

RATE CARD



VietNamNet JSC.,

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VIDEO AD RATE CARD

1. Rate card:

Name	Description	Price of 1 CPM (VND)		Minimum purchase package
		VietNamNet	2Sao or Tintuonline	
Pre-roll basic	<ul style="list-style-type: none"> - A promotional video plays before the content video - After 15s, viewer can choose to continue watching or turn off the promotial video - Format: TVC of full screen Banner 	40,000	25,000	500 CPM/week
Pre-roll plus	<ul style="list-style-type: none"> - A promotional video plays before the content video - Add on banner (120x120 pixel) to recommend ad is displayed on bottom right corner of screen - Format: <ul style="list-style-type: none"> + TVC of full screen Banner + Small banner at the corner of screen 	65,000	45,000	500 CPM/week
TVC in-read	<ul style="list-style-type: none"> - A promotional video plays in the content of article, alongside with reader's storyline - Maximum time to display ad is 15s, after 6s the "Skip" button will appear on the TVC - Format: TVC - TVC dimension: 640 x 360 pixels 	40,000	25,000	500 CPM/week
Video Overlay	<ul style="list-style-type: none"> - A banner ad appears overlay the content video, occupy part of current video area - Maximum time to display ad is 30s - Format: Banner 	65,000	45,000	500 CPM/week

2. General regulations:

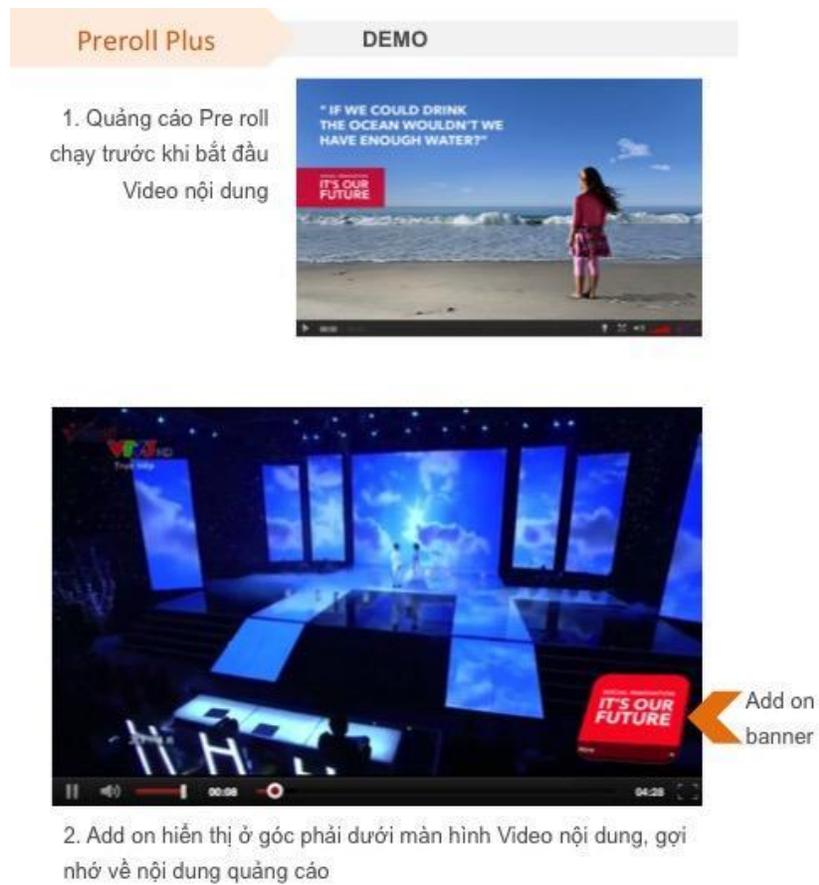
- Price: not included VAT 10%
- Advertising contract with display duration less than 7 days will be rounded up to 1 week
- Advertisements must be submitted 3 days in advance
- Standard regulation: video file weight \leq 5Mb, "Skip" button appears after 5s
- Contents of advertisement must comply with State regulations and are approved by VietNamNet news.

VIDEO ADS DEMO

1. Preroll Basic:



2. Preroll Plus:



3. TVC in-read:

