

# DISPLAY ADS



Applied since 01/2025

# TABLE OF CONTENTS

**1. WEBSITE TRAFFIC**

**2. BENEFITS OF DISPLAY ADVERTISING**

**3. RATE CARD & DEMO**

**4. CONTACT INFORMATION**

# 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

18 - 24

25 - 34

35-44

45-54

55-65 65+

35%

35%

14%

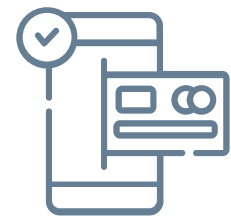
12%

3%

1%

(\* ) Data from Google Analytics

## 2. BENEFITS OF DISPLAY ADS



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



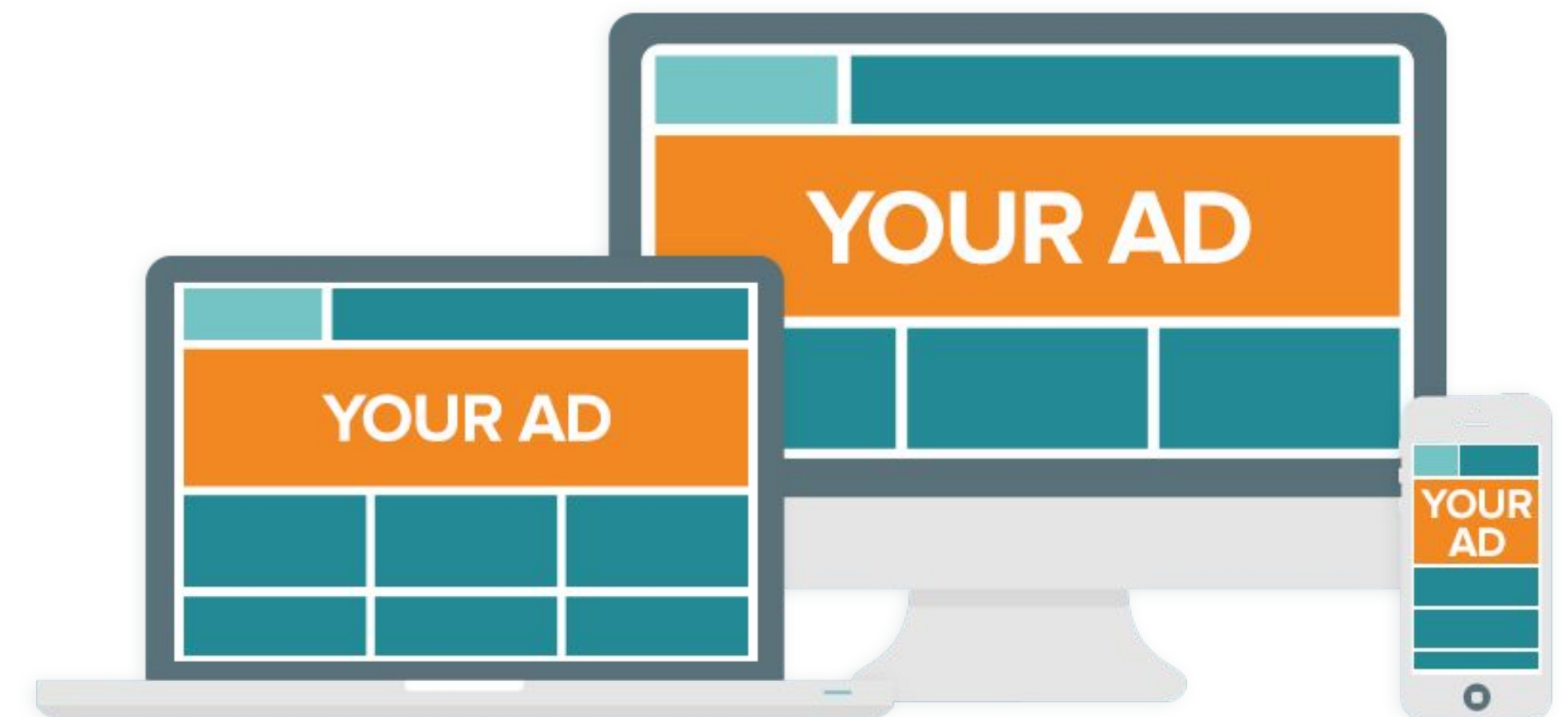
**Building brand awareness** by showing products, services on a high-traffic website such as 2Sao.vn



**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) |
|---------------------------------|------------------------|-------|------------------------------|-------------------------|---|------------------------------|-------------|
| <b>Top Banner</b>               | 980x90                 | 3     | 30.000.000                   | 20.000.000              | 22.000.000                                    | -                            | 10.000      |
| <b>Masthead Banner</b>          | 1100x250<br>or 980x250 | 3     | 33.000.000                   | 22.000.000              | 24.000.000                                    | -                            | 11.000      |
| <b>Super Masthead</b>           | 1920x250               | 3     | 52.000.000                   | 35.000.000              | 38.000.000                                    | -                            | 20.000      |
| <b>Medium Rectangle 1,2</b>     | 300x250                | 3     | 22.000.000                   | 15.000.000              | 16.000.000                                    | -                            | 8.000       |
| <b>Center Banner 1</b>          | 980x250                | 3     | 33.000.000                   | 22.000.000              | 24.000.000                                    | -                            | 11.000      |
| <b>Center Banner 2</b>          | 980x250                | 3     | 30.000.000                   | 20.000.000              | 22.000.000                                    | -                            | 10.000      |
| <b>Center Banner 3</b>          | 980x250                | 3     | 27.000.000                   | 18.000.000              | 20.000.000                                    | -                            | 9.000       |
| <b>Bottom Banner</b>            | 980x250                | 3     | 22.000.000                   | 15.000.000              | 16.000.000                                    | -                            | 8.000       |
| <b>Big Banner 1</b>             | 300x600                | 3     | 24.000.000                   | 16.000.000              | 18.000.000                                    | -                            | 8.000       |
| <b>Big Banner 2</b>             | 300x600                | 3     | 21.000.000                   | 14.000.000              | 16.000.000                                    | -                            | 6.000       |
| <b>Big Banner 3</b>             | 300x600                | 3     | 18.000.000                   | 12.000.000              | 14.000.000                                    | -                            | 5.000       |
| <b>Article Banner 1</b>         | 760x200                | 3     | -                            | -                       | -   | 4.400.000                    | 5.000       |
| <b>Article Banner 2</b>         | 760x200                | 3     | -                            | -                       | -   | 3.600.000                    | 5.000       |
| <b>Bottom in-article banner</b> | 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                 |
|--------------------------------------|---|-------|------------------------------|-------------------------|---|------------------------------|-------------|----------------------|
| <b>Full Background Banner</b>        | 1920x1280                                   | 3     | 66.000.000                   | 44.000.000              | 48.000.000                                    | -                            | -           | <a href="#">Demo</a> |
| <b>Interactive Background Banner</b> | Video 15s (loops). full HD 16:9 (1920:1080) | 3     | 66.000.000                   | 44.000.000              | 48.000.000                                    | -                            | -           | <a href="#">Demo</a> |
| <b>Balloon Ad Standard</b>           | 300x250                                     | 3     | -                            | -                       | -   | -                            | 15.000      | <a href="#">Demo</a> |
| <b>Balloon Ad Expand 1</b>           | 300x250<br>Extend: 500x300                  | 3     | -                            | -                       | -   | -                            | 20.000      | <a href="#">Demo</a> |
| <b>Balloon Ad Expand 2</b>           | 300x250<br>Extend: 800x500                  | 3     | -                            | -                       | -   | -                            | 25.000      | <a href="#">Demo</a> |
| <b>Balloon Ad Expand 3</b>           | 120x600<br>Extend: 370x250                  | 3     | -                            | -                       | -   | -                            | 20.000      | <a href="#">Demo</a> |
| <b>Balloon Ad Expand 4</b>           | 120x600<br>Extend: 500x300                  | 3     | -                            | -                       | -   | -                            | 25.000      | <a href="#">Demo</a> |
| <b>Floating Icon</b>                 | Maximum 100x100                             | 3     | 22.000.000                   | 15.000.000              | 16.000.000                                    | -                            | 15.000      | <a href="#">Demo</a> |
| <b>Full Pop-up Banner</b>            | Maximum:<br>350x350                         | 3     | 33.000.000                   | 22.000.000              | 24.000.000                                    | -                            | 25.000      | <a href="#">Demo</a> |



### 3. 1. BANNER DESKTOP - RICH MEDIA

[View Demo](#)

| Position                          | Dimension (Pixel)   | 1 CPM (VND) |
|-----------------------------------|---|-------------|
| <b>In-image Banner Basic</b>      | Responsive 1:6<br>(Banner ad having gentle motions is displayed in the first image of an article. It can include video)         | 18.000      |
| <b>In-image takeover</b>          | Responsive 1:6<br>(Banner ad uses a full image with 2-sec motion or animation. It returns to basic form then)                   | 25.000      |
| <b>In-image frame</b>             | Responsive 1:6<br>(Banner ad is displayed in the first image of an article. It includes an image and a basic category bordered) | 27.000      |
| <b>In-image preroll</b>           | Responsive 1:6<br>(Non-skippable video plays in 5s then switch to basic format)   | 30.000      |
| <b>In-image carousel</b>          | Responsive 1:6<br>(A carousel category containing images and brief informations is put below a basic ad)                        | 30.000      |
| <b>In-image &amp; TVC in-read</b> | Responsive 1:6<br>(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                 |
|---------------------------------|-------------------|-------|------------------------------|-------------------------|------------------------------|-------------|----------------------|
| <b>Masthead Mobile</b>          | 640x320           | 3     | 20.000.000                   | 12.000.000              | -                            | 20.000      | <a href="#">Demo</a> |
| <b>Center Banner 1</b>          | 640x533           | 3     | 20.000.000                   | 12.000.000              | -                            | 20.000      |                      |
| <b>Center Banner 2</b>          | 640x533           | 3     | 15.000.000                   | 9.000.000               | -                            | 20.000      |                      |
| <b>Center Banner 3</b>          | 640x533           | 3     | 12.000.000                   | 8.000.000               | -                            | 18.000      |                      |
| <b>Center Banner 4</b>          | 640x533           | 3     | 10.000.000                   | 7.000.000               | -                            | 18.000      |                      |
| <b>Bottom Banner</b>            | 640x533           | 3     | 10.000.000                   | 7.000.000               | -                            | 18.000      |                      |
| <b>Inpage Banner</b>            | 720x1280          | 3     | -                            | -                       | -                            | 25.000      | <a href="#">Demo</a> |
| <b>In-article Banner</b>        | 300x250           | 3     | -                            | -                       | 10.000.000                   | 15.000      | <a href="#">Demo</a> |
| <b>In-article Banner</b>        | 300x600           | 3     | -                            | -                       | 18.000.000                   | 22.000      |                      |
| <b>In-read</b>                  | 587x85            | 3     | -                            | -                       | 10.000.000                   | 15.000      | <a href="#">Demo</a> |
| <b>In-read plus</b>             | 587x85 => 465x260 | 3     | -                            | -                       | 15.000.000                   | 20.000      | <a href="#">Demo</a> |
| <b>Bottom in-article banner</b> | 640x80            | 3     | -                            | -                       | 8.000.000                    | 12.000      | <a href="#">Demo</a> |



## 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                 |
|---------------------------|--|-------|------------------------------|-------------------------|---|-------------|----------------------|
| <b>Floating mobile</b>    | 640x160  | 3     | 24.000.000                   | 15.000.000              | -   | 20.000      | <a href="#">Demo</a> |
| <b>Mobile Spin</b>        | 360x360px.<br>Banner is pinned at the bottom.<br>Only 50% of the banner size is displayed on the screen  | 3     | 28.800.000                   | 18.000.000              | -   | 30.000      | <a href="#">Demo</a> |
| <b>Mobile Spin Card</b>   | 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      | <a href="#">Demo</a> |
| <b>Floating Icon</b>      | Maximum 100x100  | 3     | -                            | -                       | 13.000.000                                    | 20.000      | <a href="#">Demo</a> |
| <b>Full Pop-up Banner</b> | Maximum: 200x200   | 3     | 28.800.000                   | 18.000.000              | 20.000.000                                    | 30.000      | <a href="#">Demo</a> |

## 3.2. MOBILE BANNER

[View Demo](#)

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

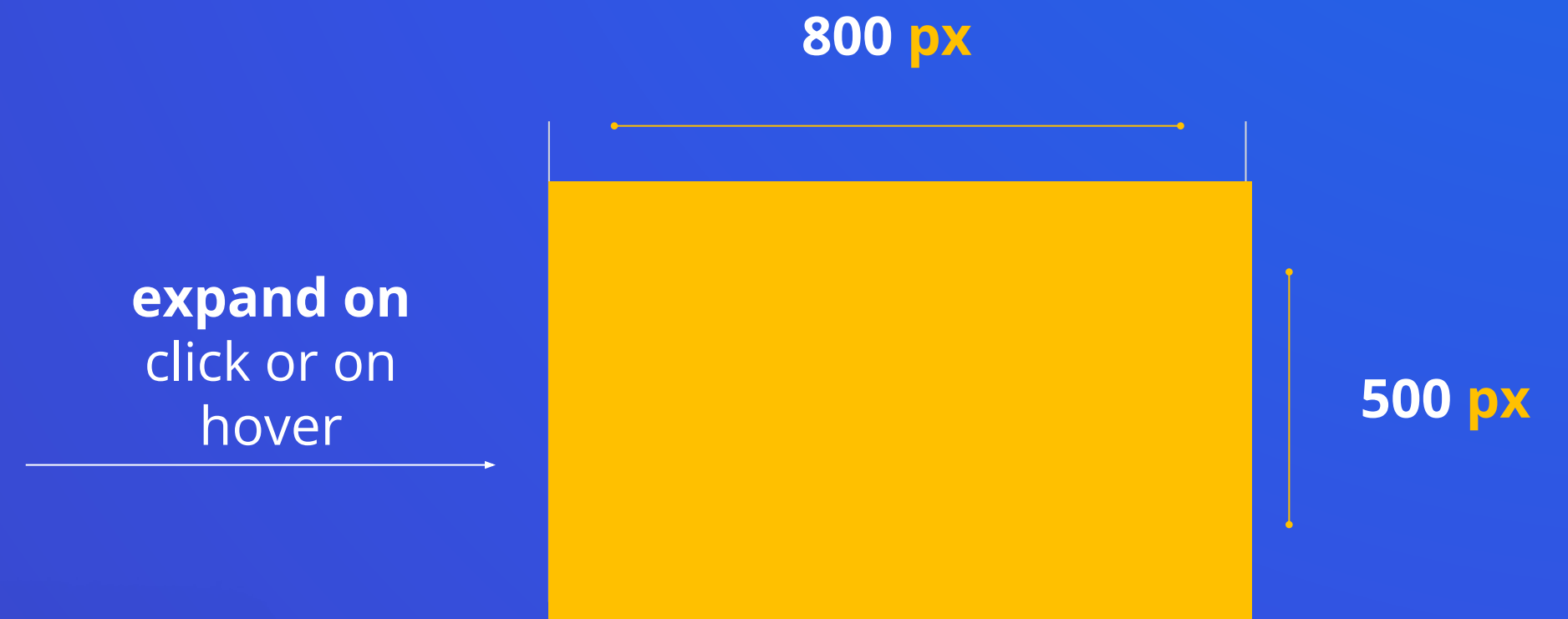
A large video banner ad is displayed on full screen to convey creative messages and strongly impress readers.



| 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 |                      |
| 1 <sup>st</sup> Balloon Ad | 300x250px         | -             | <a href="#">Demo</a> |
| 2 <sup>nd</sup> Balloon Ad | 300x250px         | 500x300px     | <a href="#">Demo</a> |
| 3 <sup>rd</sup> Balloon Ad | 300x250px         | 800x500px     | <a href="#">Demo</a> |
| 4 <sup>th</sup> Balloon Ad | 120x600px         | 370x250px     | <a href="#">Demo</a> |
| 5 <sup>th</sup> Balloon Ad | 120x600px         | 500x300px     | <a href="#">Demo</a> |



# 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<br>or 980x250px |
| Masthead Banner on Mobile  | 640x320px                  |

**X2.8 times**  
the standard banner size

1100 px or 980 px

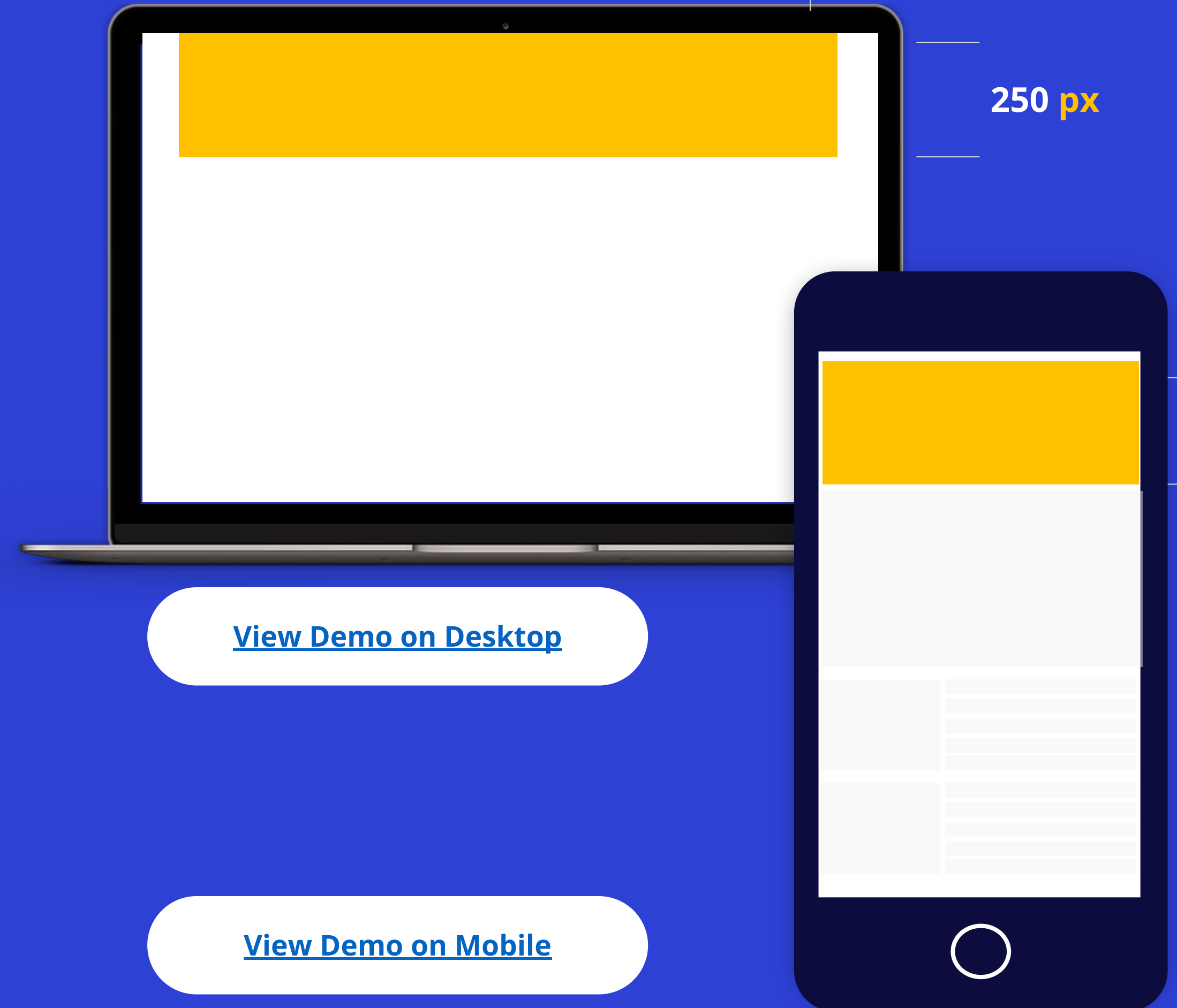
250 px

320 px

640 px

[View Demo on Desktop](#)

[View Demo on Mobile](#)



# 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         |



160 px

[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,<br>expand 640x1386px |



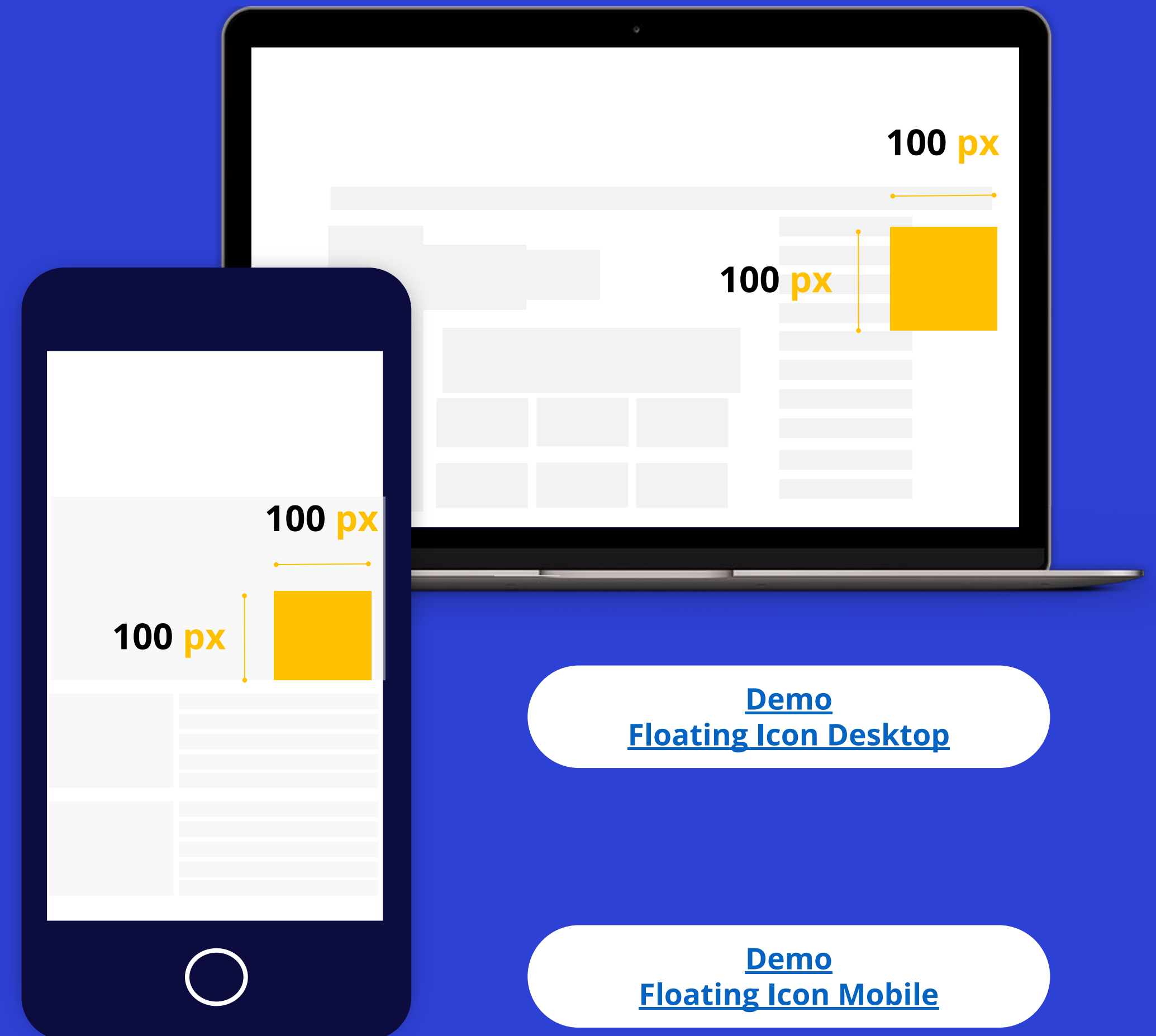
[View Demo](#)



# 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.

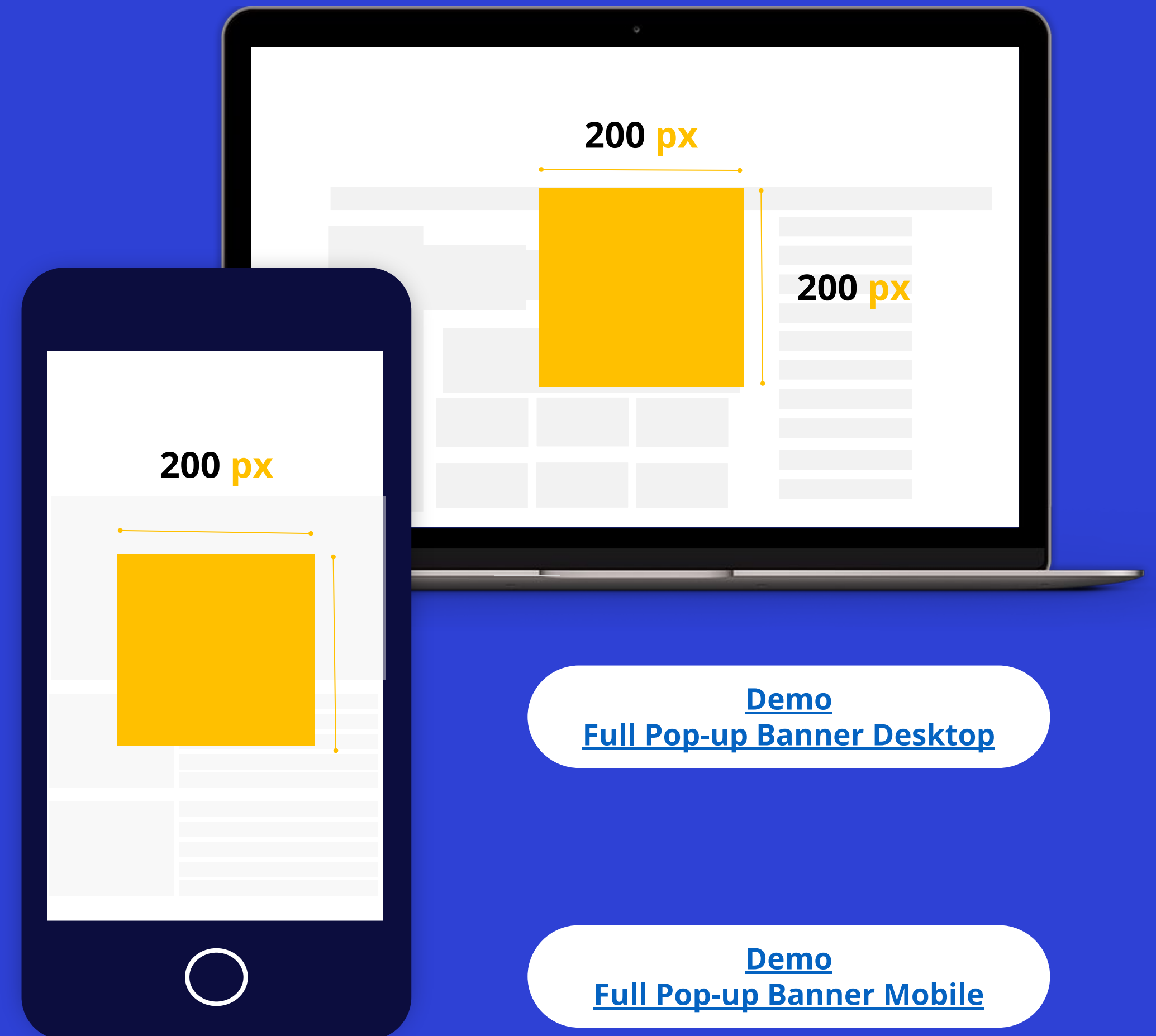
| Position              | Maximum Dimension (Pixel)  |
|-----------------------|--|
| Floating Icon Desktop | 100x100px<br>Distance with right margin should be 20px               |
| Floating Icon Mobile  | 100x100px<br>Distance to the margin should be 5% of the screen width |



# 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                 |





[View Demo on Desktop](#)



[View Demo on Mobile](#)

# 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.



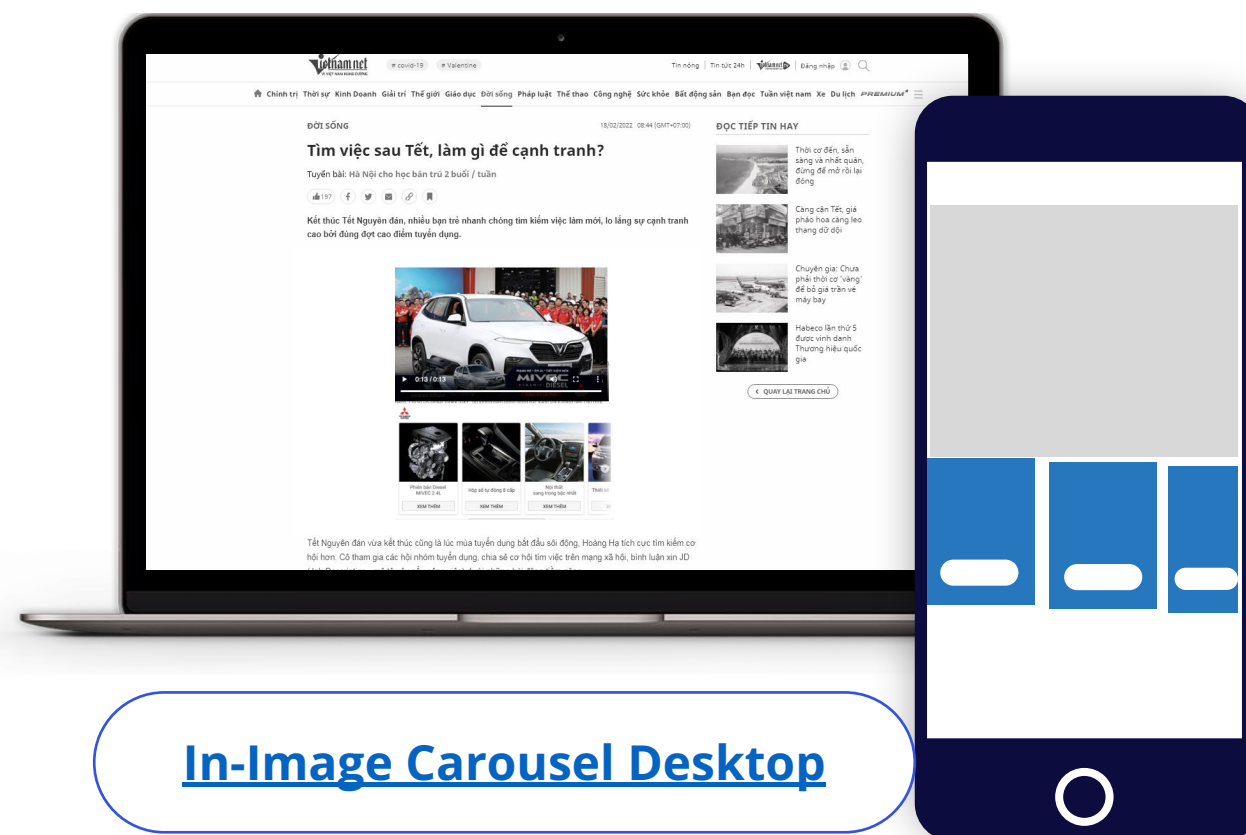


[In-Image Takeover Desktop](#)

[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.

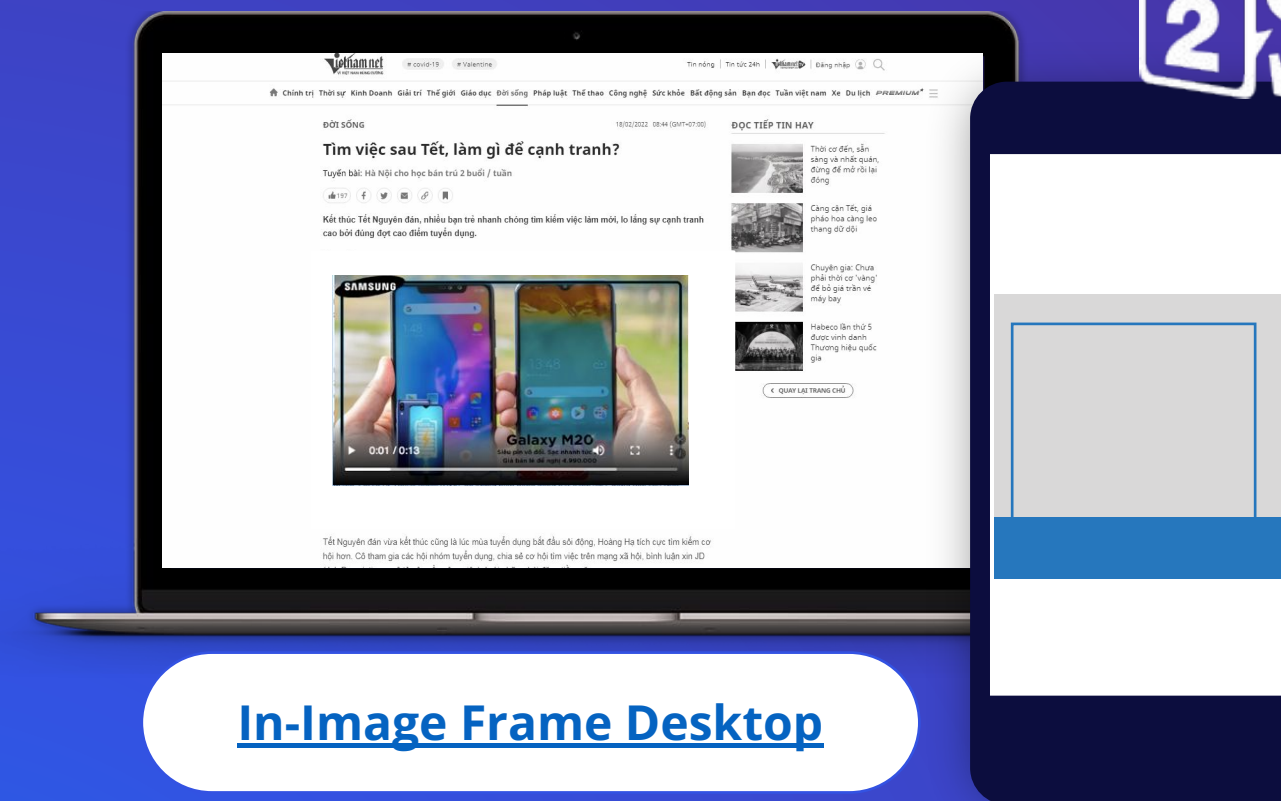


[In-Image Carousel Desktop](#)

[In-Image Carousel Mobile](#)

**In-Image Carousel**

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

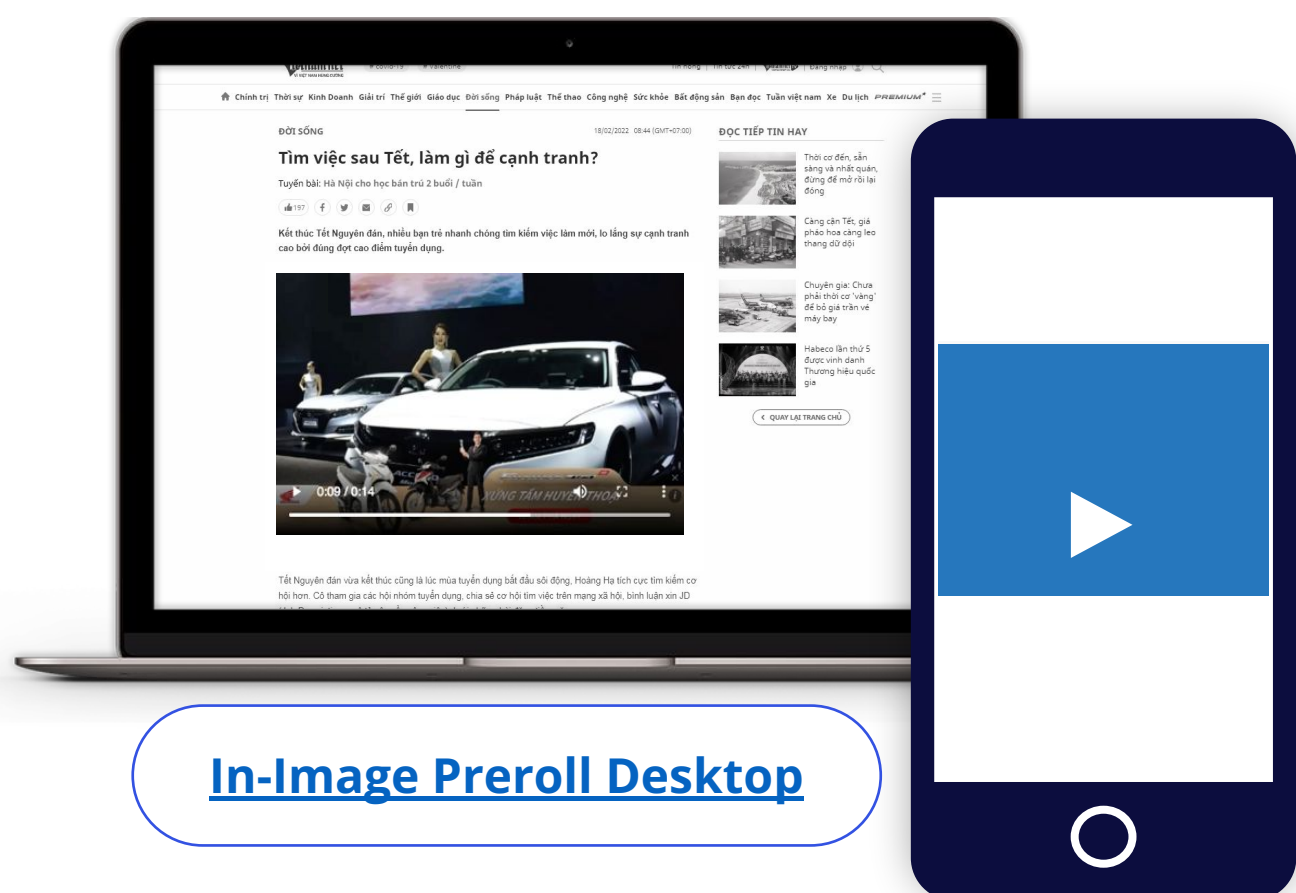


[In-Image Frame Desktop](#)

[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 <b>does not include</b> VAT tax                                    |  |   |

## Contact Information

# VietNamNet Media Joint Stock Company



### Hanoi

C'Land Building, 156 Xa Dan 2 St.,  
Dong Da District

**Phone:** 024 37 727 988



### Ho Chi Minh City

27 Nguyen Binh Khiem St., Da Kao  
Ward, District 1

**Phone:** 028 38 181 436