

## RATE CARD

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## DESKTOP BANNER ADS

VietNamNet JSC.,

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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:  
ECHIP.COM.VN, VEF.VN, ENGLISH.VIETNAMNET.VN  
(Desktop version)**

**1. CPD:**

Position		Dimension (pixel)	Share	Price (million VND/week)
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 (not display on homepage)
8B	Article Banner 2	468x90	3	5 (not display on homepage)
Zone 2	Zone Banner 2	300x600	3	11
Zone 3	Zone Banner 3 (floating)	300x600	3	14
Clock Ad	Includes Top Banner 980x90 & Double Side banner 120x600 display simultaneously		3	49

❖ **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)
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	Original: 120x300 Expanded: 980x600	9,000
Rich Media	Balloon Ad	Original: 300x250 Expanded: 500x300	8,000
Rich Media		Original: 300x250 Expanded: 800x500	12,000
Rich Media	Masthead	980x250	15,000

## 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 ECHIP.COM.VN

The image shows a screenshot of the Echip.com.vn website with various banner ad positions labeled. The website layout includes a header with navigation links, a main content area with news articles, and a right sidebar with a video player and a list of products. The labels are as follows:

- 1A**: Located at the top left, above the main content area.
- 1B**: Located at the top right, above the video player.
- 9A**: Located on the left side, next to the main content area.
- 9B**: Located on the right side, next to the video player.
- 4A**: Located in the right sidebar, above the product list.
- 4B**: Located in the right sidebar, below 4A.
- 5A**: Located in the right sidebar, below 4B.
- 5B**: Located in the right sidebar, below 5A.
- 5C**: Located in the right sidebar, below 5B.
- 5D**: Located in the right sidebar, below 5C.
- 6**: Located in the right sidebar, below 5D.
- 7A**: Located in the right sidebar, below 6.
- 7B**: Located in the right sidebar, below 7A.
- ZONE 2**: Located in the right sidebar, below 7A and 7B.
- 10**: Located at the bottom right, below ZONE 2.