

VIETNAMNET JSC.,

# RATE CARD 2017



## RATE CARD

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

## GENERAL REGULATIONS

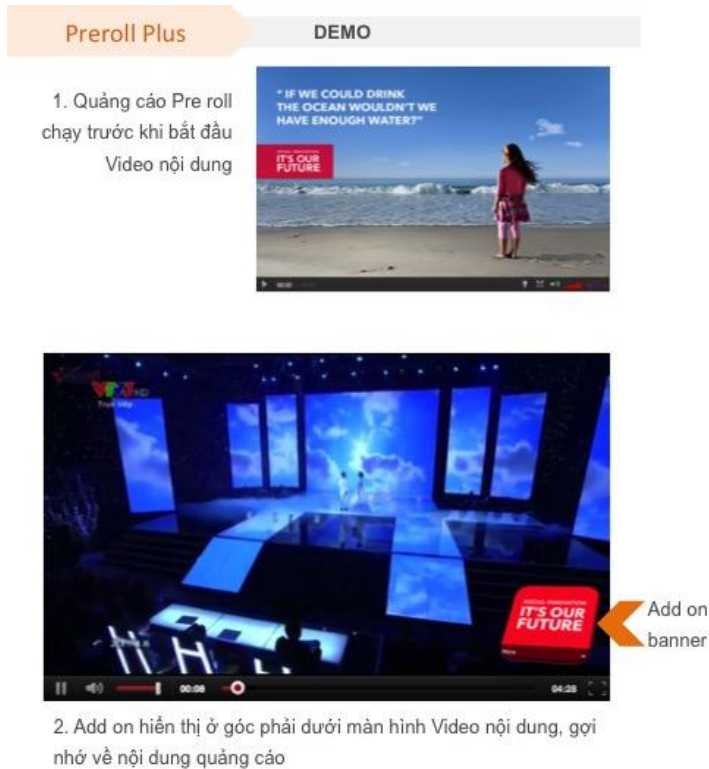
- Price: not included VAT 10%
- Advertising contract with display duration less than 7 days will be rounded up to 1 week
- Advertisements must be submitted 3 days in advance
- Standard regulation: video file weight  $\leq$  5Mb, "Skip" button appears after 5s
- Contents of advertisement must comply with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

DEMO OF VIDEO ADS

1. Preroll Basic



2. Preroll Plus



DEMO OF VIDEO ADS

3. TVC in read

The image shows a screenshot of the TinTuc.com website. The main content is a sports article titled "Tuyển Việt Nam có thêm lợi thế khi gặp Philippines" (Vietnam's selection has an added advantage when facing Philippines). The article text is partially visible, mentioning a match on May 28th. A large orange arrow points from the article text down to a video advertisement for "Downy Parfum". The advertisement features several bottles of perfume against a pink background with falling petals. The text "Downy PARFUM" is prominently displayed. The website's navigation bar and various sidebar advertisements are also visible.

TVC quảng cáo xuất hiện trong dòng đọc khi đọc giả kéo xuống đọc bài

DEMO OF VIDEO ADS

3. Video Overlay

