

DISPLAY ADS



Applied since 01/2025

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1. WEBSITE TRAFFIC



50.000.000

Pageviews

00:03:00

Time on site

9.000.000

Users

Gender



58%

Male



42%

Female

Devices

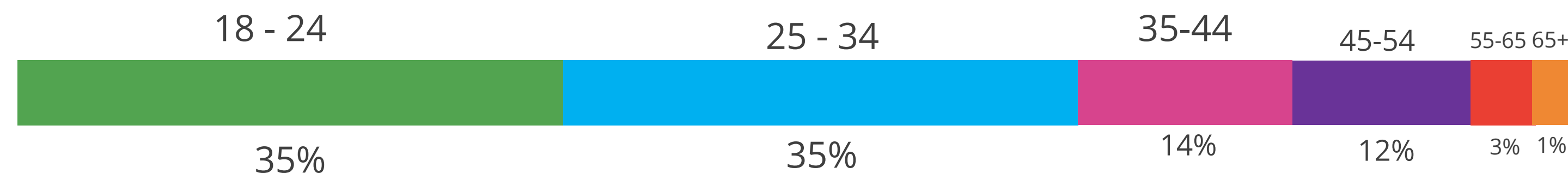


30%



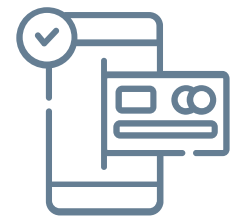
70%

Age



(*) Data from Google Analytics

2. BENEFITS OF DISPLAY ADS



Attracting customers attention with catchy messages, relevant and creative images.



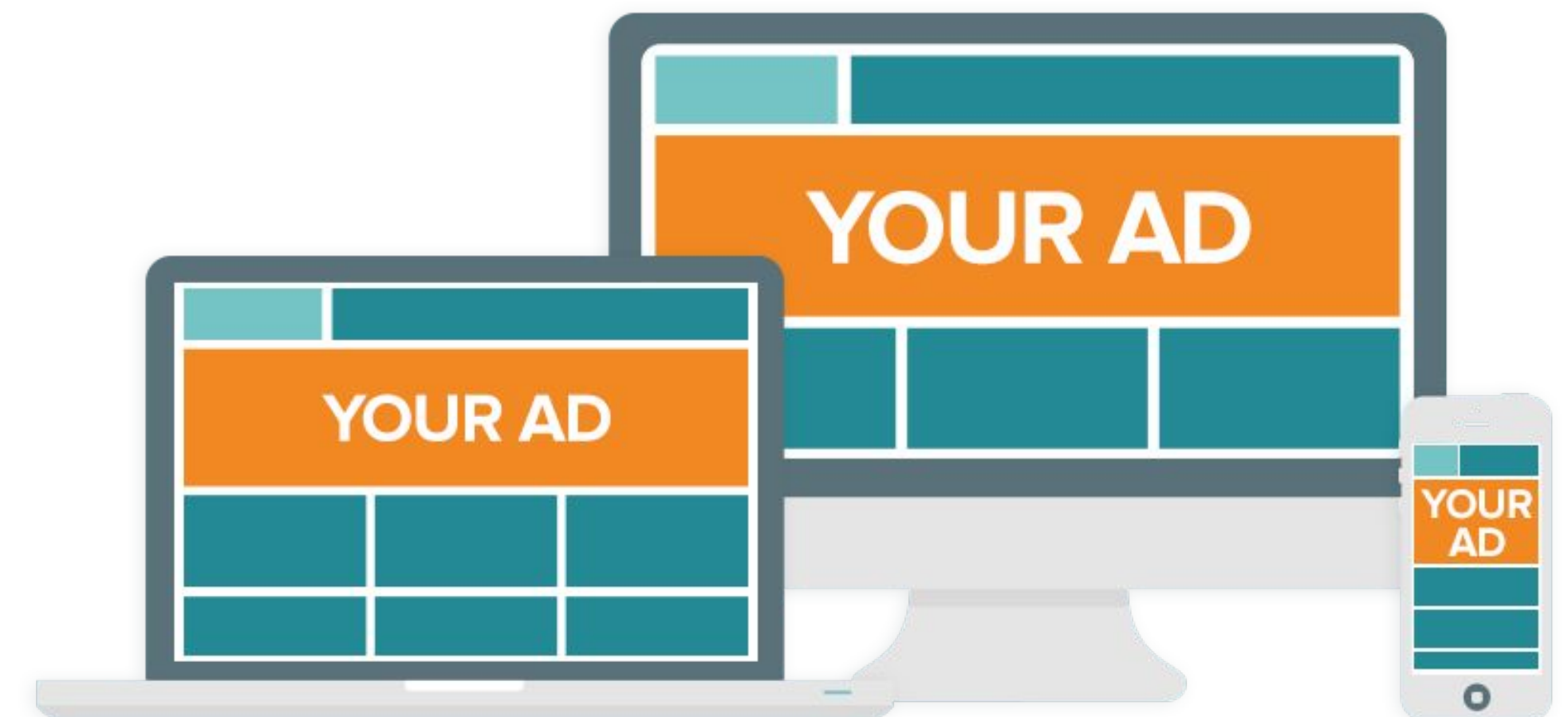
Building brand awareness by showing products, services on a high-traffic website such as 2Sao.vn



Diversity in dimensions that suitable for all brands and all types of messages.



Fitting any budget or objectives with cross platform (Desktop and Mobile) and various advertising format



3. RATE CARD & DEMO

- Desktop Banner
- Mobile Banner
- Rich Media Ads Format
- Other Costs

DESKTOP BANNER



3. 1. DESKTOP BANNER - STANDARD

[View Demo](#)

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	CPD cross-article (VND/Week)	1 CPM (VND)
Masthead Banner	1100x250 or 980x250	3	33.000.000	22.000.000	24.000.000	-	11.000
Super Masthead	1920x250	3	52.000.000	35.000.000	38.000.000		20.000
Medium Rectangle 1,2	300x250	3	22.000.000	15.000.000	16.000.000	-	8.000
Center Banner 1	980x250	3	33.000.000	22.000.000	24.000.000	-	11.000
Center Banner 2	980x250	3	30.000.000	20.000.000	22.000.000	-	10.000
Center Banner 3	980x250	3	27.000.000	18.000.000	20.000.000	-	9.000
Bottom Banner	980x250	3	22.000.000	15.000.000	16.000.000	-	8.000
Big Banner 1	300x600	3	24.000.000	16.000.000	18.000.000	-	8.000
Big Banner 2	300x600	3	21.000.000	14.000.000	16.000.000	-	6.000
Big Banner 3	300x600	3	18.000.000	12.000.000	14.000.000	-	5.000
Article Banner 1	760x200	3	-	-	-	4.400.000	5.000
Article Banner 2	760x200	3	-	-	-	3.600.000	5.000
Bottom in-article banner	660x90	3	-	-	-	4.500.000	-

3.1. DESKTOP BANNER - RICH MEDIA

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	CPD cross-article (VND/Week)	1 CPM (VND)	Demo
Full Background Banner	1920x1280	3	66.000.000	44.000.000	48.000.000	-	-	Demo
Interactive Background Banner	Video 15s (loops). full HD 16:9 (1920:1080)	3	66.000.000	44.000.000	48.000.000	-	-	Demo
Balloon Ad Standard	300x250	3	-	-	-	-	15.000	Demo
Balloon Ad Expand 1	300x250 Extend: 500x300	3	-	-	-	-	20.000	Demo
Balloon Ad Expand 2	300x250 Extend: 800x500	3	-	-	-	-	25.000	Demo
Balloon Ad Expand 3	120x600 Extend: 370x250	3	-	-	-	-	20.000	Demo
Balloon Ad Expand 4	120x600 Extend: 500x300	3	-	-	-	-	25.000	Demo
Floating Icon	Maximum 100x100	3	22.000.000	15.000.000	16.000.000	-	15.000	Demo
Full Pop-up Banner	Maximum: 350x350	3	33.000.000	22.000.000	24.000.000	-	25.000	Demo

3. 1. BANNER DESKTOP - RICH MEDIA

[View Demo](#)

Position	Dimension (Pixel)	1 CPM (VND)
In-image Banner Basic	Responsive 1:6 (Banner ad having gentle motions is displayed in the first image of an article. It can include video)	18.000
In-image takeover	Responsive 1:6 (Banner ad uses a full image with 2-sec motion or animation. It returns to basic form then)	25.000
In-image frame	Responsive 1:6 (Banner ad is displayed in the first image of an article. It includes an image and a basic category bordered)	27.000
In-image preroll	Responsive 1:6 (Non-skippable video plays in 5s then switch to basic format)	30.000
In-image carousel	Responsive 1:6 (A carousel category containing images and brief informations is put below a basic ad)	30.000
In-image & TVC in-read	Responsive 1:6 (A relevant TVC which is skipped after 5s playing is put below an image)	40.000

MOBILE BANNER



3. 2. MOBILE BANNER

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-article (VND/Week)	1 CPM (VND)	Demo
Masthead Mobile	640x320	3	20.000.000	12.000.000	-	20.000	Demo
Center Banner 1	640x533	3	20.000.000	12.000.000	-	20.000	Demo
Center Banner 2	640x533	3	15.000.000	9.000.000	-	20.000	Demo
Center Banner 3	640x533	3	12.000.000	8.000.000		18.000	Demo
Center Banner 4	640x533	3	10.000.000	7.000.000		18.000	Demo
Bottom Banner	640x533	3	10.000.000	7.000.000	-	18.000	Demo
Inpage Banner	720x1280	3	-	-	-	25.000	Demo
In-article Banner	300x250	3	-	-	10.000.000	15.000	Demo
In-article Banner	300x600	3	-	-	18.000.000	22.000	
In-read	587x85	3	-	-	10.000.000	15.000	Demo
In-read plus	587x85 => 465x260	3	-	-	15.000.000	20.000	Demo
Bottom in-article banner	640x80	3	-	-	8.000.000	12.000	Demo

3.2. MOBILE BANNER

Position	Dimension (Pixel)	Share	CPD cross website (VND/Week)	CPD Homepage (VND/Week)	CPD cross-category except homepage (VND/Week)	1 CPM (VND)	Demo
Floating mobile	640x160	3	24.000.000	15.000.000	-	20.000	Demo
Mobile Spin	360x360px. Banner is pinned at the bottom. Only 50% of the banner size is displayed on the screen	3	28.800.000	18.000.000	-	30.000	Demo
Mobile Spin Card	Default banner size is 640x320px which expands to 640x1386px when interactive. Banner includes 4 original frame with collapse button, corresponding to up to 4 expanded frames with a collapse button.	3	30.000.000	22.000.000	25.000.000	32.000	Demo
Floating Icon	Maximum 100x100	3	-	-	13.000.000	20.000	Demo
Full Pop-up Banner	Maximum: 200x200	3	28.800.000	18.000.000	20.000.000	30.000	Demo

3.2. MOBILE BANNER

[View Demo](#)

Position	Dimension (Pixel)	1 CPM (VND)
In-image Banner Basic	Responsive 1:6 (Banner ad having gentle motions is displayed in the first image of an article. It can include video.)	18.000
In-image Takeover	Responsive 1:6 (Banner ad uses a full image with 2-sec motion or animation. It returns to basic form then.)	25.000
In-image Frame	Responsive 1:6 (Banner ad is displayed in the first image of an article. It includes an image and a basic category bordered.)	27.000
In-image Preroll	Responsive 1:6 (Non-skippable video plays in 5s then switch to basic format.)	30.000
In-image Carousel	Responsive 1:6 (A carousel category containing images and brief informations is put below a basic ad.)	30.000
In-image & TVC In-read	Responsive 1:6 (A relevant TVC which is skipped after 5s playing is put below an image.)	40.000

RICH MEDIA ADS FORMAT

- Full Background Banner
- Interactive Background Banner
- Balloon Ad
- Masthead Banner
- Super Masthead Banner
- Floating Banner
- In-image Ad

FULL BACKGROUND BANNER

A large banner ad is displayed on full screen to convey impressive messages, impact effectively on target audiences' minds.



[View Demo](#)

Position	Dimension (Pixel)
Static Banner	1920x1280
The center space	1140x1030

INTERACTIVE BACKGROUND BANNER

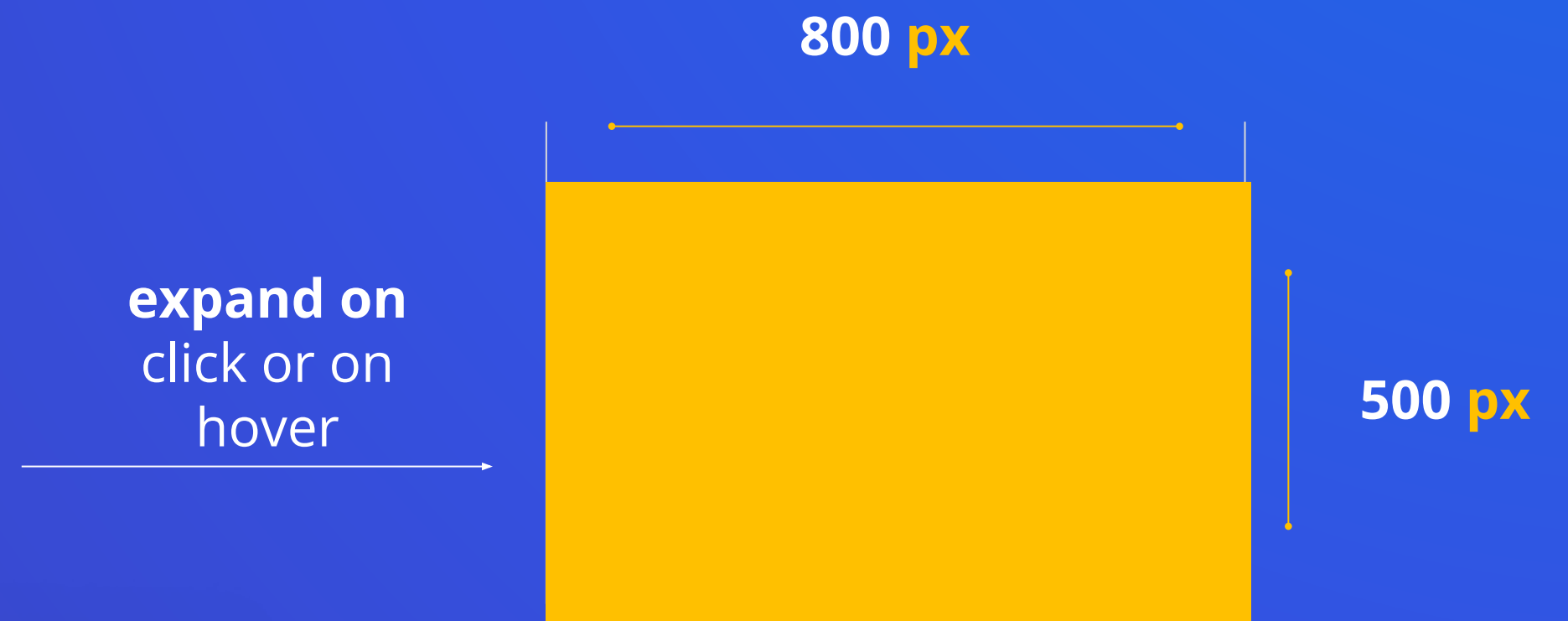
A large video banner ad is displayed on full screen to convey creative messages and strongly impress readers.



Video	Dimension (Pixel)
Video Background duration: 15s (loop).	
Max file size: 5Mb.	1920x1080
Size: full HD or ratio of 16:9	
The center space	1140x1030

5 Sizes for your choice

Banner ad can be collapsed or expanded



BALLOON AD

- A balloon ad is always displayed in the bottom right corner on the screen with 5 sizes.
- A banner ad can be from expanded size to collapsed size.

Position	Dimension (Pixel)		Demo
	Original size	Expanded size	
Balloon Ad Standard	300x250px	-	Demo
Balloon Ad Expand 1	300x250px	500x300px	Demo
Balloon Ad Expand 2	300x250px	800x500px	Demo
Balloon Ad Expand 3	120x600px	370x250px	Demo
Balloon Ad Expand 4	120x600px	500x300px	Demo

MASTHEAD BANNER

A banner ad is always displayed on the top of the screen with a large size to help attract readers' attention as soon as they access an article page.

Position	Dimension (Pixel)
Masthead Banner on Desktop	1100x250px or 980x250px
Masthead Banner on Mobile	640x320px

X2.8 times
the standard banner size



SUPER MASTHEAD BANNER

A banner ad is always displayed on the top of the screen with a large size to help attract readers' attention as soon as they access an article page.

Position	Dimension (Pixel)
Super Masthead Banner	1920x250

X2.8times
the standard banner size



[View Demo](#)

FLOATING BANNER

A banner ad is displayed at the bottom of the screen. It keeps appearing, even when readers scroll page. The banner ad only disappears when they click to close button.

Position	Dimension (Pixel)
Floating Mobile	640x160px

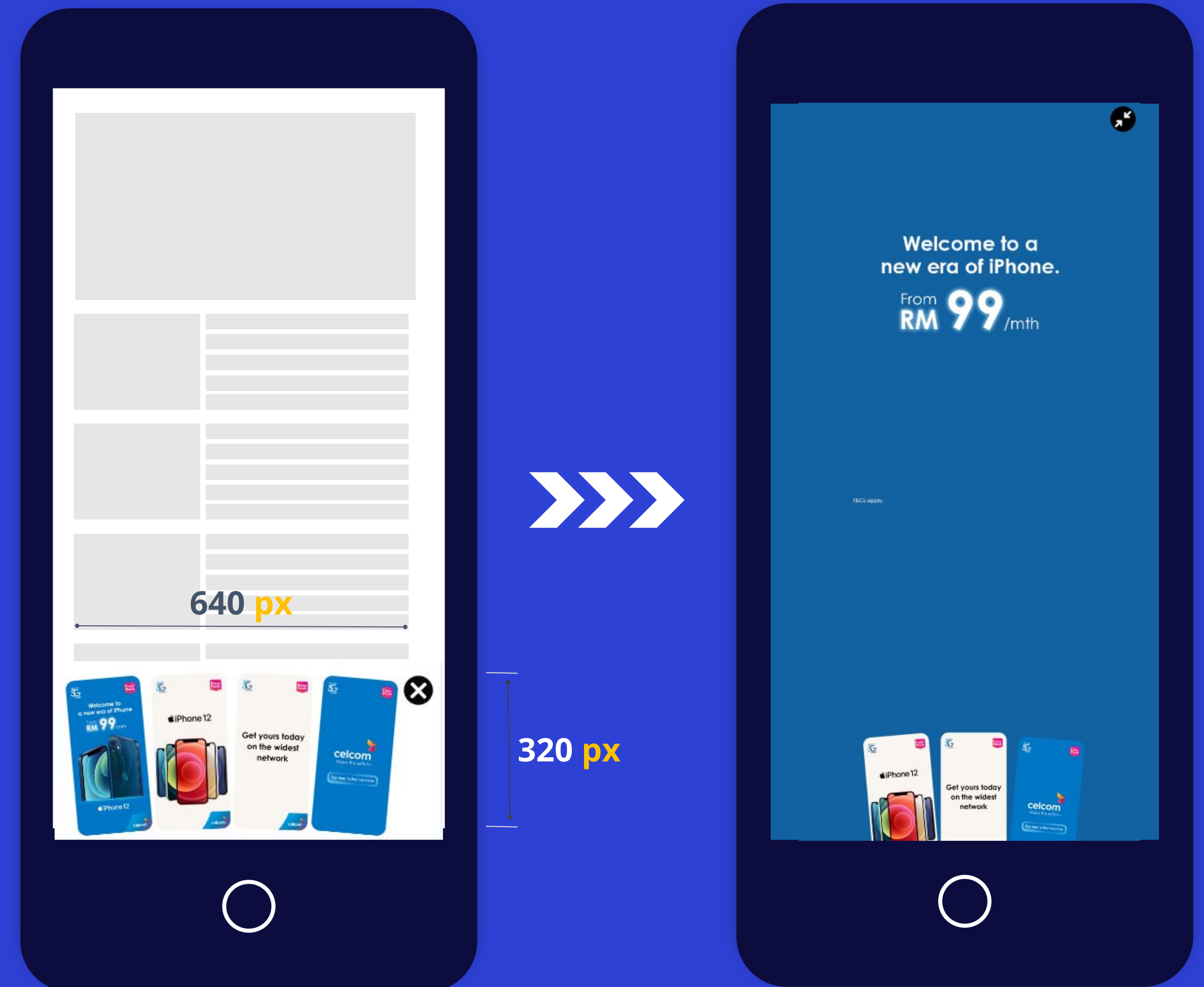


[View Demo](#)

MOBILE SPIN CARD

- Banner default **size 640x320px, expand 640x1386px** when interactive.
- The banner consists of 4 collapsed frames with a shortcut button, corresponding to a maximum of 4 expanded frames with a collapsed button.

Position	Dimension (Pixel)
Mobile Spin card	640x320px, expand 640x1386px

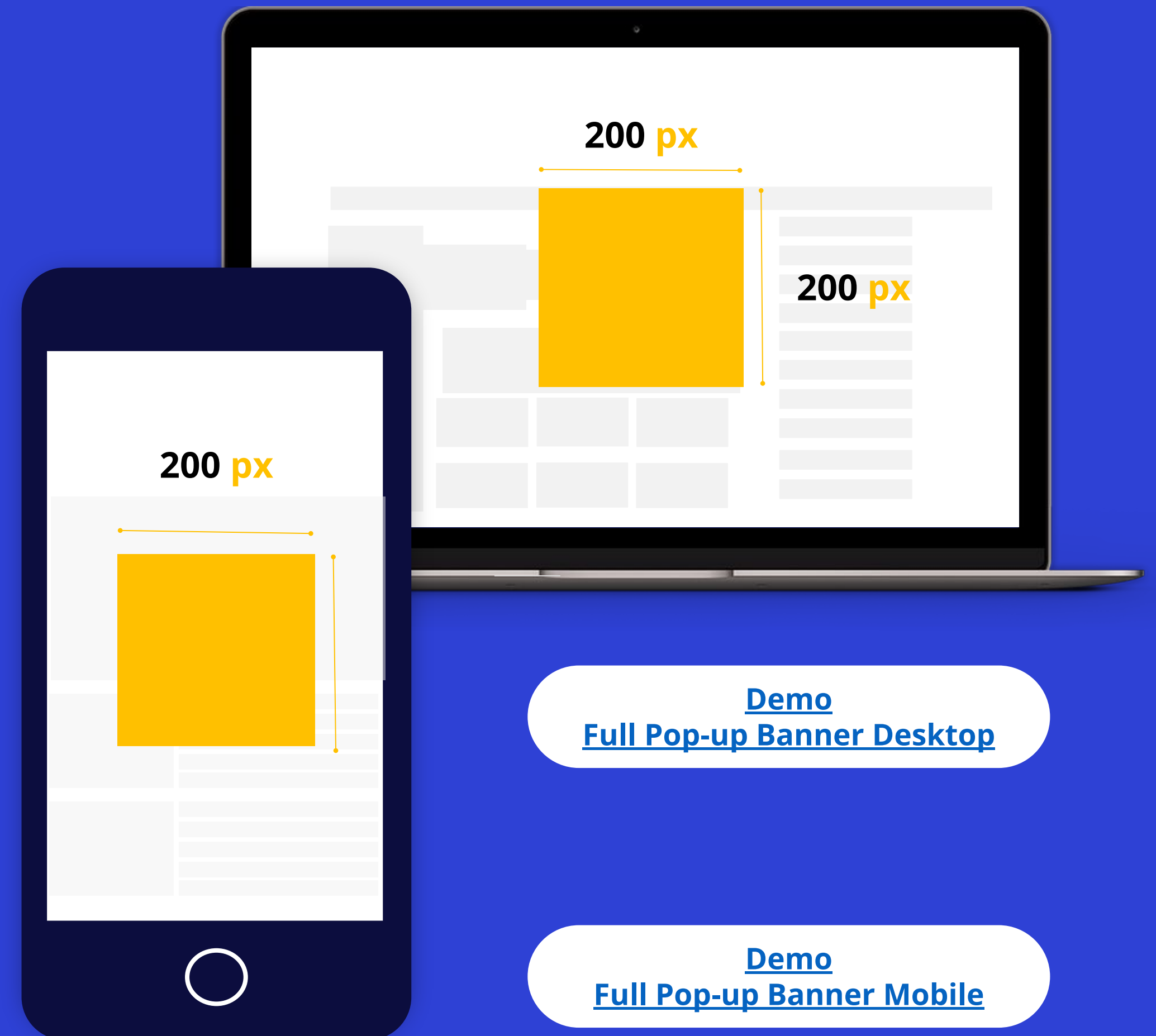


[View Demo](#)

FULL POP-UP BANNER

Banner is displayed as pop-ups, have an off button. Banner is centered on the screen, and may or may not have a transparent background separating them from the page content.

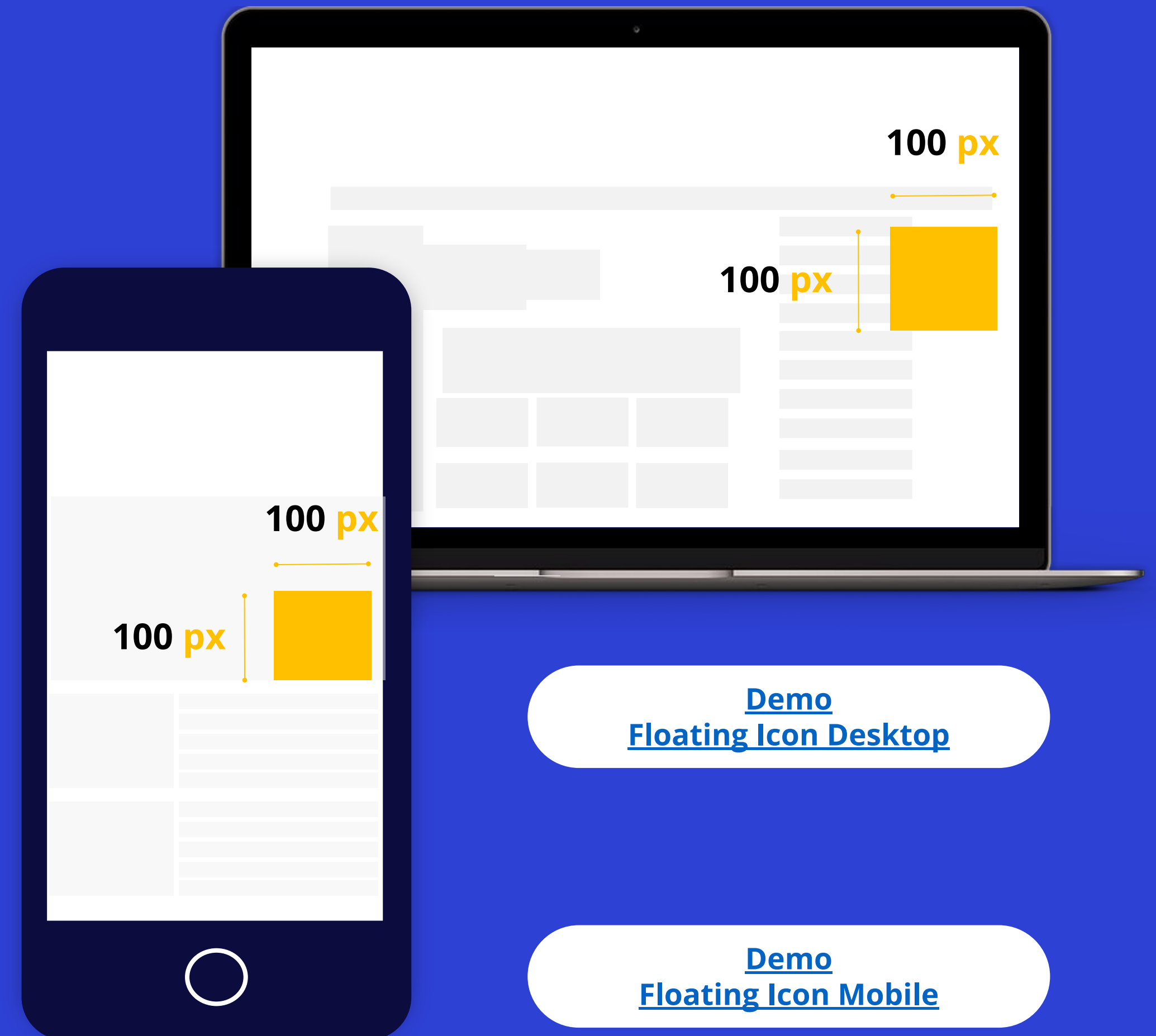
Vị trí	Maximum Dimension (Pixel)
Full Pop-up Banner Desktop	350x350px
Full Pop-up Banner Mobile	200x200px



FLOATING ICON

A banner is displayed as a right-angled icon horizontally, centered vertically, and has a escape button. When hovering to view the page content, the ad position remains constant.

Position	Maximum Dimension (Pixel)
Floating Icon Desktop	100x100px Distance with right margin should be 20px
Floating Icon Mobile	100x100px Distance to the margin should be 5% of the screen width



IN-IMAGE BANNER

Improve user experience

- A banner ad is always displayed on the first image of an article with a gentle motion that attracts readers' attention.
- The ad may contain a video or not.

Have diverse formats

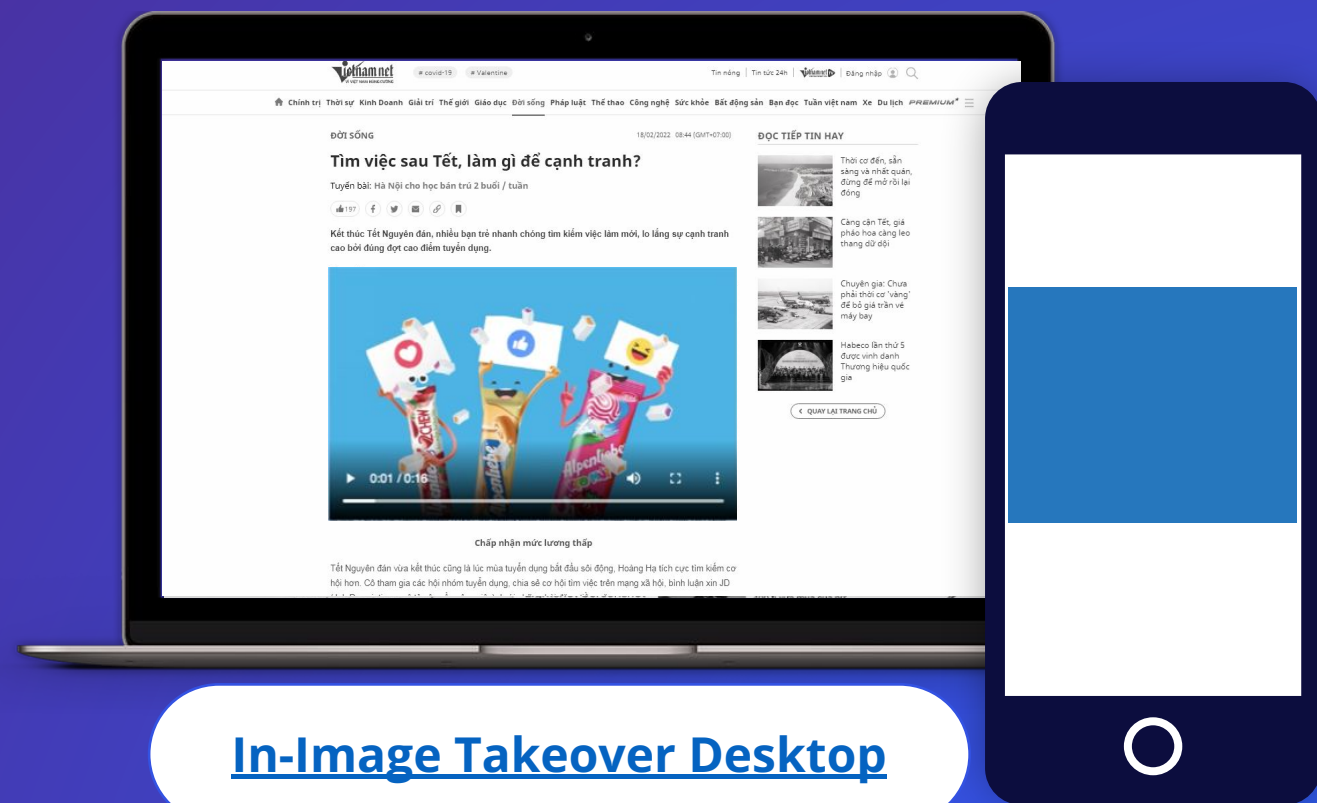
- In addition to the basic In-image format, this position also allows displaying more attractive rich media formats that help increase audience interaction.



[View Demo on Desktop](#)



[View Demo on Mobile](#)

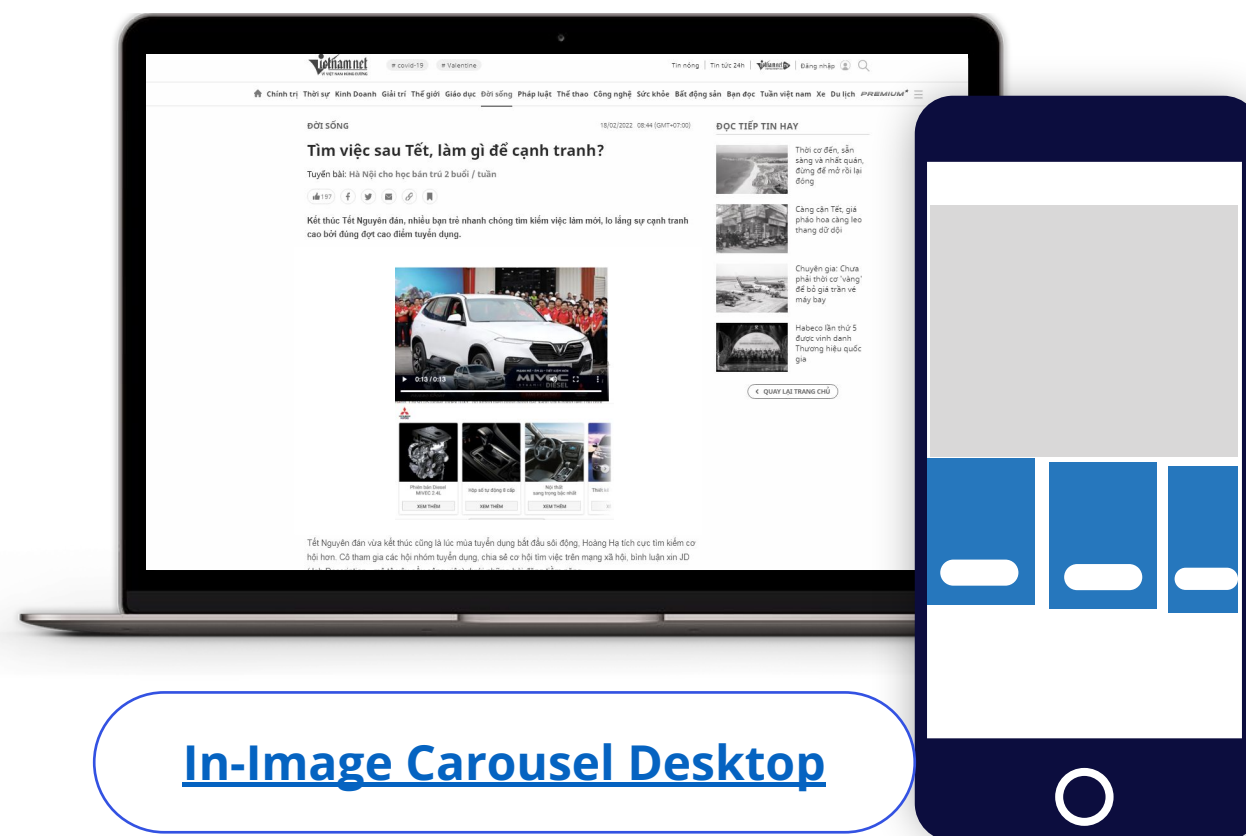


[In-Image Takeover Desktop](#)

[In-Image Takeover Mobile](#)

In-Image Takeover

In-image Takeover uses a full image with 2-sec motion or animation. It returns to basic form then.

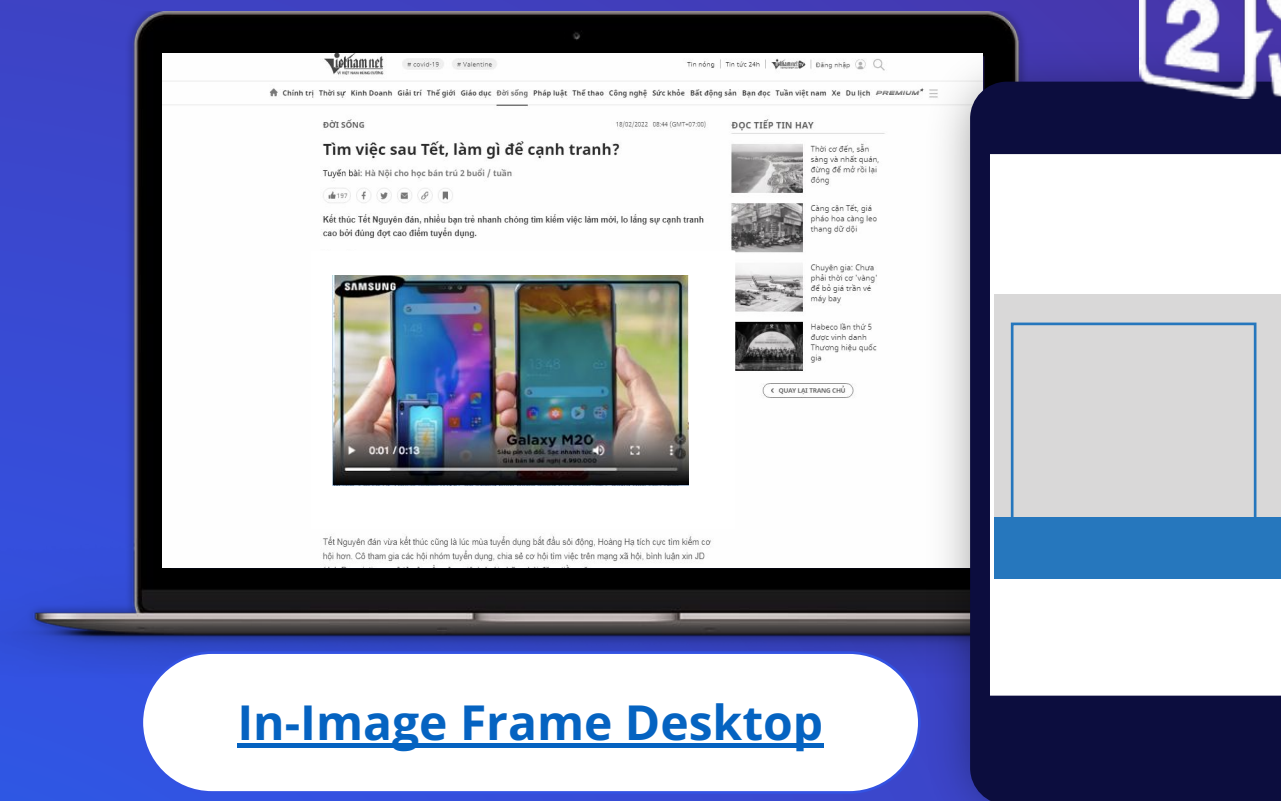


[In-Image Carousel Desktop](#)

[In-Image Carousel Mobile](#)

In-Image Carousel

A carousel category containing images and brief information is put below a basic ad.

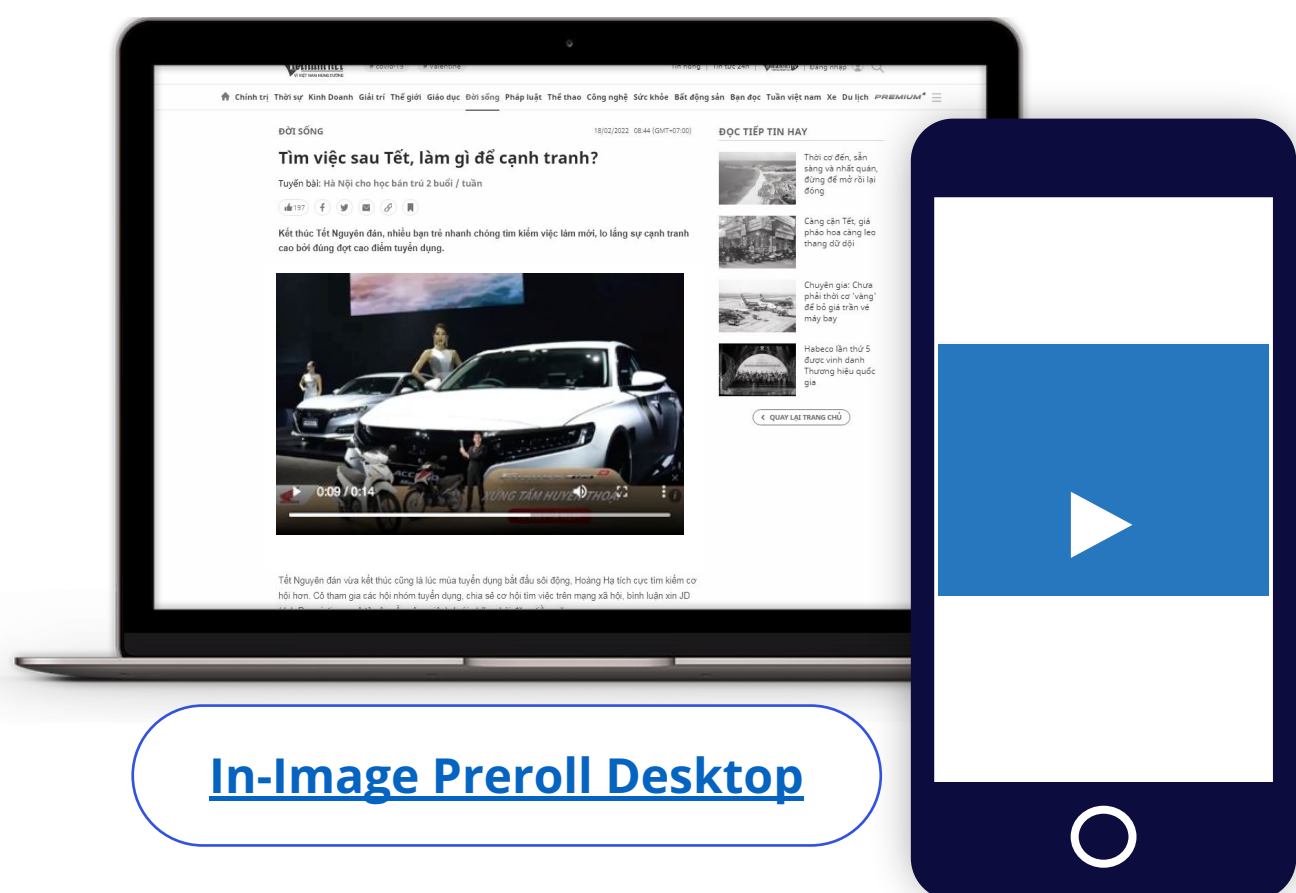


[In-Image Frame Desktop](#)

[In-Image Frame Mobile](#)

In-Image Frame

In-image Frame has an image and a basic category bordered.



[In-Image Preroll Desktop](#)

[In-Image Preroll Mobile](#)

In-Image Preroll

Non-skippable video plays in 5s then switch to basic formats.

5 Creative In-image advertising formats



[In-Image & TVC In-read Desktop](#)

[In-Image & TVC In-read Mobile](#)

In-Image & TVC In-read

A relevant TVC which is skipped after 5s playing is put below an image.

OTHER COSTS

Category	Description	Price
Banner designing costs	Design standard HTML5 banner	2.000.000 VND/banner
	Resize banner	1.000.000 VND/banner
	Host video in banner	5.000.000 VND/banner/week, max file size: 3MB
Banner expanding costs	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
	Expand full screen	Default price + 3.000.000 VND/day
Price for exclusive display = Default price of 3-user sharing mode X 2.8		
Price does not include VAT tax		

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