



DESKTOP BANNER ADS

VietNamNet JSC.,

Hanoi: 4th Floor, C'land Building, 156 Xa Dan II St., Dong Da Dist. – Tel: 024 37 727 988

HCM City: 4th Floor, TF Building, 408 Dien Bien Phu St., Ward 11, Dist. 19 – Tel: 028 38 180 436

RATE CARD FOR BANNER ADS ON TINTUONLINE.COM.VN

(Desktop Version)

1. CPD:

Position		Dimension (pixel)	Share	Price (million VND/week)			
				Home- page	Entertain ment group	General News group	Society group
1	Top Banner	980x90	3	20	10	5	5
1A, 1B	Half Top Banner 1,2	468x90	3	12	6	3	3
9A, 9B	Side Banner 1,2 (floating)	120x300	3	12	6	3	3
9A + 9B	Double Side Banner	120x300	3	22	11	5.5	5.5
4A, 4B	Medium Rectangle 1,2	300x250	3	15	7.5	4	4
5A, 5B	Mini Rectangle 1,2	300x125	3	9	4.5	2.5	2.5
5C, 5D	Mini Rectangle 3,4	300x125	3	7	3.5	2	2
6	Medium Rectangle 3	300x250	3	9	4.5	2.5	2.5
Zone 1	Zone Banner 1	300x300	3	9	4.5	2.5	2.5
7A	High Banner 1	160x600	3	9	4.5	2.5	2.5
7B	High Banner 2	120x600	3	8	4	2	2
8A	Article Banner 1	468x90	3	-	3.5	2	2
8B	Article Banner 2	468x90	3	-	3	1.5	1.5
Zone 2	Zone Banner 2	300x600	3	14.5	7.5	4	4
Zone 3	Zone Banner 3 (floating)	300x600	3	18	9	4.5	4.5
Clock Ad	Includes Top Banner 980x90 & Double Side banner 120x600 display simultaneously		3	53	26.5	13.25	13.25
Bacground Banner (display on both page’s left & right sides) Standard: 120x500 Full: 220x900			3	35	20	8	8

❖ Notes for CPD banner ads:

▪ Categories classification Tintuonline:

- Entertainment group includes the following category pages: Giải trí (Entertainment), Đẹp (Beauty), Thể thao (Sport), Mạng xã hội (Social network), Quiz, Video, Ảnh (Photo)
- General News group includes the following category pages: Xã hội (Society), Thế giới (World), Kinh doanh (Business), Công nghệ (Technology)

- Society group includes the following category pages: Đời sống (Lifestyle), Giáo dục (Education), Tâm sự (Confession), Sức khỏe (Health)
- Customers purchase by group of category pages: banner ads will be displayed on every category pages in group
- **Price for expanded dimension banner:**
 - 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
 - Full screen expansion = Default price + 3,000,000 VND/day
- **Price for exclusive display = Default price of share 3 display x 2.8**

2. CPM:

❖ *Minimum purchase package: 500 CPM/week (equivalent to 500,000 impressions)*

Position		Dimension (pixel)	Price (VND/CPM)	
			Home-page	All pages
1	Top Banner	980x90	7,500	9,000
1A, 1B	Half Top Banner 1,2	468x90	5,500	7,000
9A, 9B	Side Banner 1,2 (floating)	120x300	5,500	7,000
9A + 9B	Double Side Banner	120x300	7,500	9,000
4A, 4B	Medium Rectangle 1,2	300x250	5,500	7,000
5A, 5B, 5C, 5D	Mini Rectangle 1,2	300x125	2,500	4,500
6	Medium Rectangle 3	300x250	4,500	6,000
Zone 1	Zone Banner 1	300x300	5,000	6,500
7A	High Banner 1	160x600	5,500	7,000
7B	High Banner 2	120x600	5,000	6,500
8A, 8B	Article Banner 1, 2	468x90	None	4,500
Zone 2	Zone Banner 2	300x600	5,500	7,000
Zone 3	Zone Banner 3 (floating)	300x600	6,000	7,500
Rich Media	Floating Expand	Original: 120x300 Expanded: 980x600	20,000	12,000
Rich Media	Balloon Ad	Standard 300x250	10,000	14,000
		Original: 300x250 Expanded: 500x300	13,000	18,000
		Original: 300x250 Expanded: 800x500	20,000	27,000
Rich Media	Masthead	980x250	None	31,000

3. General regulations :

- Price: not included VAT 10%
- “Share 3” explanation: 3 advertisements are displayed alternately on the same ad slot, each page view of a user will display only 1 banner
- Advertising contract with display duration less than 7 days will be rounded up to 1 week
- Banner ads must be submitted 1 day in advance for normal kind, or 3 days in advance for special kind
- Standard regulations for banner ad: File format: JPG/GIF/FLASH. File weight: up to 50KB maximum
- Regulation for special banner ad: File weight: up to 100KB maximum
- Contents of advertisement must comply with State regulations and are approved by VietNamNet editorial office.
- Design costs for banner ad:
 - ✓ 2,000,000 VND/ standard flash banner;
 - ✓ 1,000,000VND/ Resize banner
 - ✓ Hosting video in banner: 5,000,000 VND/ week. Video file weight: up to 3MB maximum

BANNER AD DEMO IN TINTUCONLINE.COM.VN HOMEPAGE

The screenshot shows the homepage of TinTuc.com.vn. The layout includes a top navigation bar with categories like THỜI SỰ, THẾ GIỚI, QUẢN TRỊ, BỒI DƯỠNG, QUẢN LÝ, KINH DOANH, VIDEO, PHOTOS, THỂ THAO, CÔNG NGHỆ, THÁP LƯỢT, and VUI LÊ. The main content area is divided into several sections, each with a banner ad position labeled as follows:

- 1A**: Large banner at the top left.
- 1B**: Large banner at the top right.
- 3**: Large banner in the middle left section.
- 4A**: Medium banner in the middle left section.
- 4B**: Medium banner in the middle left section.
- 5A**: Medium banner in the middle left section.
- 5B**: Medium banner in the middle left section.
- 5C**: Medium banner in the middle left section.
- 5D**: Medium banner in the middle left section.
- 6**: Medium banner in the middle left section.
- 9A**: Medium banner on the far left.
- 9B**: Medium banner on the far right.
- ZONE 1**: Large banner at the bottom left.

The screenshot shows the homepage of TinTuc.com.vn. The layout includes a top navigation bar with categories like THỜI SỰ, THẾ GIỚI, QUẢN TRỊ, BỒI DƯỠNG, QUẢN LÝ, KINH DOANH, VIDEO, PHOTOS, THỂ THAO, CÔNG NGHỆ, THÁP LƯỢT, and VUI LÊ. The main content area is divided into several sections, each with a banner ad position labeled as follows:

- 7A**: Medium banner in the middle right section.
- 7B**: Medium banner in the middle right section.
- ZONE 2**: Large banner in the middle right section.
- ZONE 3**: Large banner in the middle right section.
- 10**: Medium banner at the bottom right.

BANNER AD DEMO IN TINTUONLINE.COM.VN CATEGORY PAGE



Tin Tức
TintuOnline.com.vn | 888 7703, liên hệ ngay với chúng tôi

1A **1B**

Nghề người mẫu ngày càng bị coi thường?
Thứ sáu, 13/04/2018 10:47

4A **4B** **9B**

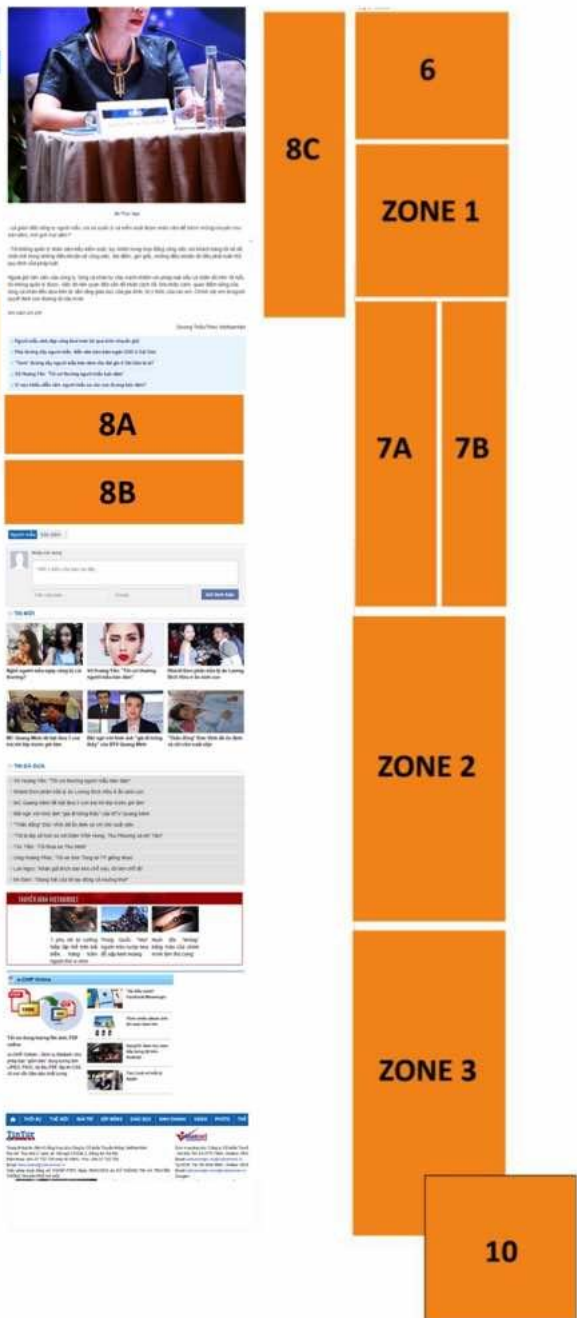
9A

5A **5B** **5C** **5D**

VIDEO

PHOTO

10



6

8C

ZONE 1

7A **7B**

ZONE 2

ZONE 3

10

BALLOON AD DEMO

Watch live: <http://183.91.14.6/SeaBest2014/demo.htm>

Expand 500x300



Expand 800x500



BACKGROUND BANNER AD DEMO

