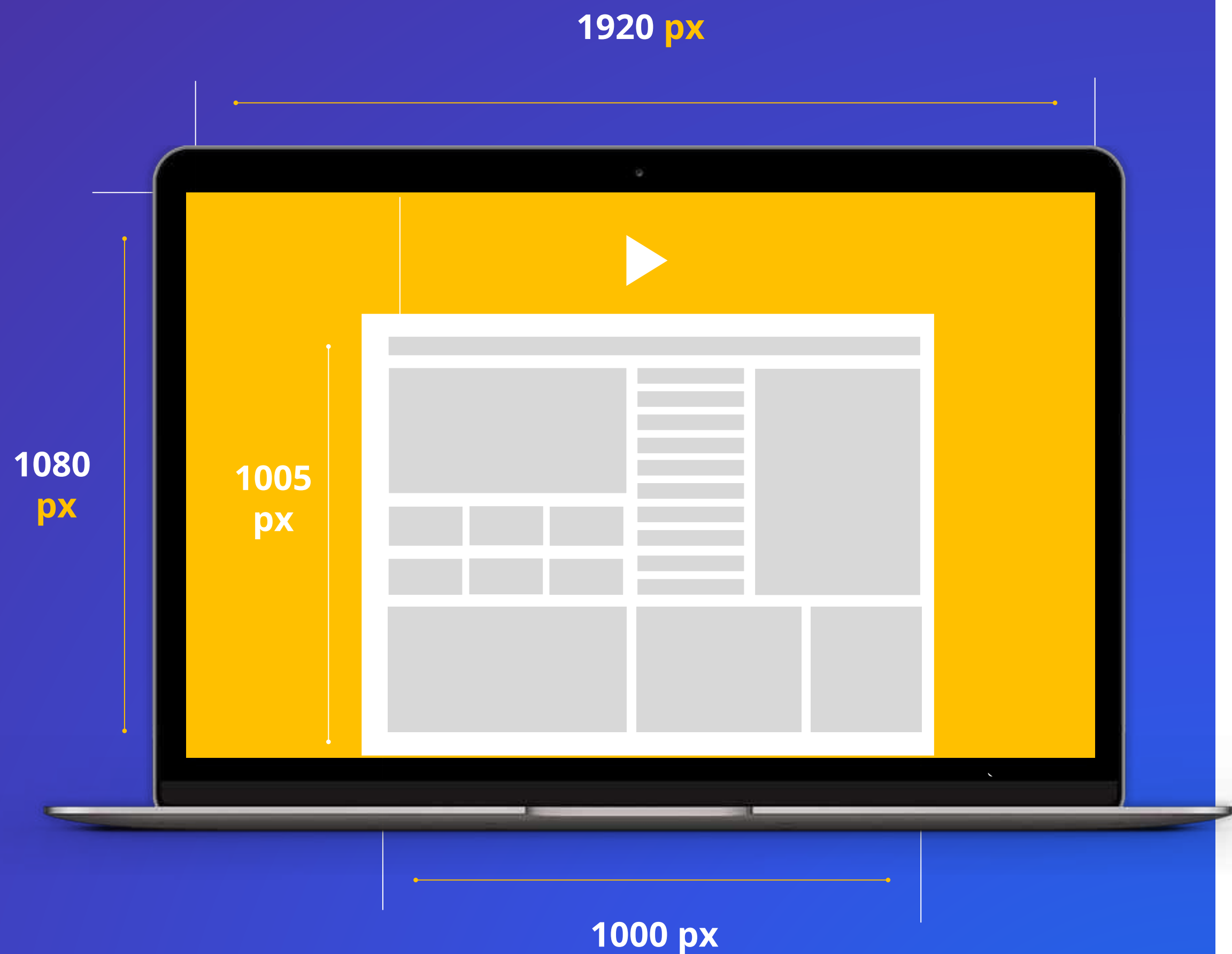
[Demo](#)

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



# INTERACTIVE BACKGROUND BANNER

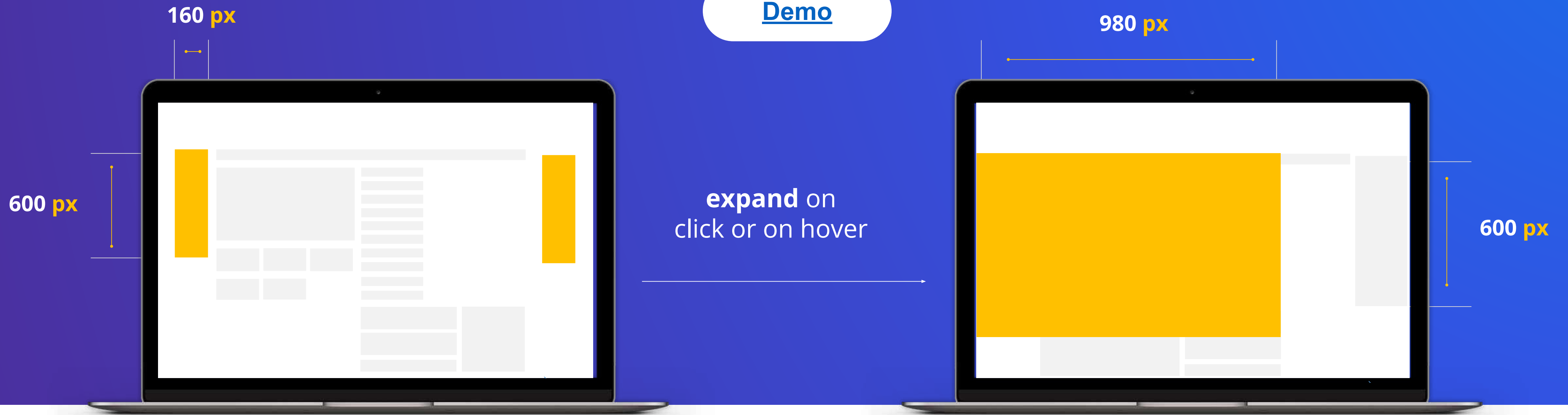
A large video banner ad is displayed on full screen to convey creative messages and strongly impress readers.



[Demo](#)

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

[Demo](#)



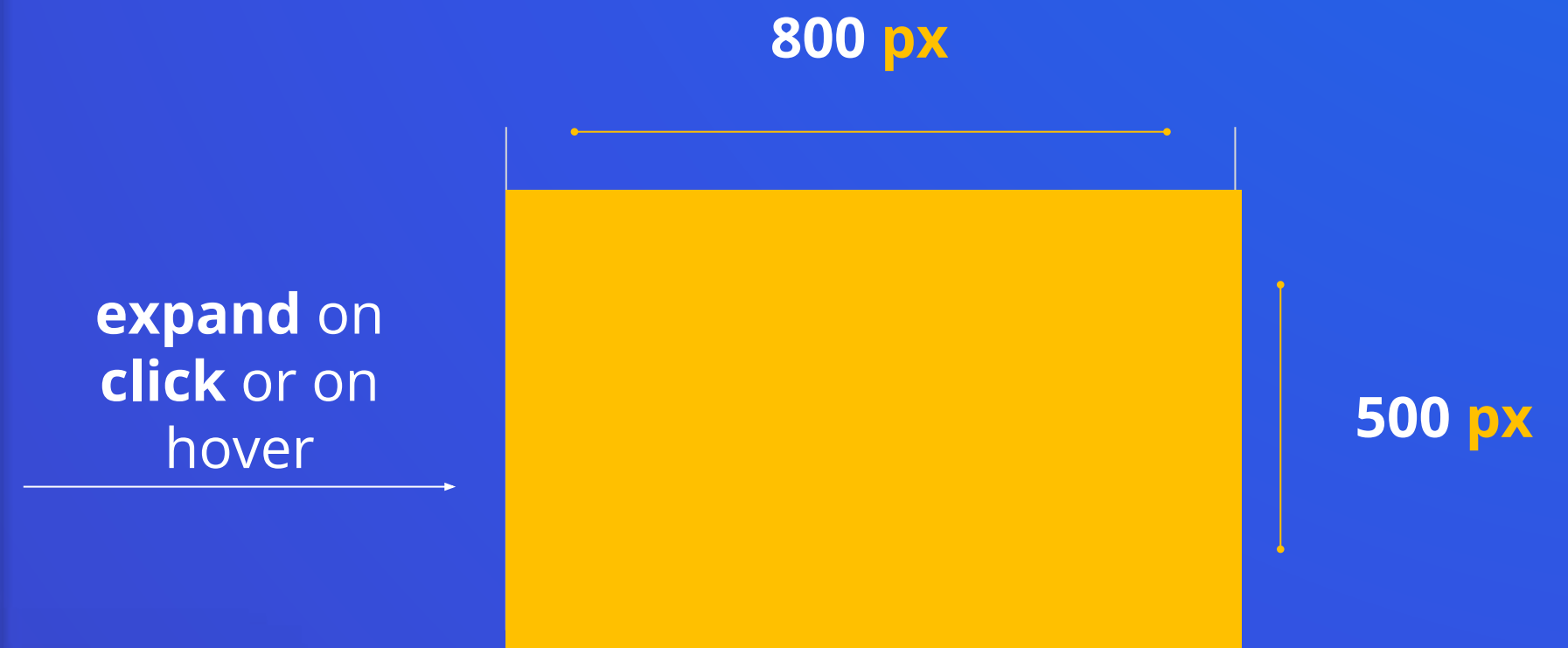
## SIDE BANNER EXPAND

A 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 size
Side Banner Expand	160x600 px	980x600px

5 Sizes for your choice

← Banner ad can be collapsed or expanded



# BALLOON AD

- Ads are always displayed in the bottom right corner of the screen with 5 types of sizes for you to choose.
- Rules can be applied from expandable size to shrink size.

Position	Dimension (Pixel)		Demo
	Original size	Expanded size	
Balloon Ad Standard	300x250px	-	<a href="#">Demo</a>
Balloon Ad Expand 1	300x250px	500x300px	<a href="#">Demo</a>
Balloon Ad Expand 2	300x250px	800x500px	<a href="#">Demo</a>
Balloon Ad Expand 3	120x600px	370x250px	<a href="#">Demo</a>
Balloon Ad Expand 4	120x600px	500x300px	<a href="#">Demo</a>

# 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	980x250px
Masthead Banner on Mobile	640x320px

X2.8 times  
the standard banner size

980 px

250 px

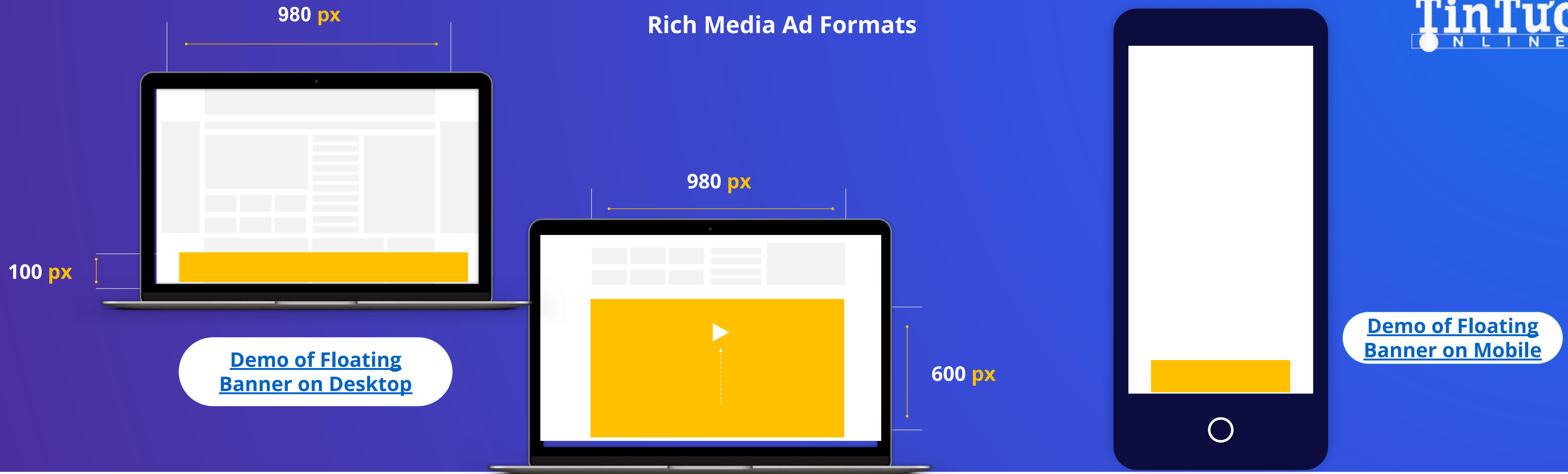
320 px

[Demo of Masthead Banner on Desktop](#)

[Demo of Masthead Banner on Mobile](#)



Rich Media Ad Formats



# FLOATING BANNER

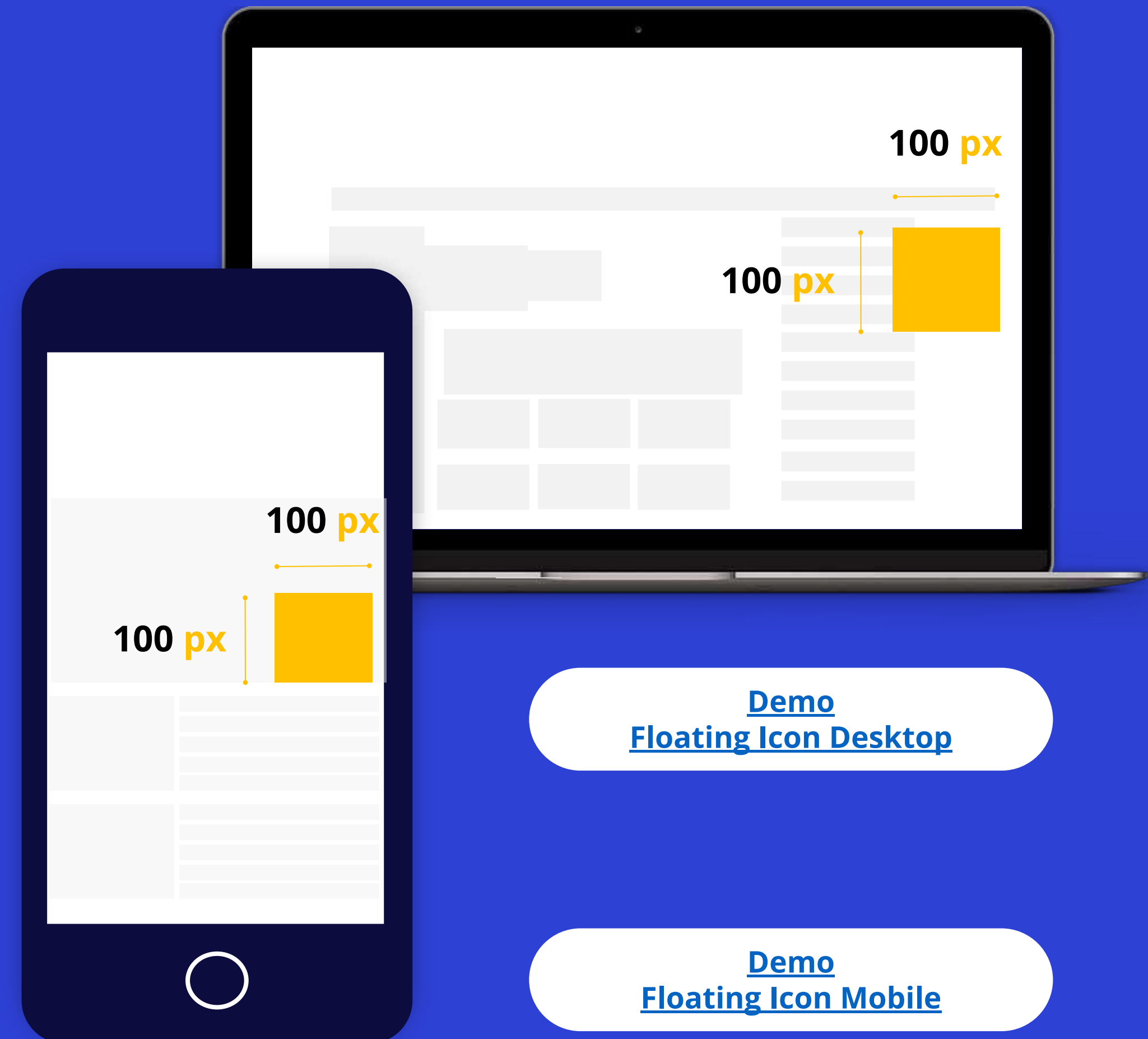
- **Floating Desktop:** A banner ad is displayed at the bottom of the screen. It keeps appearing, even when readers scroll page. It also expands when they drag. The banner ad only disappears when they click to close button.
- **Floating Mobile:** A banner ad is displayed at the bottom of the screen.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

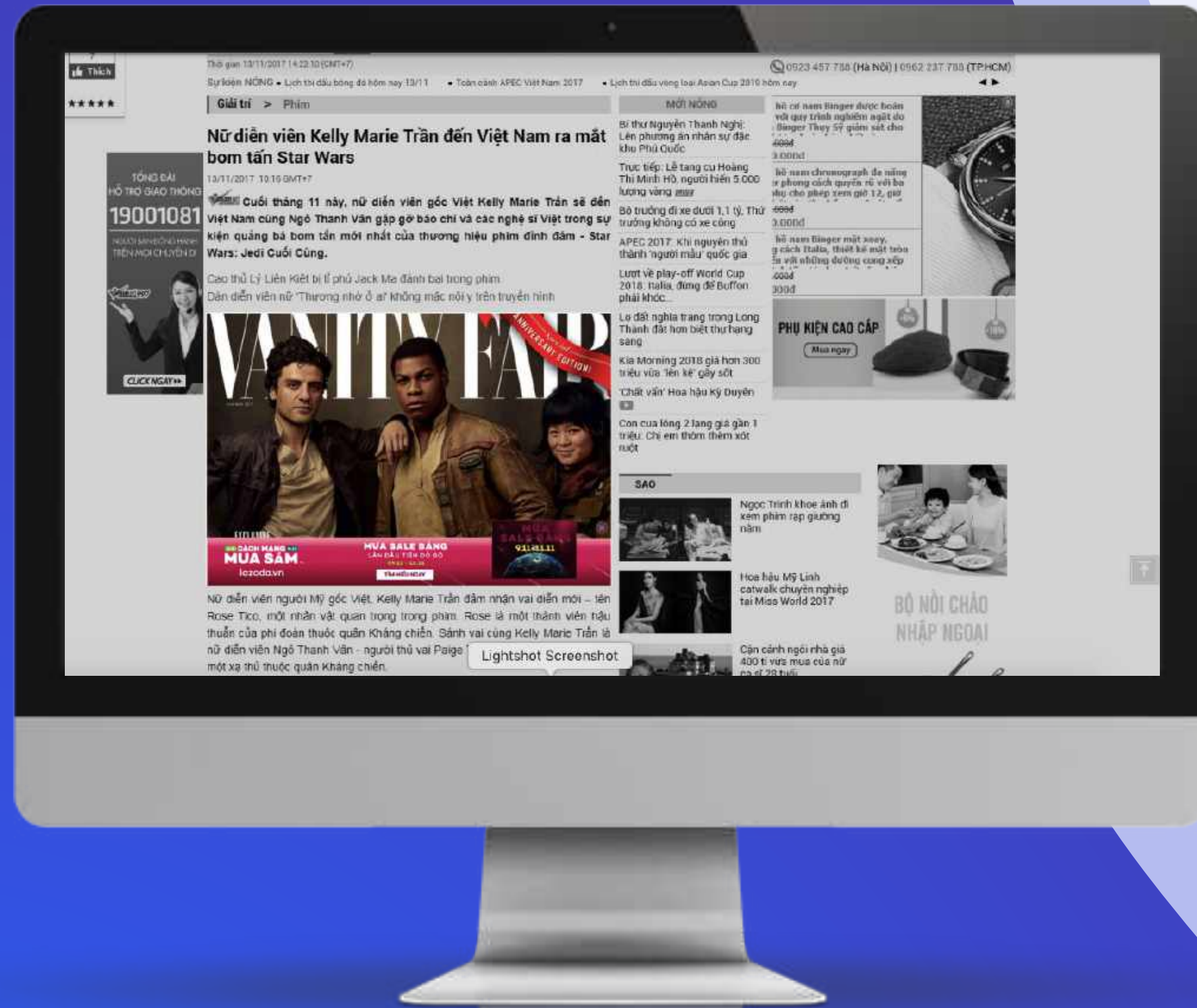
Position	Dimension (Pixel)	
	Original size	Expanded size
<b>Floating Desktop</b>	980x100px	980x600px
<b>Floating Mobile</b>	640x160px	

# 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



[Demo](#)

# 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.

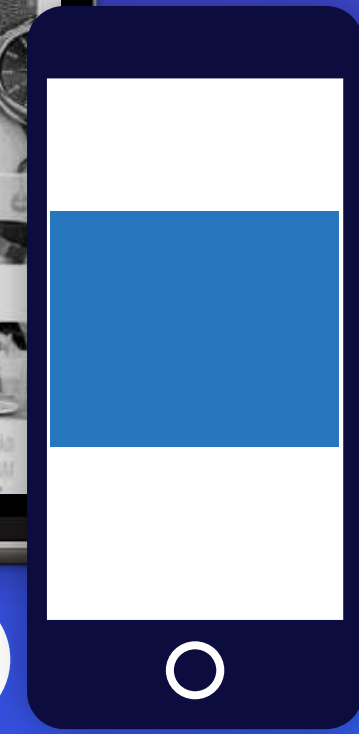


TTOL provides In-Image advertising solution for Desktop & Mobile devices





Desktop In-Image Takeover



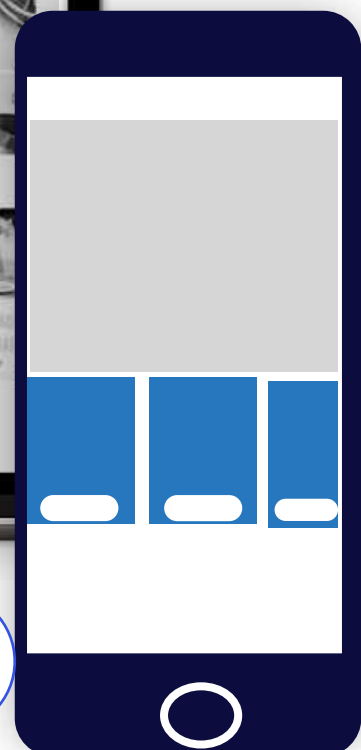
Mobile In-Image Takeover

**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



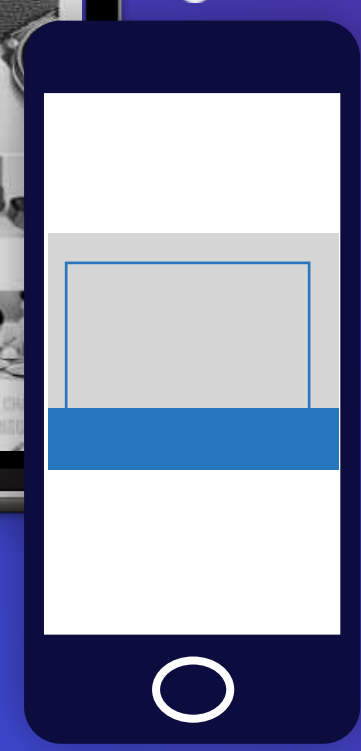
Mobile In-Image Carousel

**In-Image Carousel**

A carousel category containing images and brief informations is put below a basic ad.



Desktop In-Image Frame



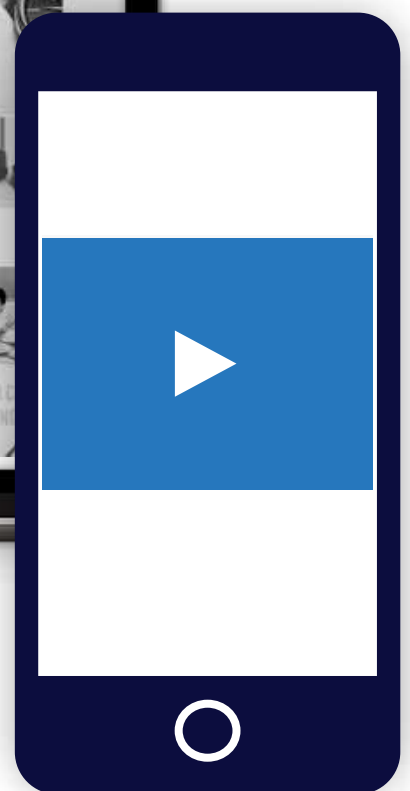
Mobile In-Image Frame

**In-Image Frame**

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



Desktop In-Image Preroll



Mobile In-Image Preroll

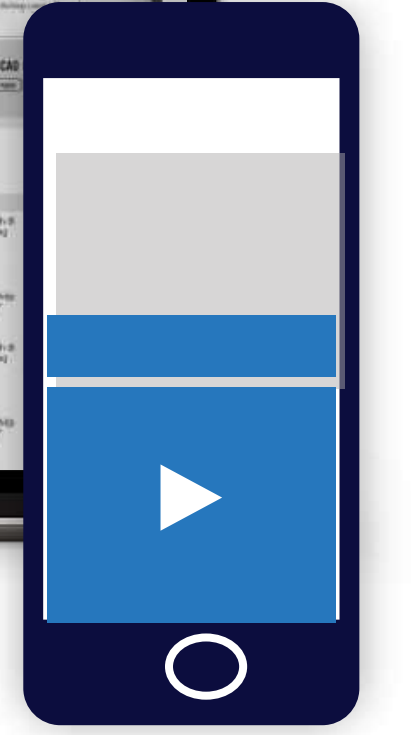
**In-Image Preroll**

Non-skippable video plays in 5s then switch to basic formats.

**5 creative In-image advertising formats.**



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 VNĐ/banner
	Resize banner	1.000.000 VNĐ/banner
	Host video in banner	5.000.000 VNĐ/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 VNĐ/day
Price for exclusive display = Default price of 3-user sharing mode X 2.8		
Price <b>does not include</b> VAT tax		

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