

CÔNG TY CỔ PHẦN TRUYỀN THÔNG VIETNAMNET

BÁO GIÁ 2017



BannerDesktop

VietNamNet Bridge

Giá theo tuần (CPD)

Vị trí		Kích thước (pixel)	Chia sẻ	Đơn giá (triệu VNĐ/tuần)
1	Top Banner	980x90	3	16
1A, 1B	Half Top Banner 1,2	468x90	3	9
9A, 9B	Side Banner 1,2 (floating)	120x300	3	12
9A + 9B	Double Side Banner	120x300	3	22
4A, 4B	Medium Rectangle 1,2	300x250	3	13
5A, 5B	Mini Rectangle 1,2	300x125	3	7
5C, 5D	Mini Rectangle 3,4	300x125	3	5
6	Medium Rectangle 3	300x250	3	7
Zone 1	Zone Banner 1	300x300	3	7
7A	High Banner 1	160x600	3	7
7B	High Banner 2	120x600	3	6
8A	Article Banner 1	468x90	3	6 (không hiển thị trang chủ)
8B	Article Banner 2	468x90	3	5 (không hiển thị trang chủ)
Zone 2	Zone Banner 2	300x600	3	11
Zone 3	Zone Banner 3 (floating)	300x600	3	14
Clock Ad	Top Banner 980x90 & Side banner 2 bên kích thước 120x600 chạy cùng lúc Cộng giá các vị trí: Top Banner, 2 Side banner (x 1.5)		3	49

Ghi chú cho các banner bán theo CPD

Banner được xuất hiện trên tất cả các trang (trừ banner 8A, 8B không có trên trang chủ)

CHI PHÍ BANNER MỞ RỘNG (EXPAND):

Banner mở rộng gấp đôi 1 chiều khi tương tác chuột thì đơn giá = giá vị trí x 1.5 lần .

Banner mở rộng gấp đôi 2 chiều khi tương tác chuột thì đơn giá = giá vị trí x 2 lần.

Banner mở rộng toàn màn hình cộng thêm vào mức giá quảng cáo 03 triệu / ngày.

GIÁ MUA ĐỘC QUYỀN VỚI VỊ TRÍ CHIA SẺ 3 = GIÁ CHIA SẺ 3 x 2.8

Giá theo 1000 lượt hiển thị (CPM)

Gói mua tối thiểu: 500 CPM (tương đương 500,000 lượt hiển thị)

Vị trí		Kích thước (pixel)	Đơn giá (VNĐ/CPM)
1	Top Banner	980x90	6,500
1A, 1B	Half Top Banner 1,2	468x90	5,000
9A, 9B	Side Banner 1,2 (floating)	120x300	5,000
9A + 9B	Double Side Banner	120x300	6,500
4A, 4B	Medium Rectangle 1,2	300x250	5,000
5A, 5B, 5C, 5D	Mini Rectangle 1,2	300x125	4,000
6	Medium Rectangle 3	300x250	4,500
Zone 1	Zone Banner 1	300x300	4,500
7A	High Banner 1	160x600	4,500
7B	High Banner 2	120x600	4,000
8A, 8B	Article Banner 1, 2	468x90	2,000
Zone 2	Zone Banner 2	300x600	5,000
Zone 3	Zone Banner 3 (floating)	300x600	5,500
Rich Media	Floating Expand	Banner Floating: 120x300 Banner mới: 980x600	9,000
Rich Media	Balloon Ad	Ban đầu: 300x250 Mở rộng: 500x300	8,000
Rich Media		Ban đầu: 300x250 Mở rộng: 800x500	12,000
Rich Media	Masthead	980x250	15,000

****Lưu ý: Các vị trí CPM trang chủ không bán theo gói thời gian**

Quy định chung

- Giá chưa bao gồm VAT 10%
- Chế độ chia sẻ 3 theo user: 03 sản phẩm quảng cáo chia sẻ tại cùng một vị trí, mỗi lượt xem chỉ xuất hiện 1 banner
- Thời gian mua quảng cáo dưới 07 ngày được tính tròn 01 tuần
- Thời gian gửi banner: Trước 01 ngày đối với banner thường, 03 ngày đối với banner đặc biệt
- Chuẩn banner qui định: thiết kế dạng JPG/GIF/FLASH, banner có kích thước <50KB.
- Các quảng cáo đặc biệt có kích thước <100 KB
- Nội dung quảng cáo phải tuân theo các qui định của Nhà Nước và được sự chấp thuận của tòa soạn báo điện tử Vietnamnet.
- Chi phí thiết kế banner:
 - ✓ 2,000,000 VNĐ/ banner flash tiêu chuẩn;
 - ✓ 1,000,000VNĐ/ Resize banner
 - ✓ Chi phí hosting video trong banner: 5,000,000 VNĐ/ tuần, dung lượng không quá 3MB/ video

Demo vị trí banner

1A+1B

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TOP STORIES

- Developing small-scale hydropower is a big mistake: experts
- SCC's divestment plan will tip the scale
- Education Ministry wants to minimize cost before pricing for teachers
- Green light given on the private economic groups
- Unsatutory GDP means Vietnam in middle-income trap
- An bank where prime bank investor make more deposits at bank
- Hong Kong eyes SEZn entertainment project in Vietnam
- American investment in Vietnam: \$10 billion or value with other benefits

Foreign investors sought for BOT projects

Vietnam's bridge - The act of transparency in Vietnam is causing foreign investors to consider BOT (build-operate-transfer) projects cautiously.

Real estate arm improves listing land-use certificates to foreigners

Finance Ministry wants to be second home to restrict speculation

Chinese businesses trying to pepper market, TVN Pepper Association

9A

4A

9B

GOVERNMENT

Standards for Party high-ranking officials issued

Party General Secretary Nguyen Phu Trong has signed the five-ever regulations on specific standards and assessment criteria for officials under the management of the Party Central Committee, Politburo and Secretariat.

Vietnam, Thailand should keep mutual support at INT parliamentary forums

Cambodian leaders receive visiting Vietnam Fatherland Front President

Prime Minister Nguyen Xuan Phuc to pay official visit to Thailand

BUSINESS

Mega polyester fibre plant may resume production

Vietnam's fine polyester fibre manufacturing plant may soon resume production following the creation a strong commitment.

MoldiFone ordered to complete equalization in 2018

Small household businesses report becoming firms

Competition heats up in the Vietnam soft drink market

ART-ENTERTAINMENT

Life in Hanoi decades ago

An outdoor photo exhibition recently held on pedestrian streets near Gianh Lake features the life of the capital many years ago.

Street art rejuvenates Hanoi urban landscape

Art to be displayed in New York

VN film awarded Certificate of Appreciation

SOCIETY

Migrant pressure on Central Highlands

A massive influx of migrants from remote northern provinces to the Tay Nguyen region has put intense pressure on the local population and has hindered socio-economic development.

Gout hits Dong Nai to do feasibility study for expanding land for Long Thanh Airport

Illegal fishing continues in Quang Ninh

Chinese man carrying nearly US\$1 million into Vietnam captured

ART-ENTERTAINMENT

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TRAVEL

Discovering red wine castle in Phan Thiet

A red wine castle in Phan Thiet City has been known as the most attraction of Binh Thuan tourism. The castle is said to have held more than 20,000 bottles of red wine.

Photo contest captures romantic lakes across Vietnam

Hue to turn backpacker area into pedestrian-only quarter

Da Lat greenhouse described as secret marvel by Lonely Planet

EDUCATION

Education Ministry urged to reconsider high school exam questions

Vietnam's bridge - The Ministry of Education and Training (MOET) said it disagrees with education experts who believe that questions on this year's high school final exams were too easy.

Students gain INT prizes, but scientific achievements remain modest

Vietnamese students excel at World Mathematics Olympiad

Award ceremony honoring 85 mathematics works held in Hanoi

SCIENCE-IT

Vietnam plan for smart cities faces legal obstacles

Vietnam's bridge - Legal obstacles are hindering the construction of smart cities in Vietnam.

International scientists discuss Fermion physics at Ramanujan da Vietnam 2017

Urbanites face severe shortage of IT manpower

MoldiFone ordered to complete equalization in 2018

ENVIRONMENT

Locals live next to SE Asia's largest iron mine

Thousands of households in the Thanh Khe iron mining area in Thanh Ho province of Ha Tinh province have endured tough lives for the last 10 years.

Rare primate handed over to Cuc Phuong park

Urbanites face health risks from air pollution

Two projects found discharging waste water into Da Nang beaches

SPORTS

Vietnam aims to beat Thailand in SEA Games

Vietnam's bridge - Viet team hope to beat Thailand to take gold at the women's football event of the upcoming 29th Southeast Asian (SEA) Games.

National professional basketball journey begins next month

VN women lose two volleyball matches

Young talents to be set at SEA Games

WORLD NEWS

Tourists rescued by elephants in Thai Flooded National Park

Elephants were pressed into service to rescue hundreds of foreign tourists trapped in a flood-jungled water park, officials said on Monday, as the death toll from flash floods and landslides.

EC Commissioner calls for sunset over major egg contamination scare

HBO offered \$250,000 to hackers in bid to delay data release

Chloramine supplements don't help knee or hip arthritis pain

VIETNAM IN PHOTOS

Bustling fishing port in Ba Ria-Vung Tau

Young photographer captures happy, busy about summer at Long Me fishing port in the southern province of Ba Ria-Vung Tau, capturing the energetic activities of fishing communities.

One-day bike tour to Hanoi's ancient village

Vietnam's bridge - Riding a bicycle in Cong Tien - one of the oldest villages in Hanoi - you will see ancient architecture and historical sites from hundreds of years ago.

WHAT'S ON

Dancing Chamber Music Concert set to start Tuesday

A chamber music concert featuring masterpieces by Beethoven, Schubert, and Brahms will take place in the serene concert hall of Orange on August 15.

200 artists to perform at Autumn Melodies Arts Festival 2017

200 artists from the U.S., Europe and Vietnam will offer a mosaic of contemporary performing arts programs ranging from dance in HCMC from August 19 to 27.

IN FOCUS

The debate about how Thailand pay chugging rickshaws

Vietnam International Fashion Week 2014

The China Philippines Dispute in the East Sea

Overview of the East Sea Dispute

The East Sea Dispute

6

5A

5B

4B

ZONE 1

7A

7B

ZONE 2

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