

RATE CARD



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 2SAO.VN (Desktop Version)

1. CPD:

Position		Dimension (pixel)	Share	Price (million VND/week)		
				Homepage	Entertainment group	Lifestyle group
1	Top Banner	980x90	3	20	10	5
1A, 1B	Half Top Banner 1,2	468x90	3	12	6	3
9A, 9B	Side Banner 1,2 (floating)	120x300	3	12	6	3
9A + 9B	Double Side Banner	120x300	3	22	11	5.5
4A, 4B	Medium Rectangle 1,2	300x250	3	15	7.5	4
5A, 5B	Mini Rectangle 1,2	300x125	3	9	4.5	2.5
5C, 5D	Mini Rectangle 3,4	300x125	3	7	3.5	2
6	Medium Rectangle 3	300x250	3	9	4.5	2.5
Zone 1	Zone Banner 1	300x300	3	9	4.5	2.5
7A	High Banner 1	160x600	3	9	4.5	2.5
7B	High Banner 2	120x600	3	8	4	2
8A	Article Banner 1	468x90	3	-	3.5	2
8B	Article Banner 2	468x90	3	-	3	1.5
Zone 2	Zone Banner 2	300x600	3	14.5	7.5	4
Zone 3	Zone Banner 3 (floating)	300x600	3	18	9	4.5
Clock Ad	Includes Top Banner 980x90 & Double Side banner 120x600 display simultaneously		3	42	53	26.5
Background Banner (display on both page's left & right sides) Standard: 120x500 Full: 220x900			3	35	20	8

❖ Notes for CPD banner ads:

▪ Category pages classification on 2Sao:

- Entertainment group includes the following category pages: Sao (Celebrities), Yolo, Phim (Movie), Đẹp (Beauty), Ngắm (Look)
- Lifestyle group includes the following category pages: Tin (News), Chất (Style), Yêu (Love), Ăn (Eat), Bói (Fortune telling), Hài (Fun), 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 size: 120x300 Expanded size: 980x600	20,000	12,000
Rich Media	Balloon Ad	Standard size 300x250	10,000	14,000
		Original size: 300x250 Expanded size: 500x300	13,000	18,000
		Original size: 300x250 Expanded size: 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 2SAO HOMEPAGE

The image shows a screenshot of the 2SAO website homepage. The layout is a grid of content blocks. On the left side, there are several news articles with images and headlines. On the right side, there are promotional banners for McDonald's, including 'McDonald's SPACE', 'McDonald's TIBI', 'McDonald's 5A', 'McDonald's 5B', 'McDonald's 5C', 'McDonald's 5D', 'McDonald's 6', 'McDonald's ZONE 1', 'McDonald's FRESH TRENDZ 20%', 'McDonald's ZONE 2', and 'McDonald's ZONE 3'. The website has a red header with the 2SAO logo and navigation links. The main content area is divided into sections for news, SAO, PHIM, NHAC, and DEP.

1A **1B**

9A **9A**

4A **4A**
McDonald's SPACE
\$4.95

4B **4B**
tibi

5A **5A**

5B **5B**

5C **5C**

5D **5D**
IT'S YOUR MOVE

6 **6**

ZONE 1 **ZONE 1**

FRESH TRENDZ 20% **FRESH TRENDZ 20%**

7A **7B**

ZONE 2 **ZONE 2**
COLLECT

ZONE 3 **ZONE 3**

SAO **PHIM**

NHAC **DEP**

SAO **PHIM**

NHAC **DEP**

SAO **PHIM**

NHAC **DEP**

BANNER AD DEMO IN 2SAO CATEGORY PAGE

The image shows a screenshot of a 2SAO website's category page for movies. The page is organized into a grid with columns labeled 1A, 1B, 9A, and 9B. The main content area contains several movie thumbnails, each with a title and a brief description. The titles include:

- Phạm Băng Băng đôi đôi mắt 9X cho ngôi vị Ảnh hậu Kim Mã**
- Vẻ đẹp bản lý với thời gian của kiều nữ 'They' người yêu chưa từng gặp**
- Phân đôi cá độc vì chuyện tình vai ác của sao nữ 'Thần điêu đại hiệp'**
- Phùng Thuỳ Phong mặc váy ngủ phụ nữ đi lại trên phố**
- Khuyến khích ngôi tim của cặp đôi hot Park Bo Gum và Kim Yoo Jung**
- Dương Mịch khoe chân dài miễn man, hút mọi ánh nhìn**
- Không thể nhận ra thân phụ Phan Kim Lân ở tuổi 44**
- 7 cô vợ của 'Vị Tiểu Báo 1988' giờ ra sao?**
- Những phân tuyến lịch sử nhất màn ảnh Hoa ngữ 10 năm qua**
- 7 kiểu nữ Hoa ngữ 'Sơn gian tuổi'**
- Đây là 'kẻ thù chung' của các mỹ nhân hàng đầu Hoa ngữ?**
- Không chỉ diễn trai, Park Bo Gum còn hot hơn fan vì điều này**
- Ngôi Hậu duệ mặt trời, phim Hàn nào có rating 'đỉnh' trong năm 2017?**
- Những ngọc nữ xứ Hàn tạo bão với cảnh nóng**

On the right side of the page, there are several promotional banners for various products, including:

- 4A NUMBER 1 ACE** (s4.95)
- tibi 4B**
- 5A**
- 5B**
- 5C**
- 5D IT'S YOUR MOVE**
- 6**
- ZONE 1**
- FRESH TRENDZ 20** (7A, 7B)
- ZONE 2**
- ZONE 3**

The page also features a navigation bar at the top with categories like 'Trang Chủ', 'Trang Tin', 'Trang Mua', and 'Trang Bán'. A search bar is located in the top right corner.

BANNER AD DEMO IN ARTICLE PAGE

The image shows a screenshot of a Vietnamese news website with a 3x3 grid of banner ads overlaid on the right side. The website header includes the logo '24h' and navigation links for 'Trang chủ', 'Phim', 'Nhạc', 'Đạo diễn', 'Hàng tuần', 'Video', 'Áo', 'Đạo diễn', 'Đạo diễn', 'Đạo diễn', 'Đạo diễn', 'Đạo diễn'. The main article title is '9 mỹ nhân đẹp nhất trong phim của Châu Tinh Trì' (9 most beautiful women in movies by John Woo). The article content includes a list of actresses and their roles in his films, such as '1. Châu Án', '2. Khâu Thục Trâm', and '3. Trương Mẫn'. The banner ads are arranged in a 3x3 grid on the right, with labels 1A through 9A. The ads include various promotional offers, such as 'POSTCARD.COM', 'tibi', '5A', '5B', '5C', '5D', '6', '7A', '7B', 'ZONE 1', 'ZONE 2', and 'ZONE 3'. The banner ads are designed to be visually appealing and informative, featuring product images and promotional text.

BALLOON AD DEMO

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

Expand 500x300



Expand 800x500



BACKGROUND BANNER AD DEMO

