



## **Advertising on Mobile version**

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 ADVERTISING ON MOBILE VERSION

## 1. Regular banner position :

Ad slot	Dimension (pixel)	Maximum file weight	File format	Price of 1 CPM (VND)	CPD (million VND)			
					VietNamNet Mobile		2Sao / Tintuonline Mobile	
					All pages	Homepage	All pages	Homepage
Top Banner	300x100	80 Kb	jpg, png, gif	20,000	25	10	15	8
Center	300x250	80 Kb		25,000	30	10	10	6
Bottom	300x250	80 Kb		15,000	20	8	8	5

\* Note: Banner has double expansion in height: Price = Default price x 1.5

## 2. Special banner:

Name	Dimension (pixel)	Maximum file weight	File format	VietNamNet Mobile	2Sao / Tintuonline Mobile	Minimum purchase package/week
Catfish	300x50	80kb	jpg, png, gif	15.000đ/CPM	10.000đ/CPM	1000 CPM
Pop up	640 x 1280	150kb	jpg, png, gif	60.000đ/CPM	40.000đ/CPM	500 CPM
Inpage banner	640 x 1280	150kb	jpg, png, gif	45.000đ/CPM	25.000đ/CPM	1000 CPM
Mashead mobile	480x270	150kb	jpg, png, gif	25.000đ/CPM		500 CPM

## 3. General policies:

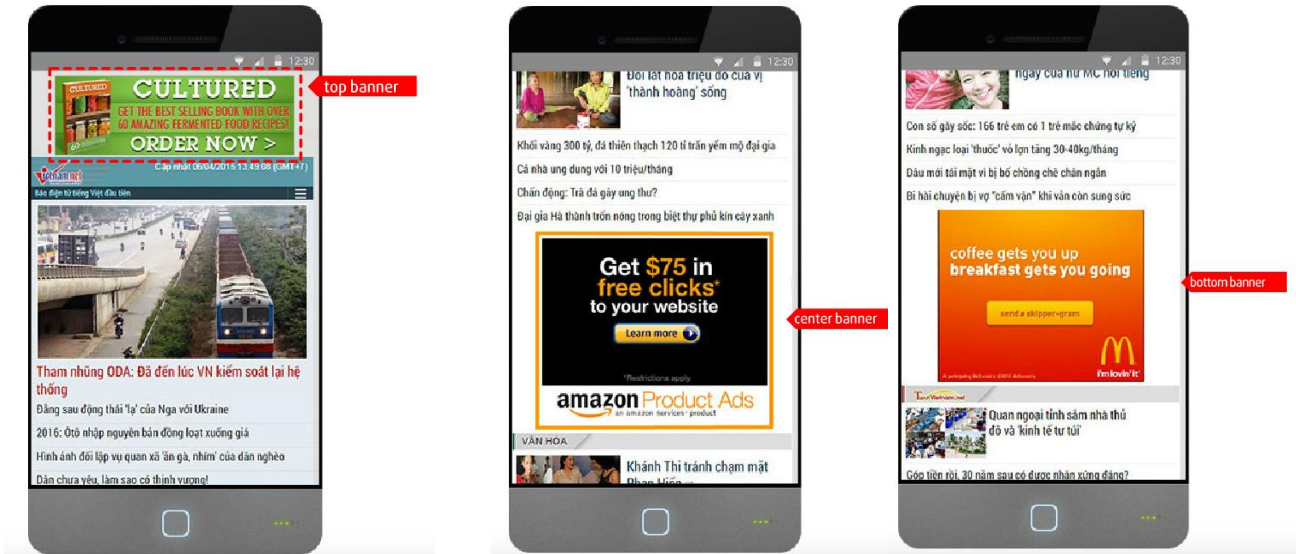
- Price: not included VAT 10%
- “Share 3” explanation: 3 advertisements are displayed alternately on the same ad slot, each page view of a user will display only 1 banner
- Advertising contract with display duration less than 7 days will be rounded up

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 MOBILE VERSION

## 1. Regular banner:



## 2. Catfish



### 3. Pop up



### 4. Inpage



### 4. Masthead

