

## RATE CARD

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## DESKTOP BANNER ADS

### VietNamNet JSC.,

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# RATE CARD FOR BANNER ADS ON GAMESAO.VN

## (Desktop Version)

### 1. CPD:

Position		Dimension (pixel)	Share	Price (million VND/week)
1	Top Banner	980x90	3	8
1A, 1B	Half Top Banner 1,2	468x90	3	4.5
9A, 9B	Side Banner 1,2 (floating)	120x300	3	6
9A + 9B	Double Side Banner	120x300	3	11
4A, 4B	Medium Rectangle 1,2	300x250	3	6.5
5A, 5B	Mini Rectangle 1,2	300x125	3	3.5
5C, 5D	Mini Rectangle 3,4	300x125	3	2.5
6	Medium Rectangle 3	300x250	3	3.5
Zone 1	Zone Banner 1	300x300	3	3.5
7A	High Banner 1	160x600	3	3.5
7B	High Banner 2	120x600	3	3
8A	Article Banner 1	468x90	3	2.5 (not display on homepage)
8B	Article Banner 2	468x90	3	2 (not display on homepage)
Zone 2	Zone Banner 2	300x600	3	5.5
Zone 3	Zone Banner 3 (floating)	300x600	3	7
Clock Ad	Includes Top Banner 980x90 & double Side banner 120x600 display simultaneously		3	24.5

#### ❖ Note for CPD banner ads:

- Banner ads will be displayed on every pages (exclude 8A, 8B not available on homepage)
- **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)
1A	Top Banner	980x90	5,000
1B	Half Top Banner 1,2	468x90	3,000
9A, 9B	Side Banner 1,2 (floating)	120x300	3,000
9A + 9B	Double Side Banner	120x300	5,000
4A, 4B	Medium Rectangle 1,2	300x250	3,000
5A, 5B, 5C, 5D	Mini Rectangle 1,2	300x125	1,500
6	Medium Rectangle 3	300x250	2,500
Zone 1	Zone Banner 1	300x300	3,500
7A	High Banner 1	160x600	3,500
7B	High Banner 2	120x600	3,000
8A, 8B	Article Banner 1, 2	468x90	1,500
Zone 2	Zone Banner 2	300x600	4,000
Zone 3	Zone Banner 3 (floating)	300x600	4,500
Rich Media	Floating Expand	Original: 120x300 Expanded: 980x600	7,000
Rich Media	Balloon Ad	Original: 300x250 Expanded: 500x300	6,000
Rich Media		Original: 300x250 Expanded: 800x500	9,500
Rich Media	Masthead	980x250	12,000

## 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 ON GAMESAO.VN

The screenshot shows the homepage of Gamesao.vn. At the top is a navigation bar with the logo and menu items like 'GAME ONLINE', 'E-SPORT', 'PC & CONSOLE', 'GAME MOBILE', 'OFFICER', 'ĐỒ THƠ', 'LÀNG GAME', 'CHƠI', and 'GAME STORE'. Below the navigation bar are two main content columns labeled 1A and 1B. Column 1A features a large banner for 'Bắn Tàu Lạ - Game nội dung bảo vệ biển đảo chính thức ra mắt' with a 'BOOM!' graphic. Below this is a 'TIN LIÊN QUAN' section with several smaller article thumbnails. Column 1B contains a 'GIFT CODE' section with a list of codes and their corresponding game titles. To the left of the main content is a vertical sidebar labeled 9A, and to the right is another vertical sidebar labeled 9B. At the bottom of the main content area, there are several more article thumbnails, each with an orange label: 4A, 4B, 5A, 5B, 5C, 5D, and 6.

This screenshot shows a vertical list of news articles on the Gamesao.vn website. Each article has a thumbnail image and a title. The articles are: 'Nàng Astrid trong Bí kíp luyện rồng 2 phiên bản Việt Nam đẹp hoàn hảo', 'Hệ thống chỉ số ẩn trong F03 (P3) - Positional và Goalkeeper', 'Nhìn lại những mùa giải đã qua của Arena Premier League', 'IACEI Tổng hợp kết quả giải đấu 2vs2 Hà Nội Open 2014', 'Các phần mềm chống virus miễn phí tốt nhất cho game thủ', 'Gặp nữ đầu hành cực tomboy của Advance Dino', 'Tiểu Ngạc Giang Hồ 3D tung Trailer hùng tráng đón chào chủ Sinh Tử Phù', 'Phốt trải lòng của game thủ Cửu Âm Chân Kinh 2 sau khi bỏ server quốc tế', 'Diễm tin làng game PC&Console thế giới ngày 4/11/14', 'Xem giải Ngoại hạng, Du ngoạn nước Anh cùng FIFA Online 3', 'Cha đẻ Running Hoy trải lòng về việc bị tố 'nhả' Hoy đi nhà', and 'Nhật ký của một Đại ca giang hồ tài nghệ Mộng Vô Lâm'. At the bottom of the list is an article titled 'Blizzard liên tiếp nhận được tin vui'. Orange labels are overlaid on the right side of the page: 7A and 7B are placed between the first and second articles; ZONE 1 is placed between the second and third articles; ZONE 2 is placed between the fourth and fifth articles; ZONE 3 is placed between the sixth and seventh articles; and 10 is placed between the eighth and ninth articles.