

# DISPLAY ADS



Applied since 07/2024

# TABLE OF CONTENT

- 1. WEBSITE TRAFFIC**
- 2. BENEFITS OF DISPLAY ADVERTISING**
- 3. RATE CARD & DEMO**
- 4. CONTACT INFORMATION**

# 1. WEBSITE TRAFFIC

**230.000.000**

Pageviews

**00:04:30**

Time on site

**30.000.000**

Users

## Gender



**55%**

Male



**45%**

Female

## Devices

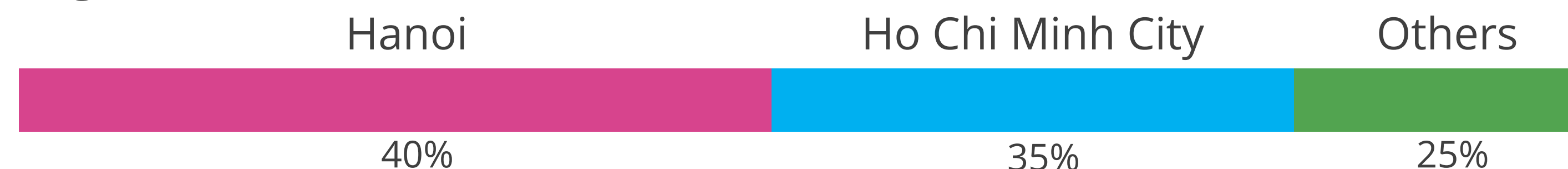


**30%**



**70%**

## Regions







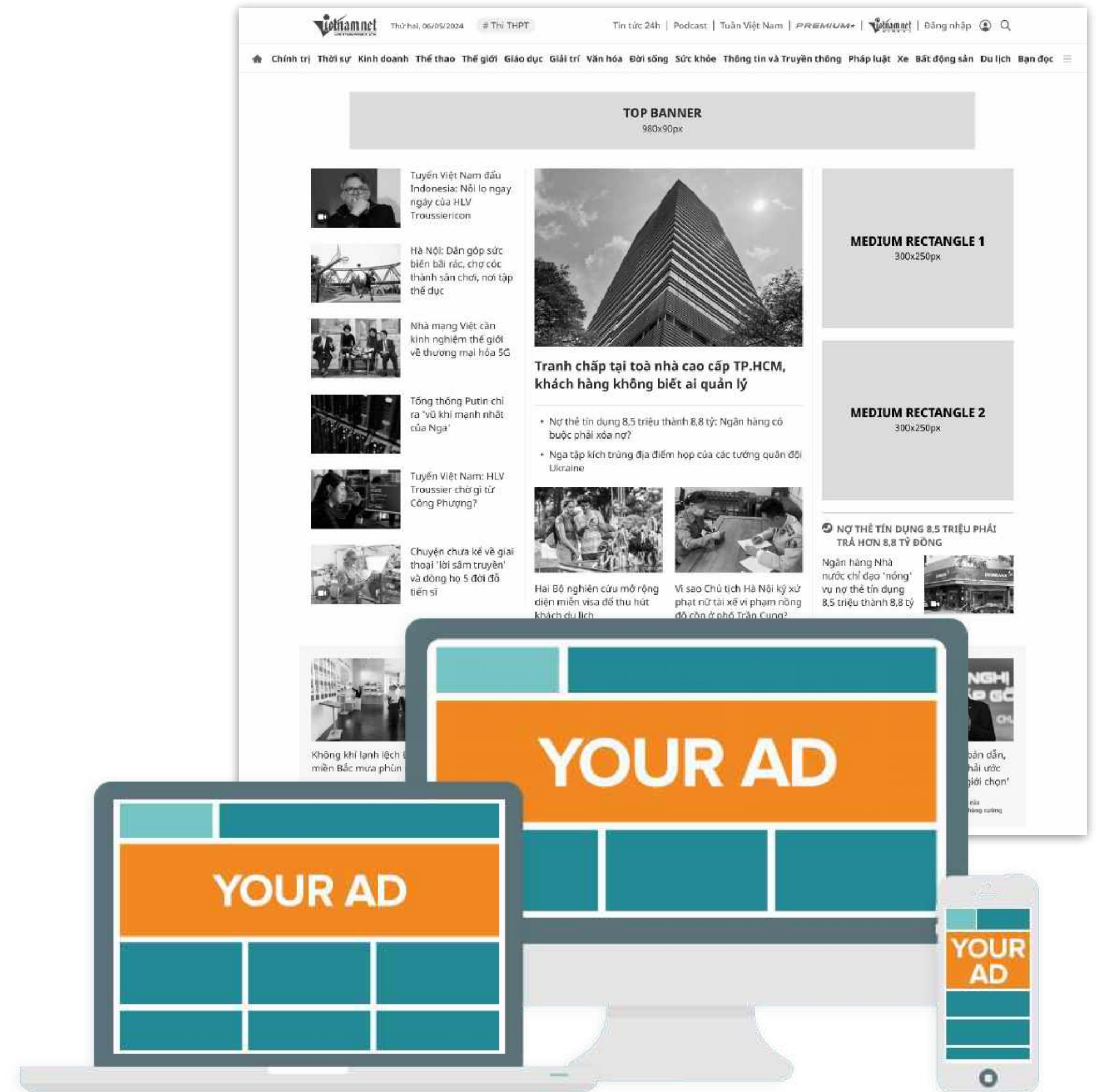
## Age



(\*) 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 VietNamNet.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 Homepage (VND/Week)	CPD cross-category (VND/Week)	CPD cross-article (VND/Week)	CPD 01 odd item (VND/Week)	1 CPM Homepage (VND)	1 CPM category (VND)	CPD cross-article (VND)
<b>Top Banner</b>	980x90	3	80.000.000	90.000.000	-	28.000.000	40.000	35.000	-
<b>Masthead Desktop</b>	1100x250 or 980x250	3	85.000.000	100.000.000	-	30.000.000	50.000	45.000	-
<b>Super Masthead</b>	1920x250	3	95.000.000	110.000.000	-	35.000.000	52.000	48.000	-
<b>Medium Rectangle 1</b>	300x250	3	80.000.000	90.000.000	-	28.000.000	40.000	32.000	-
<b>Medium Rectangle 2</b>	300x250	3	75.000.000	85.000.000	-	25.000.000	40.000	32.000	-
<b>Center Banner 1</b>	980x250	3	85.000.000	-	-	-	42.000	-	-
<b>Big Banner 1</b>	300x600	3	80.000.000	90.000.000	-	28.000.000	40.000	32.000	-
<b>Big Banner 2</b>	300x600	3	70.000.000	75.000.000	-	25.000.000	35.000	28.000	-
<b>Center Banner 2</b>	980x250	3	65.000.000	-	-	-	30.000	-	-
<b>Big banner 3</b>	300x600	3	55.000.000	60.000.000	-	20.000.000	22.000	18.000	-
<b>Center Banner 3</b>	980x250	3	50.000.000	-	-	-	20.000	-	-
<b>Bottom Banner</b>	980x250	3	45.000.000	50.000.000	-	15.000.000	18.000	15.000	-
<b>Article Banner 1 hoặc 2</b>	760x200	3	-	-	30.000.000	25.000.000	-	-	28.000
<b>Bottom in-article banner</b>	660x90	3	-	-	30.000.000	-	-	-	28.000

### 3.1. DESKTOP BANNER - RICH MEDIA

Position	Dimension (Pixel)	Share	CPD Homepage (VND/Week)	CPD cross-category (VND/Week)	CPD category (VND/Week)	01 CPM cross-website (VND)	01 CPM Homepage (VND)	1 CPM cross-category (VND)	Demo
<b>Full Background Banner</b>	1920x1280	3	110.000.000	121.000.000	44.000.000	-	55.000	44.000	<a href="#">Demo</a>
<b>Interactive Background Banner</b>	Video 15s (loops), full HD 16:9 (1920:1080)	3	190.000.000	210.000.000	90.000.000	-	85.000	68.000	<a href="#">Demo</a>
<b>Balloon Ad Standard</b>	300x250	3	-	50.000.000	25.000.000	-	-	18.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 1</b>	300x250 Expand: 500x300	3	-	65.000.000	33.000.000	-	-	24.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 2</b>	300x250 Expand: 800x500	3	-	75.000.000	37.000.000	-	-	36.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 3</b>	120x600 Expand: 370x250	3	-	52.000.000	26.000.000	-	-	20.000	<a href="#">Demo</a>
<b>Balloon Ad Expand 4</b>	120x600 Expand: 500x300	3	-	56.000.000	28.000.000	-	-	25.000	<a href="#">Demo</a>
<b>Floating Icon</b>	Maximum: 100x100	3	40.000.000	50.000.000	25.000.000	22.000	20.000	18.000	<a href="#">Demo</a>



### 3. 1. DESKTOP BANNER

Position	Dimension (Pixel)	Description	CPM cross-article (VND)	Demo
<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.	24.000	<a href="#">Demo</a>
<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.	33.000	<a href="#">Demo</a>
<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.	35.000	<a href="#">Demo</a>
<b>In-image Preroll</b>	Responsive 1:6	Non-skippable video plays in 5s then switch to basic formats.	38.000	<a href="#">Demo</a>
<b>In-image Carousel</b>	Responsive 1:6	A carousel category containing images and brief informations is put below a basic ad.	38.000	<a href="#">Demo</a>
<b>In-image &amp; TV in-read</b>	Responsive 1:6	A relevant TVC which is skipped after 5s playing is put below an image.	44.000	<a href="#">Demo</a>

# MOBILE BANNER



## 3. 2. MOBILE BANNER

[View Demo](#)

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category (VND/Week)	CPD cross-article (VND/Week)	1 CPM cross website (VND)	1 CPM cross-article (VND)	Demo
<b>Masthead</b>	640x320	4	55.000.000	30.000.000	38.000.000	-	35.000	-	<a href="#">Demo</a>
<b>Center banner 1</b>	640x533	4	60.000.000	33.000.000	51.000.000	-	31.000	-	
<b>Center banner 2</b>	640x533	4	55.000.000	31.000.000	44.000.000	-	30.000	-	
<b>Center banner 3</b>	640x533	4	50.000.000	30.000.000	40.000.000	-	30.000	-	
<b>Center banner 4</b>	640x533	4	40.000.000	24.000.000	32.000.000	-	30.000	-	
<b>Bottom banner</b>	640x533	4	35.000.000	20.000.000	28.000.000	-	30.000	-	
<b>Inpage banner</b>	720x1280	4	-	-	-	45.000.000	-	50.000	<a href="#">Demo</a>
<b>In-article banner</b>	300x250	4	-	-	-	35.000.000	-	28.000	<a href="#">Demo</a>
<b>In-article banner</b>	300x600	4	-	-	-	40.000.000	-	40.000	
<b>Bottom in-article banner</b>	640x80	4				20.000.000		20.000	<a href="#">Demo</a>
<b>In-read</b>	587x85	4	-	-	-	25.000.000	-	25.000	<a href="#">Demo</a>
<b>In-read plus</b>	587x85 (Expand: 465x260)	4	-	-	-	30.000.000	-	30.000	<a href="#">Demo</a>
<b>Floating banner</b>	640x160	4	55.000.000	30.000.000	38.000.000	-	35.000	-	<a href="#">Demo</a>
<b>Floating Icon</b>	Maximum: 100x100	4	-	-	-	35.000.000	-	28.000	<a href="#">Demo</a>

## 3. 2. MOBILE BANNER

[View Demo](#)

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category (VND/Week)	1 CPM cross website (VND)	Demo
<b>Mobile Spin</b>	360x360px. Banner is pinned at the bottom. Only 50% of the banner size is displayed on the screen	4	51.000.000	27.000.000	35.000.000	35.000	<a href="#">Demo</a>
<b>Mobile Spin card</b>	Default banner size is 640x320px which expands to 640x1386px when interactive. Banner includes 4 original frame with collapse button, corresponding to up to 4 expanded frames with a collapse button.	4	-	-	42.000.000	35.000	<a href="#">Demo</a>

## 3. 2. MOBILE BANNER

Position	Dimension (Pixel)	Description	CPM details (VND)	Demo
<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.	24.000	<a href="#">Demo</a>
<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.	33.000	<a href="#">Demo</a>
<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.	35.000	<a href="#">Demo</a>
<b>In-image Preroll</b>	Responsive 1:6	Non-skippable video plays in 5s then switch to basic formats.	38.000	<a href="#">Demo</a>
<b>In-image Carousel</b>	Responsive 1:6	A carousel category containing images and brief informations is put below a basic ad.	38.000	<a href="#">Demo</a>
<b>In-image &amp; TV in-read</b>	Responsive 1:6	A relevant TVC which is skipped after 5s playing is put below an image.	44.000	<a href="#">Demo</a>

*Note: View Demo of In-image Mobile Banners using Browser on iOS devices*

# RICH MEDIA ADS FORMAT

- Full Background Banner
- Interactive Background Banner
- Balloon Ad
- Masthead Banner
- Super Masthead Banner
- Floating Banner
- In-image Ad

# FULL BACKGROUND BANNER

A large banner ad is displayed on full screen to convey impressive messages, impact effectively on target audiences' minds.



[View Demo](#)

Position	Dimension (Pixel)
Static Banner	1920x1280
The center space	1140x1030

# INTERACTIVE BACKGROUND BANNER

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

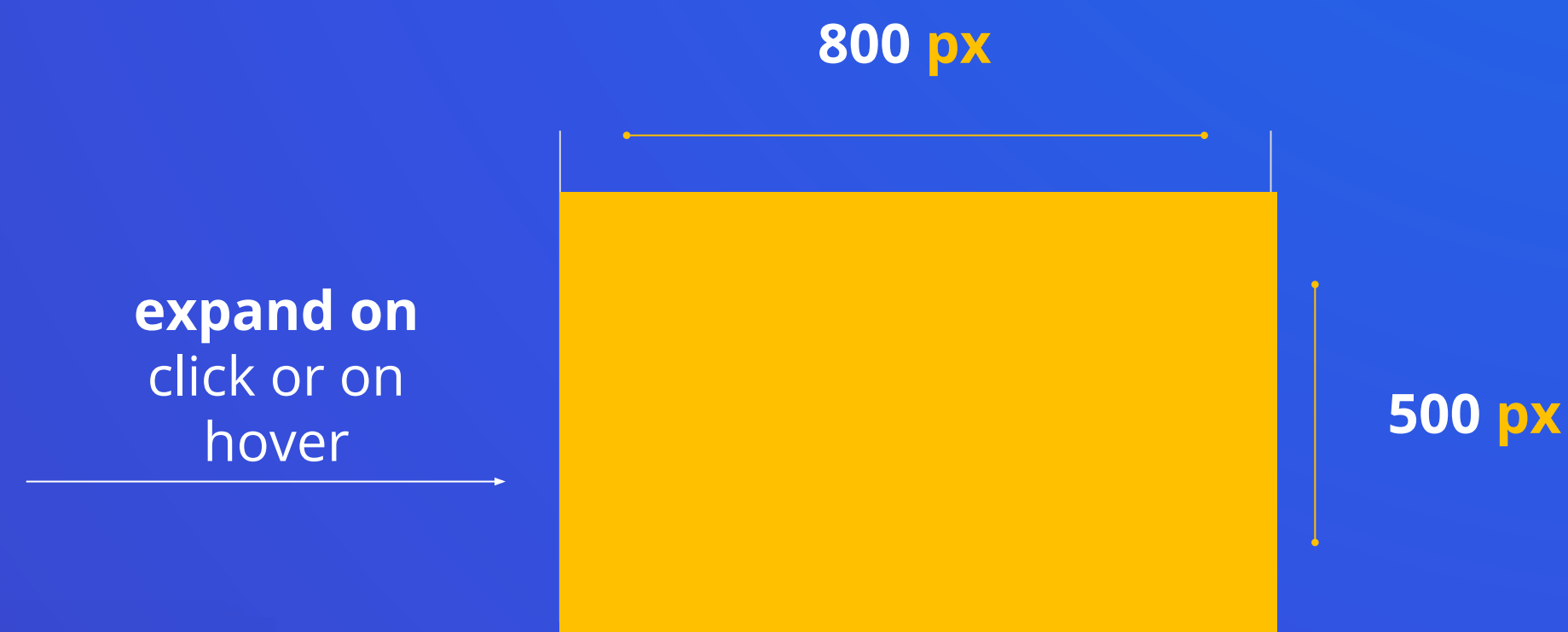


Video	Dimension (Pixel)
Video Background duration: 15s (loop).	
Max file size: 5Mb.	1920x1080
Size: full HD or ratio of 16:9	
The center space	1140x1030



## 5 Sizes for your choice

← Banner ad can be collapsed or expanded



# 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	
1 <sup>st</sup> Balloon Ad	300x250px	-	<a href="#">Demo</a>
2 <sup>nd</sup> Balloon Ad	300x250px	500x300px	<a href="#">Demo</a>
3 <sup>rd</sup> Balloon Ad	300x250px	800x500px	<a href="#">Demo</a>
4 <sup>th</sup> Balloon Ad	120x600px	370x250px	<a href="#">Demo</a>
5 <sup>th</sup> Balloon Ad	120x600px	500x300px	<a href="#">Demo</a>

# MASTHEAD BANNER

A banner ad is always displayed on 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	1100x250px or 980x250px
Masthead Banner on Mobile	640x320px

**X2.8 times**  
the standard banner size

1100 px or 980 px

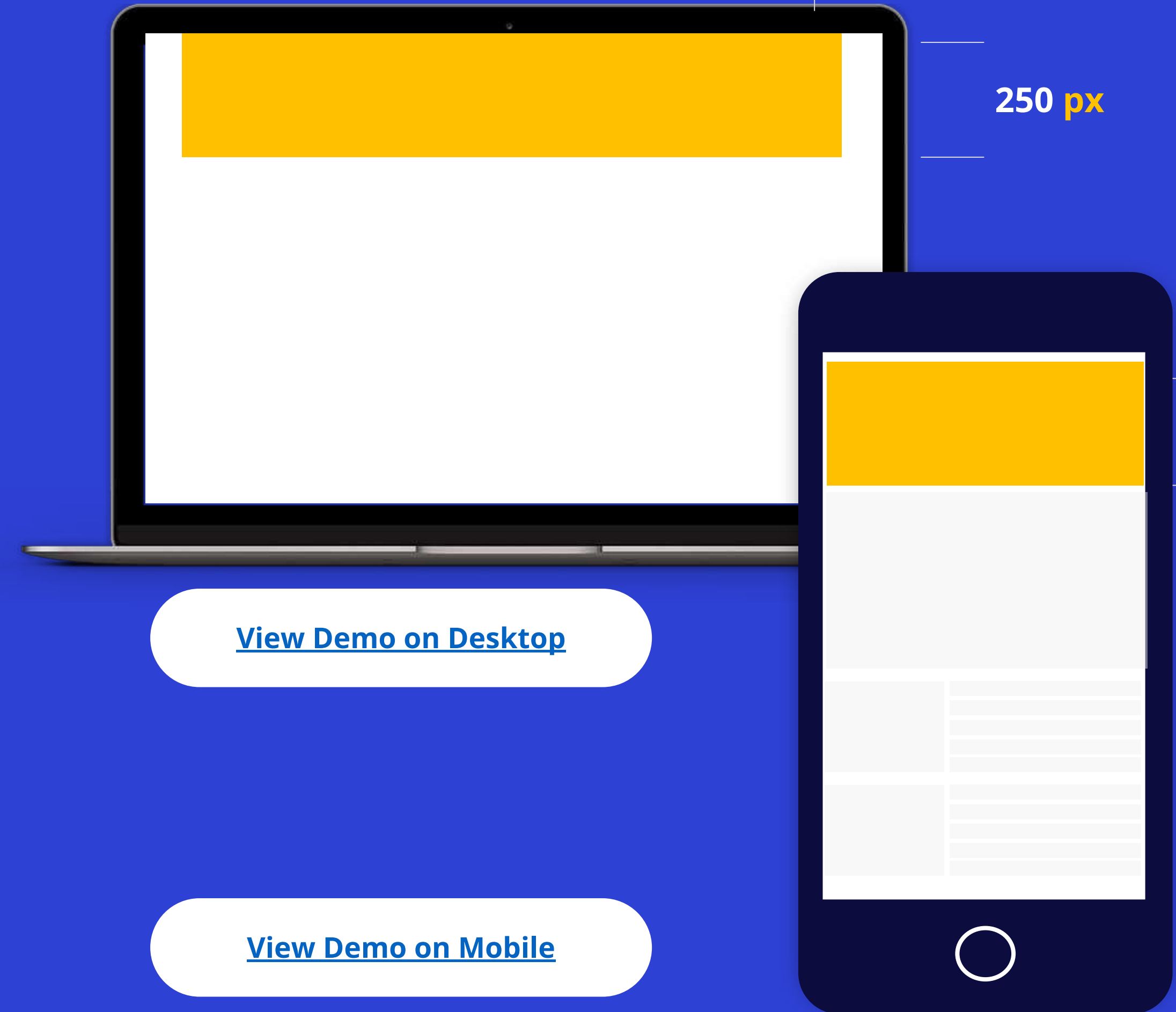
250 px

320 px

[View Demo on Desktop](#)

[View Demo on Mobile](#)

640 px



# SUPER MASTHEAD BANNER

A banner ad is always displayed on 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)
Super Masthead Banner	1920x250

**X2.8times**  
the standard banner size



[View Demo](#)

# FLOATING BANNER

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)
Floating Mobile	640x160px

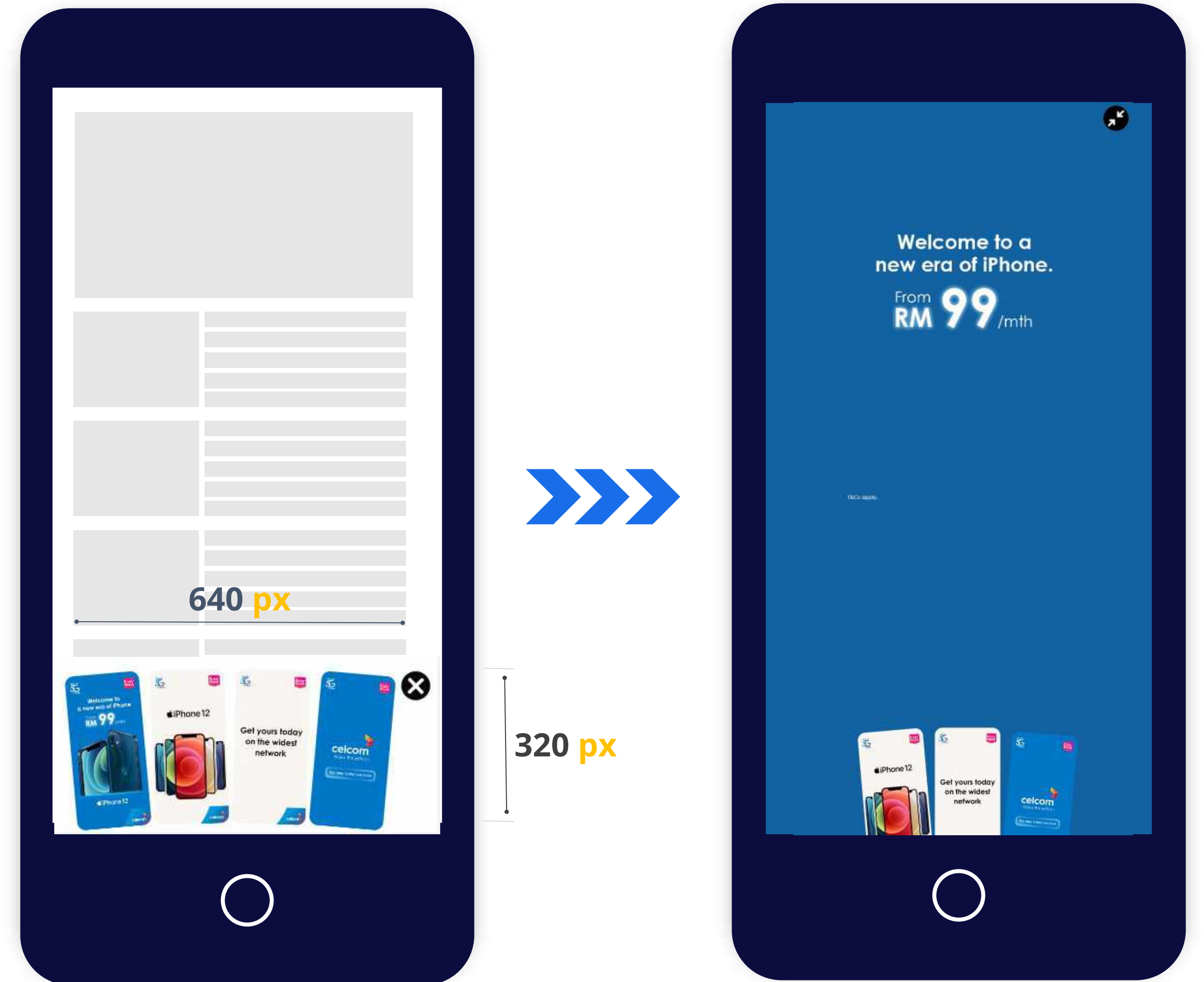


[View Demo](#)

# MOBILE SPIN CARD

- Banner default **size 640x320px, expand 640x1386px** when interactive.
- The banner consists of 4 collapsed frames with a shortcut button, corresponding to a maximum of 4 expanded frames with a collapsed button.

Position	Dimension (Pixel)
Mobile Spin card	640x320px, expand 640x1386px

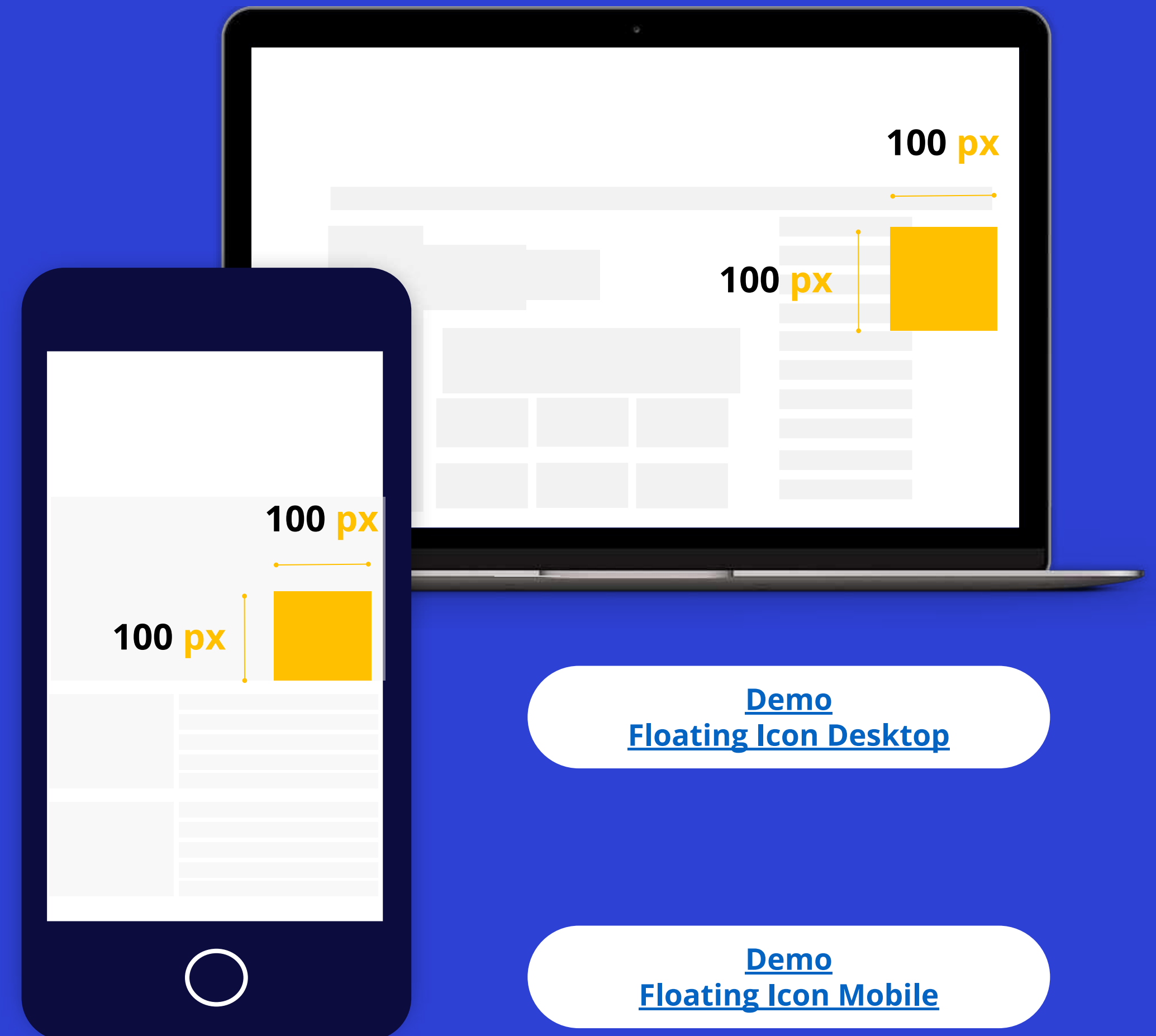


[View Demo](#)

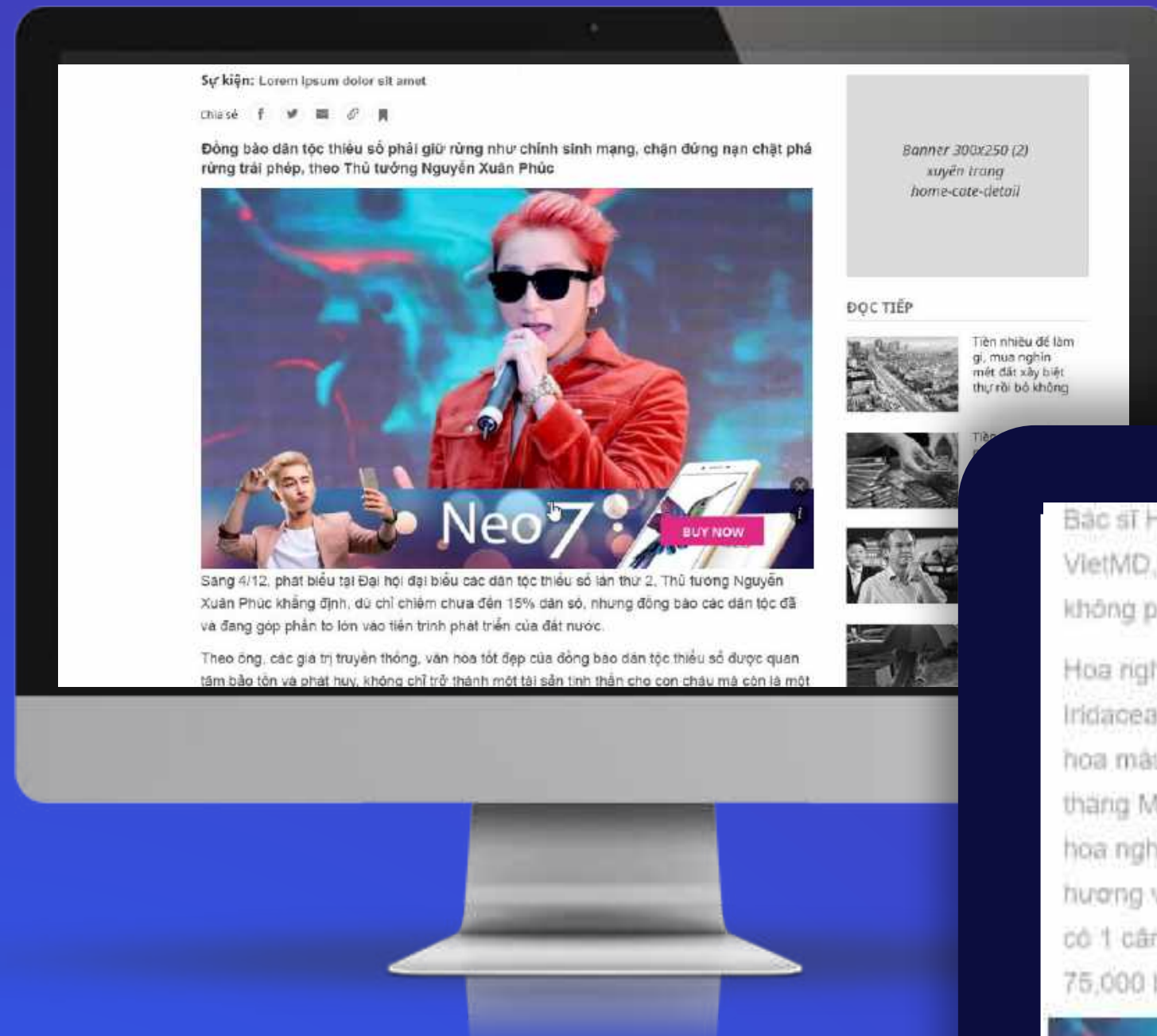
# FLOATING ICON

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



# IN-IMAGE BANNER



[View Demo on Desktop](#)



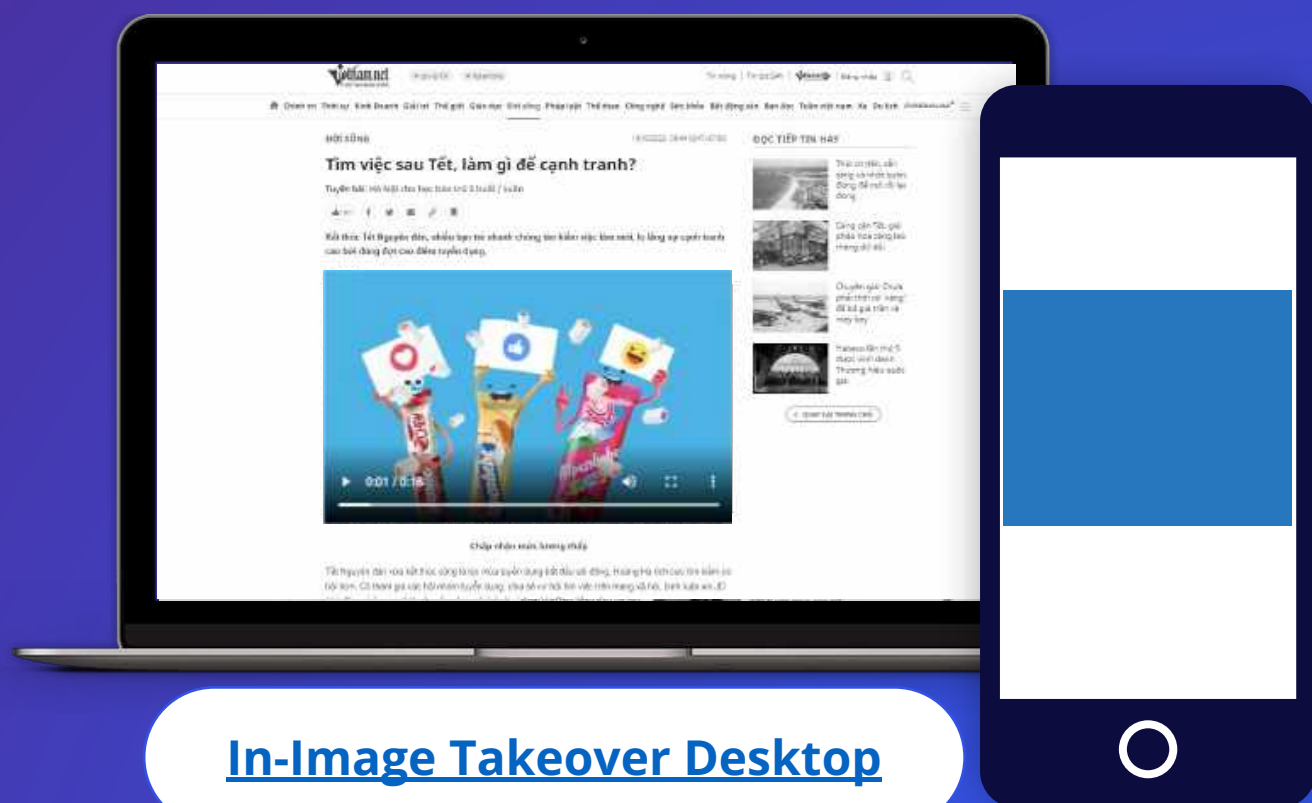
[View Demo on Mobile](#)

## 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.

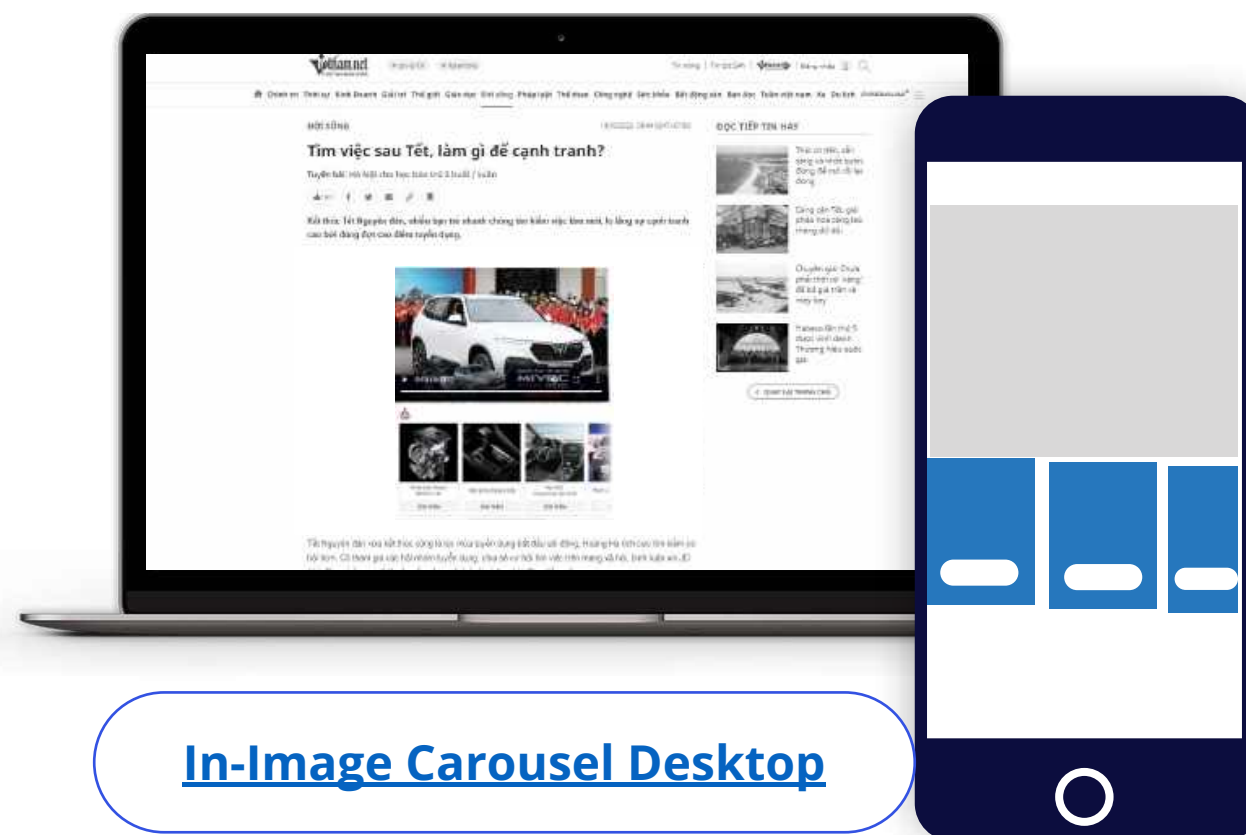


[In-Image Takeover Desktop](#)

[In-Image Takeover Mobile](#)

**In-Image Takeover**

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

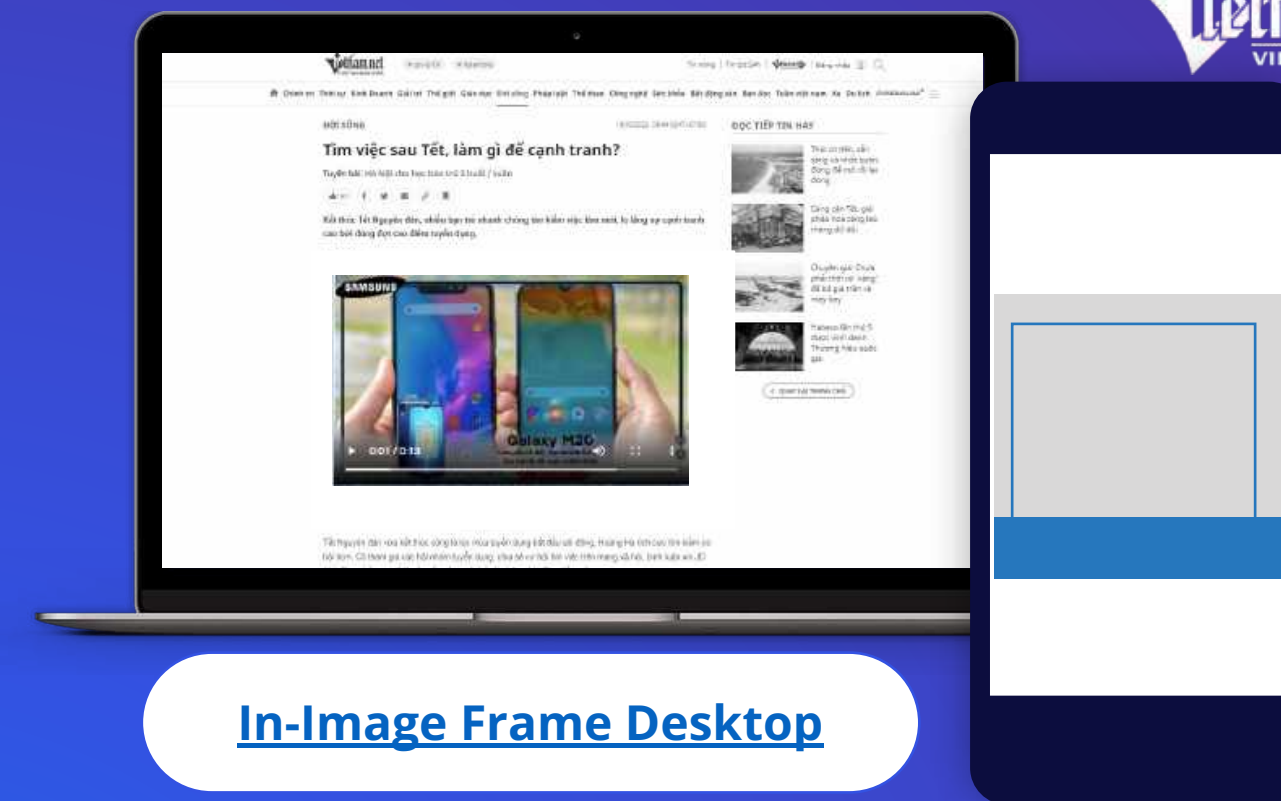


[In-Image Carousel Desktop](#)

[In-Image Carousel Mobile](#)

**In-Image Carousel**

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

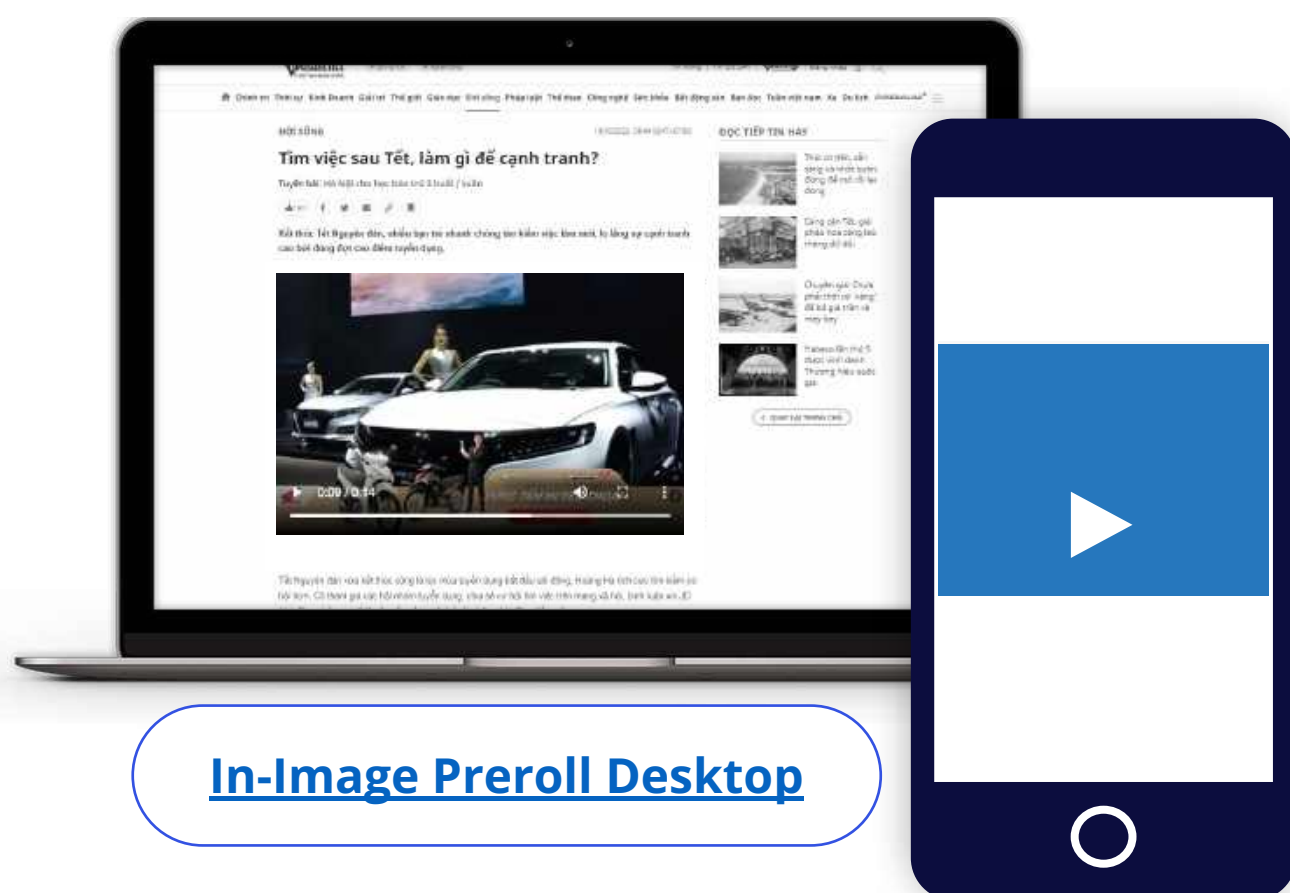


[In-Image Frame Desktop](#)

[In-Image Frame Mobile](#)

**In-Image Frame**

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



[In-Image Preroll Desktop](#)

[In-Image Preroll Mobile](#)

**In-Image Preroll**

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

**5 Creative In-image advertising formats**



[In-Image & TVC In-read Desktop](#)

[In-Image & TVC In-read Mobile](#)

**In-Image & TVC In-read**

A relevant TVC which is skipped after 5s playing is put below an image.





[Views demo banner 3D](#)

# OTHER COSTS

Content	Detail	Price
Banner 3D	<ul style="list-style-type: none"> <li>The banner appears in the form of a pop-up that automatically moves at the right corner (appears three frames with three 3D images).</li> <li>The user can interact with the banner directly with the scrolling button. The banner has a collapse button in the right corner if users want to turn off the display ad.</li> <li>When the user hovers over the ad area, the banner will appear sequentially with a vivid 3D image. These will not only attract users attention but also create a brand's own highlight for users.</li> <li>The banner size is 300 x 600 px. Frame automatically switches after 3s. Brands can attach TVC into the banner</li> </ul>	Default price x 1.3

# 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: 6MB
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 for exclusive display = Default price of 4-user sharing mode x 3.8		

**\*Note:**

- Ads are **not displayed on special pages** including Chính trị (Politics), Tuần Việt Nam, Góc Nhìn Thẳng (Straight View)
- In-image banner is **only displayed on some pages** including Giải trí (Entertainment), Đời sống (Life), Thể thao (Sport), Thông tin và Truyền thông (Information and Communication)
- Price **does not include** VAT tax

## Contact Information

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