

DISPLAY ADS



(VietNamNet News in English)



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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
-  **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



The image shows a screenshot of the Vietnamnet website with several ad formats highlighted in yellow boxes. The formats and their dimensions are: Masthead (1100x250), Top Banner (980x90), Medium Rectangle 1 (300x250), and Medium Rectangle 2 (300x250). Below the screenshot, three devices (laptop, desktop monitor, and smartphone) are shown with 'YOUR AD' displayed on their screens, illustrating cross-platform advertising.

3. RATE CARD & DEMO

- Desktop Banner Standard
- Desktop Banner Rich Media
- Other costs

3. 1. RATE CARD OF DESKTOP BANNER STANDARD

Demo Desktop Banner



▶ CPD price is applied to 3-user sharing mode - Currency: VND

Position	Dimension (Pixel)	Share	Price CPD/week	Price of 1 CPM
Top banner	980x90	3	16.000.000	6.500
Masthead banner	1100x250 or 980x250	3	17.000.000	7.000
Medium Rectangle 1	300x250	3	13.000.000	5.000
Medium Rectangle 2	300x250	3	13.000.000	5.000
Big banner 1	300x600	3	9.000.000	5.000
Big banner 2 (Floating)	300x600	3	9.000.000	5.000
Article Banner 1	160x600	3	17.000.000	6.500
Article Banner 2	660x120	3	13.000.000	5.000

3. 2. RATE CARD OF DESKTOP BANNER RICH MEDIA

► CPD price is applied to 3-user sharing mode - Currency: VND

Position	Dimension (Pixel)	Share	Homepage		Demo
			Price (VND/week)	Price (VND/CPM)	
Full Background Banner	2000x1280. Static Banner. White zone: 1000x1005	3	110.000.000	55.000	Demo
Interactive Background Banner	Video Background 15s (loop). Max file size: 5Mb. Size: Full HD, 16: 9 (1920:1080)	3	186.000.000	85.000	Demo
Balloon Ad 1	300x250px	3	12.500.000	5.500	Demo
Balloon Ad 2	Original size: 300x250px. Expanded size: 500x300px	3	16.500.000	8.000	Demo
Balloon Ad 3	Original size: 300x250px. Expanded size: 800x500px	3	18.500.000	12.000	Demo
Balloon Ad 4	Original size:120x600px. Expanded size: 370x250px	3	13.000.000	6.000	Demo
Balloon Ad 5	Original size: 120x600px. Expanded size: 500x300px	3	14.000.000	8.000	Demo
Masthead desktop	980x250px	3	-	15.000	Demo
Floating Desktop	Original size: 980x100. Expanded size: 980x600	3	-	15.500	Demo
In-image Basic	Responsive 1:6	3	-	22.000	Demo
In-image takeover	Responsive 1:6	3	-	30.000	
In-image frame	Responsive 1:6	3	-	32.000	
In-image preroll	Responsive 1:6	3	-	35.000	
In-image carousel	Responsive 1:6	3	-	35.000	
In-image & TVC in-read	Responsive 1:6	3	-	45.000	

RICH MEDIA ADS FORMATS

DESKTOP BANNER

On VietNamNet Global

- Clock Ad
- Background Banner
- Full Background banner
- Interactive background banner
- Side Banner Expand
- Balloon ad
- Masthead Desktop
- Floating desktop
- In-image ad



[Demo](#)

Rich Media Ad Formats

FULL BACKGROUND BANNER

A large banner ad is displayed on full screen to convey impressive messages.

Position	Dimension (Pixel)
Static Banner	2000x1280
The center space	1000x1005

1920 px

1080
px1005
px

1000 px

[Demo](#)

Rich Media Ad Formats

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.
Size: full HD or ratio of 16: 9.

1920x1080

5 Sizes for your choice

Banner ad can be collapsed or expanded



BALLOON AD

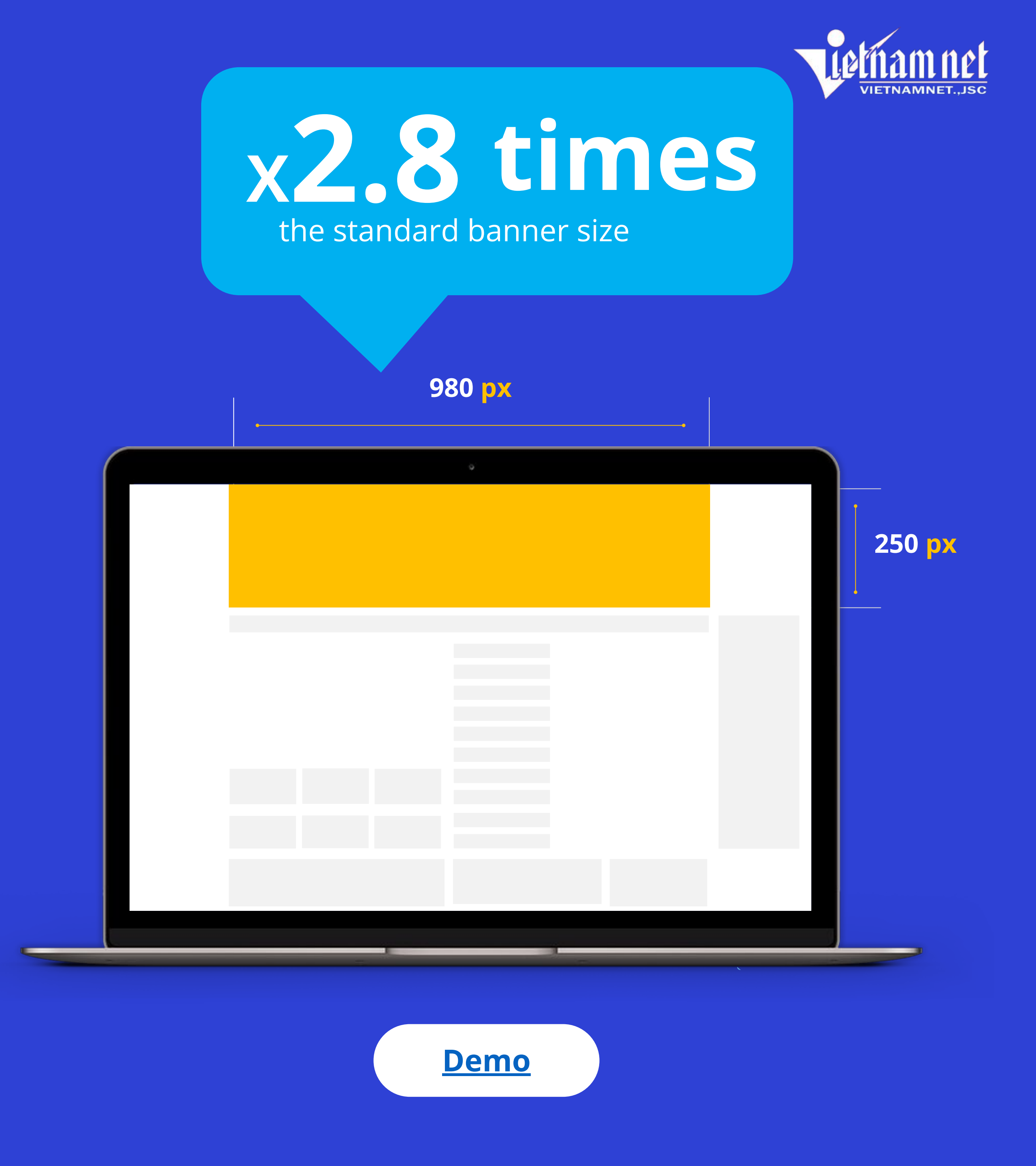
- A balloon ad is always displayed in the bottom right corner on the screen with 5 sizes.
- A banner ad can be from expanded size to collapsed size.

Position	Dimension (Pixel)		Demo
	Original	Expand	
Balloon Ad 1	300x250px	-	Demo
Balloon Ad 2	300x250px	500x300px	Demo
Balloon Ad 3	300x250px	800x500px	Demo
Balloon Ad 4	120x600px	370x250px	Demo
Balloon Ad 5	120x600px	500x300px	Demo

MASTHEAD DESKTOP

A banner ad is always displayed at 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	980x250 Px



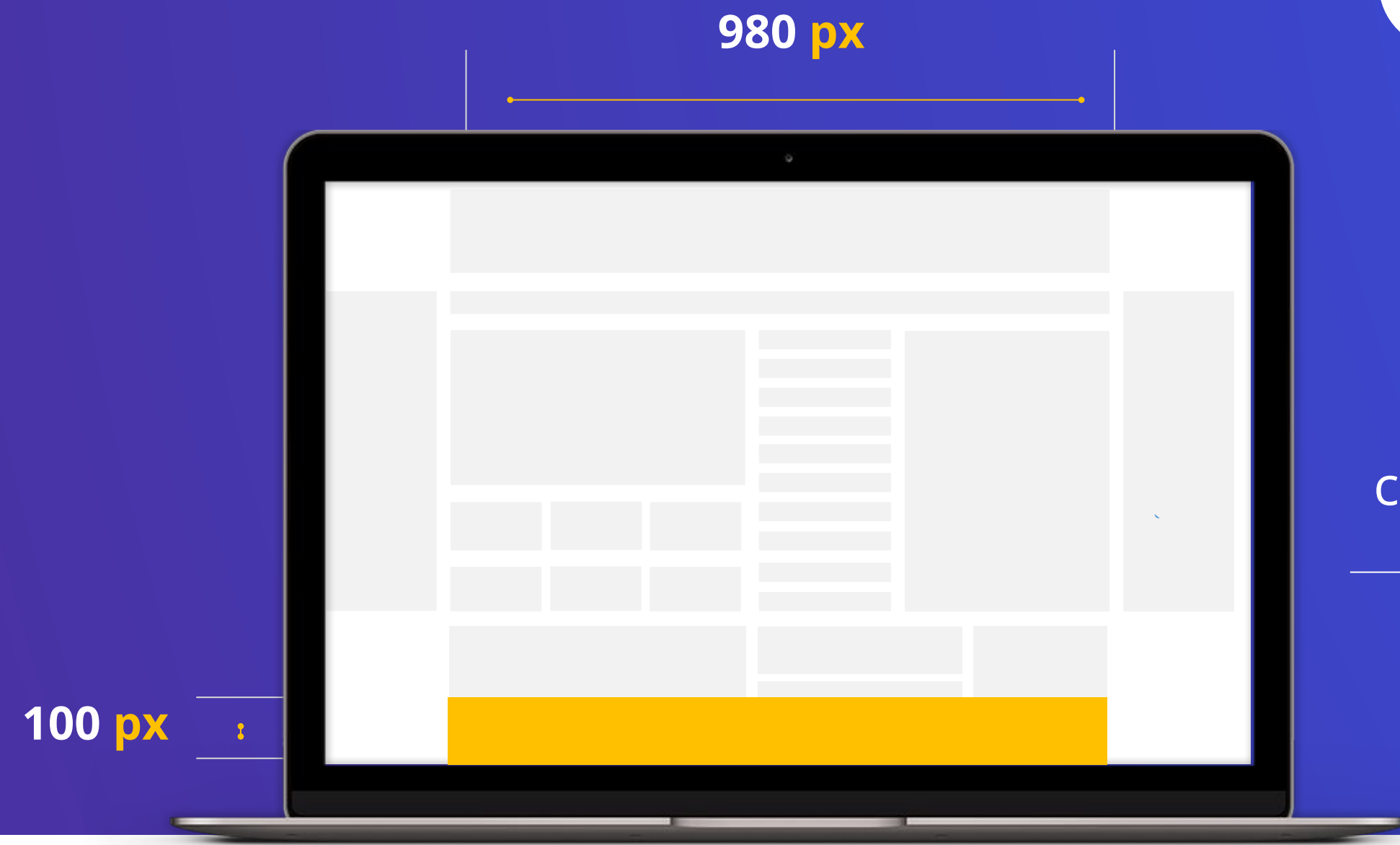
x2.8 times
the standard banner size

980 px

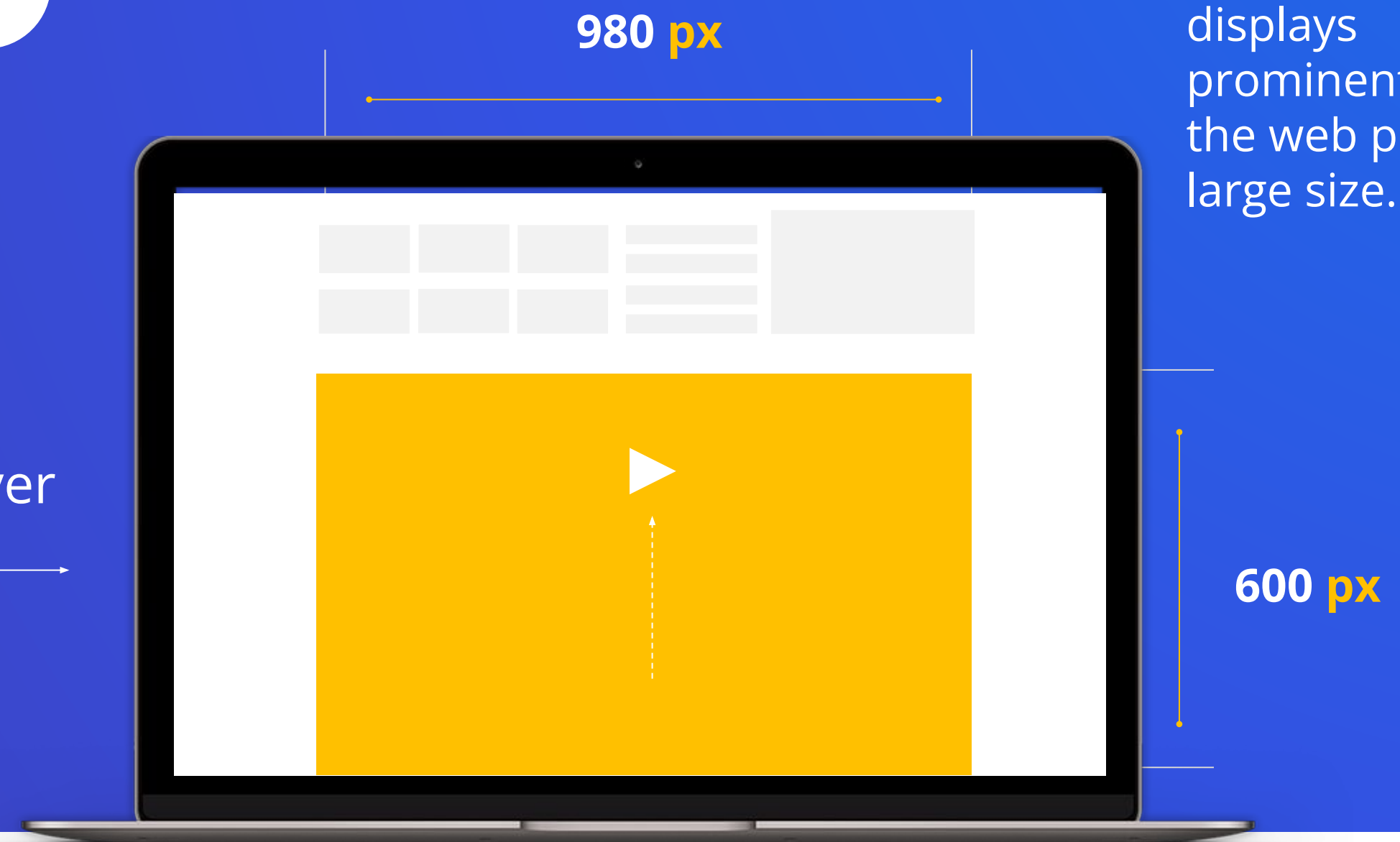
250 px

[Demo](#)

[Demo](#)



expand on click or on hover



The banner displays prominently on the web page with large size.

FLOATING DESKTOP

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

Position	Dimension (Pixel)	
	Standard	Exxpand
Floating Desktop	980x100px	980x600px

[Demo](#)

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.



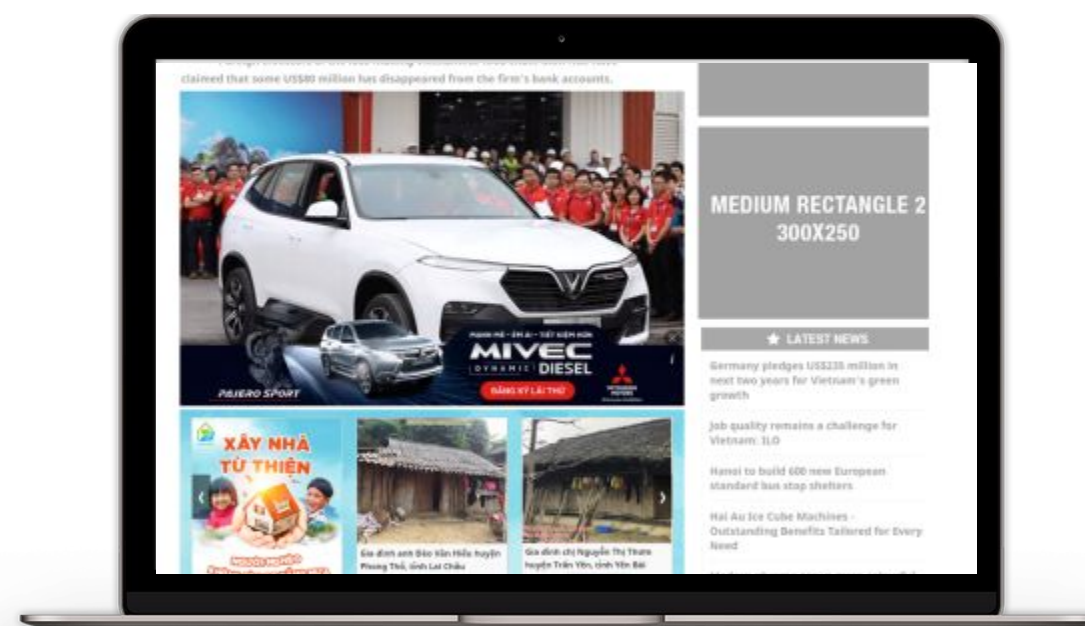
VNN Global provides In-Image advertising solution for both Desktop & Mobile devices



In-Image Takeover

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

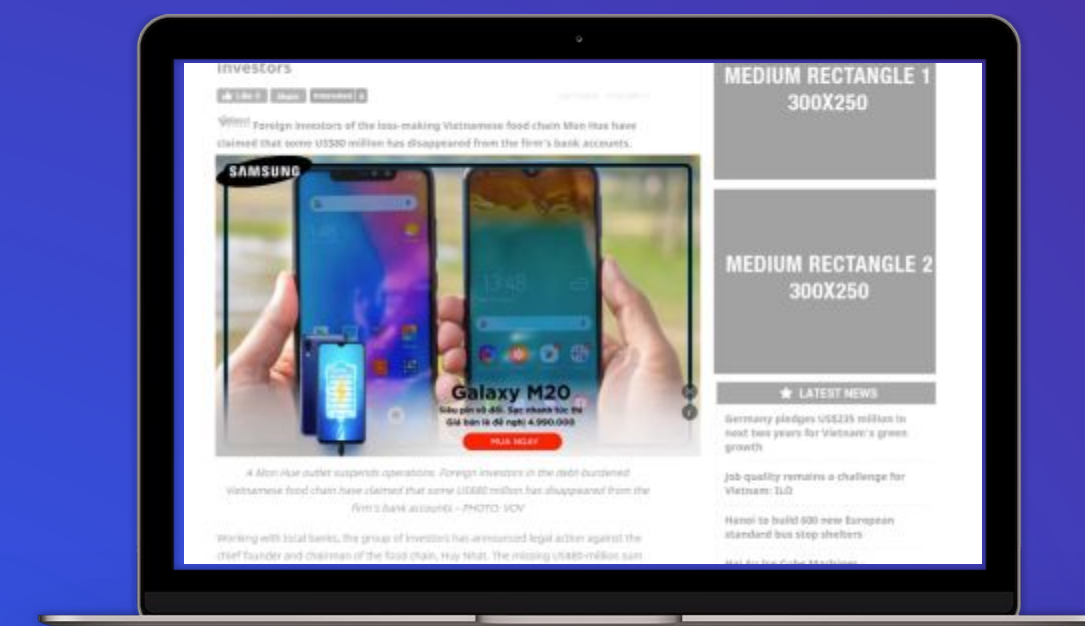
[Demo](#)



In-Image Carousel

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

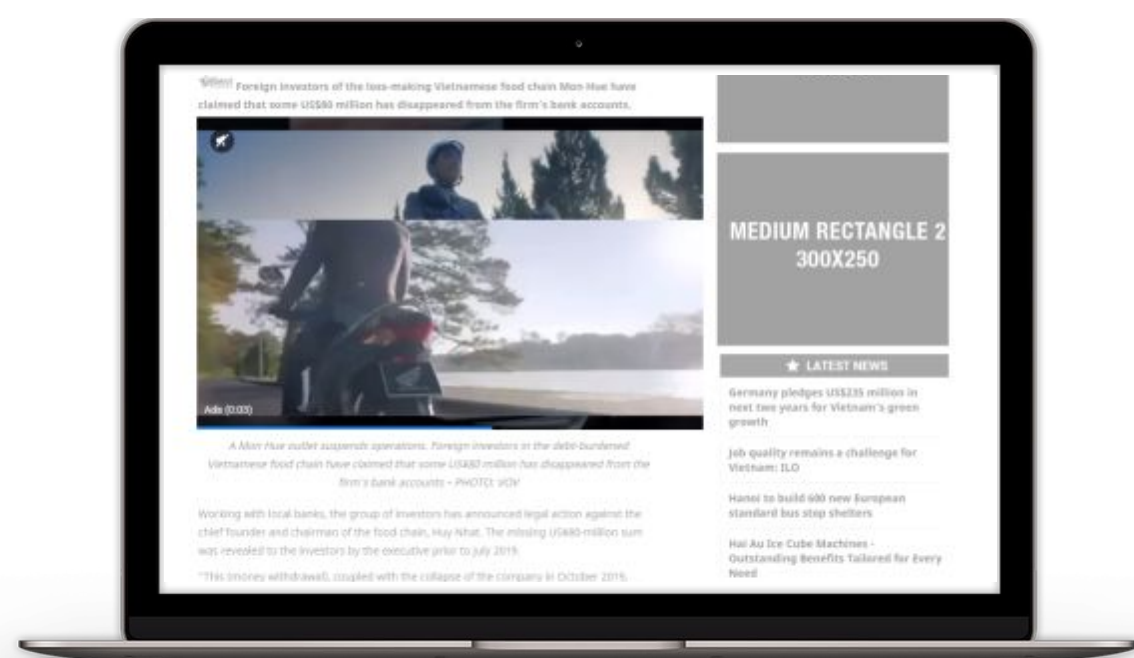
[Demo](#)



In-Image Frame

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

[Demo](#)

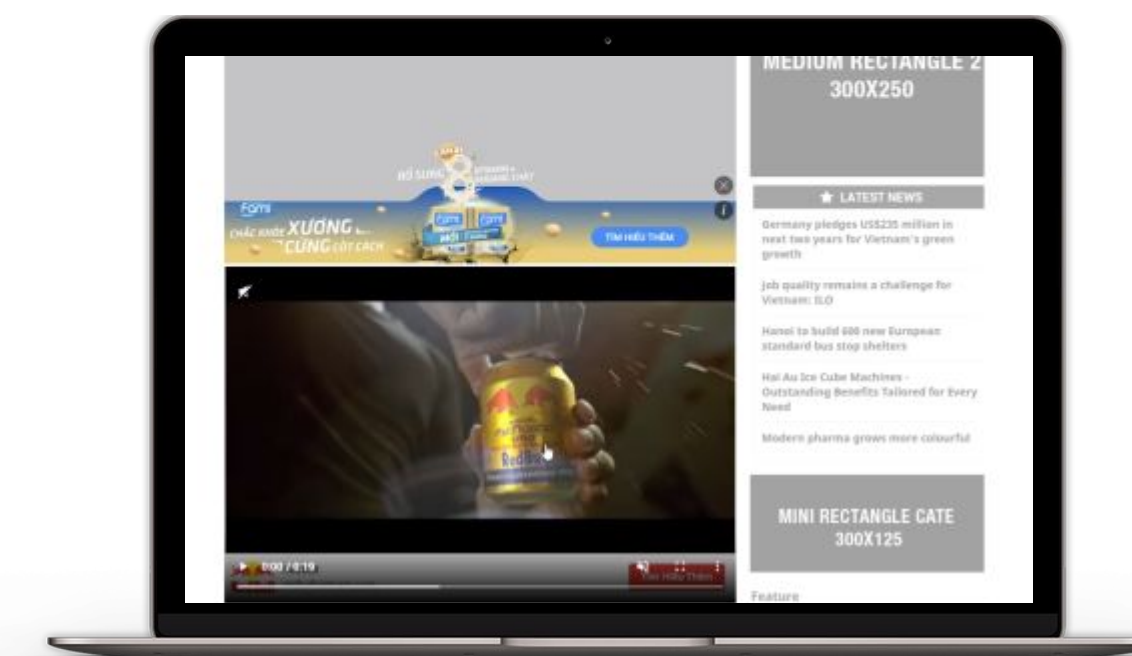


In-Image Preroll

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

[Demo](#)

5 Creative In-image advertising formats



In-Image & TVC In-read

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

[Demo](#)

OTHER COSTS

Content	Detail	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, maximum 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 for exclusive display = Default price of 4-user sharing mode x 3.8		
Price does not include VAT tax		

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