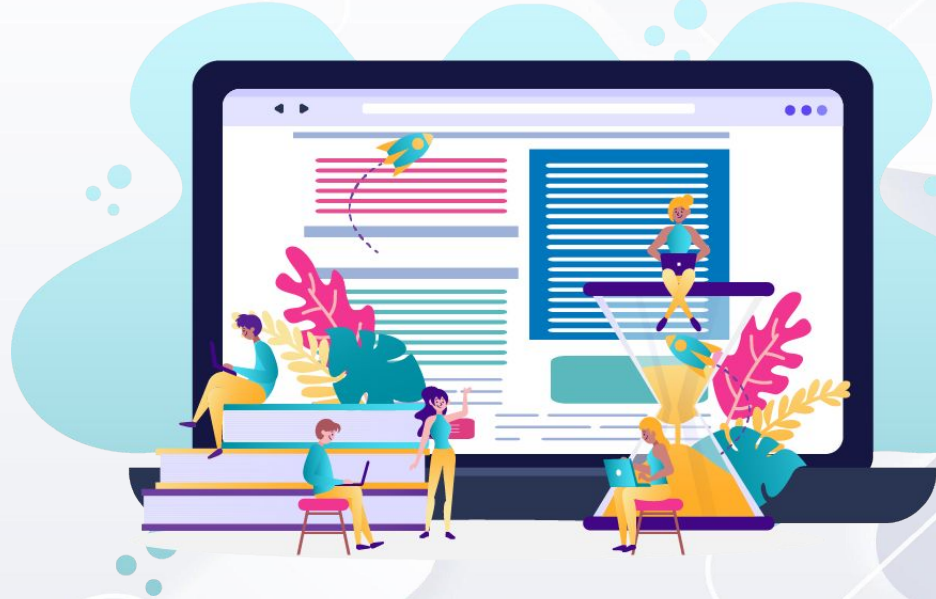


DISPLAY ADS



Applied since 09/2022

TABLE OF CONTENT

- 1. BENEFITS OF DISPLAY ADS**
- 2. RATE CARD & DEMO DESKTOP BANNER**
- 3. RATE CARD & DEMO MOBILE BANNER**
- 4. CONTACT INFORMATION**

1. Benefits of Display Ads



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



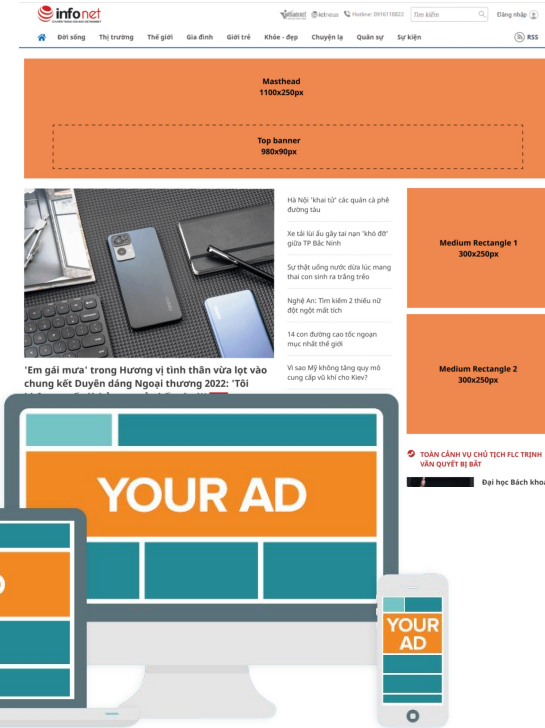
Building brand awareness by showing products, services on a high-traffic website



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



2. Desktop Banner

Position	Dimension (Pixel)	Share	CPD cross-website (VND/week)	CPD Homepage (VND/week)	CPD (VND/week)	CPD cross-article (VND/week)	Demo
Top Banner	980x90	3	12.000.000	-	8.000.000	-	Demo
Masthead (VNN)	1100x250	3	13.000.000	-	11.000.000	-	
Super Masthead	1920x250	3	15.000.000	-	13.000.000	-	
Medium Rectangle 1	300x250	3	12.000.000	-	10.000.000	-	
Medium Rectangle 2	300x250	3	12.000.000	-	10.000.000	-	
Center Banner	980x250	3	-	13.000.000	-	-	
Big Banner 1	300x600	3	12.000.000	-	10.000.000	-	
Big Banner 2	300x600	3	10.000.000	-	8.000.000	-	
Big Banner 3	300x600	3	8.000.000	-	6.000.000	-	
Big Banner 4	300x600	3	-	7.000.000	-	-	
Big Banner 5	300x600	3	-	6.000.000	-	-	
Bottom Banner	980x250	3	5.000.000	-	3.000.000	-	
Article Banner 1 hoặc 2	760x200	3	-	-	-	8.000.000	
Interactive Background Banner	Video 15s (loops), full HD 16:9 (1920x1080)	3	30.000.000	-	28.000.000	-	Demo
Balloon Ad Standard* (homepage excluded)	300x250	3	11.000.000	-	9.000.000	-	Demo

* Price does not include VAT tax

3. Mobile Banner

Position	Dimension (Pixel)	Share	CPD cross-website (VND/week)	CPD cross-article (VND/week)	Demo
Masthead	640x320	3	10.000.000	-	Demo
Center banner 1	640x533	3	11.000.000	-	
Center banner 2	640x533	3	10.000.000	-	
Center banner 3	640x533	3	8.000.000	-	
Center banner 4	640x533	3	6.000.000	-	
Bottom banner	640x533	3	6.000.000	-	
Inpage	720x1280	3	-	10.000.000	Demo
In-article	300x250	3	-	8.000.000	Demo
	300x600	3	-	9.000.000	

* Price does not include VAT tax

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