

# VIDEO ADS

ADVERTISING VIDEO FORMAT  
& POSITIONS ON VIETNAMNET TV



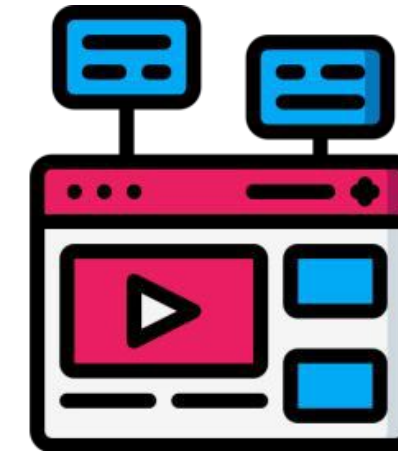
Applied since 03/2022

# ADVERTISING VIDEO FORMAT | VIDEO ADS



## 1. IN-STREAM

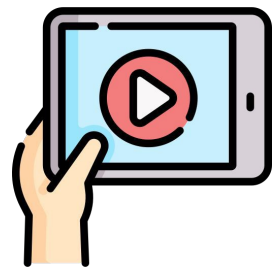
**In-stream video ads** are advertisements in the video content of websites, displayed when playing video content. In-stream video ads advertise naturally to readers, increase efficiency.



## 2. OUT-STREAM

**Outstream video ads** are advertisements that are appeared outside the internal video area content and are displayed naturally between detailed articles or in Banner areas on the website.

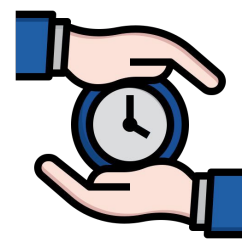
# Why should choose VIDEO ADS?



Consumers tend to **watch more videos**: Up to 94.3% of Internet users in Vietnam spend time watching all kinds of videos every week.



Convey the message in a **more vivid** way: Combine images, music, texts; bring excitement for customers to understand the message.



Convey a lot of information to target audiences **in a shorter time**

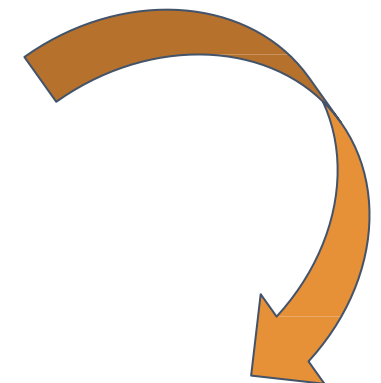
when compared to other formats (images, text, etc.)



**Increase brand awareness**: Messages conveyed through video will help the target audience have a deeper impression.



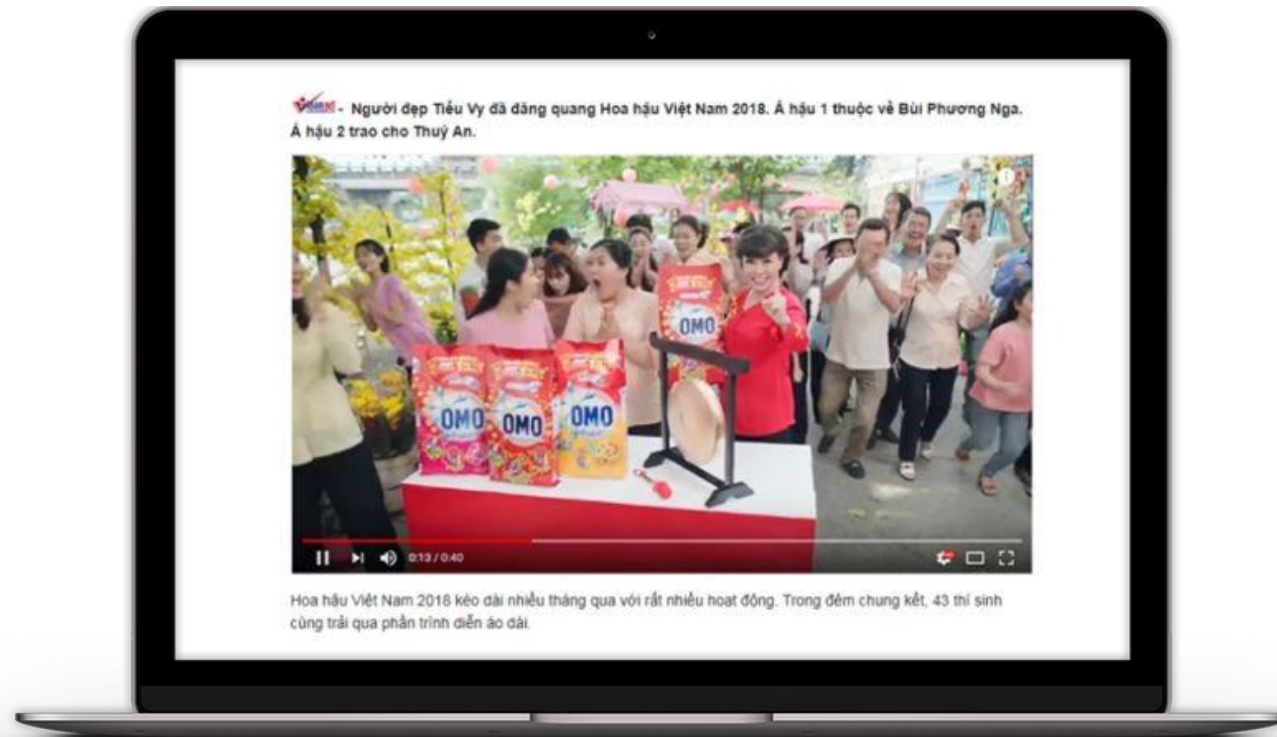
Hoa hậu Việt Nam 2016 kéo dài nhiều tháng qua và cũng trải qua phần trình diễn ảo dài.



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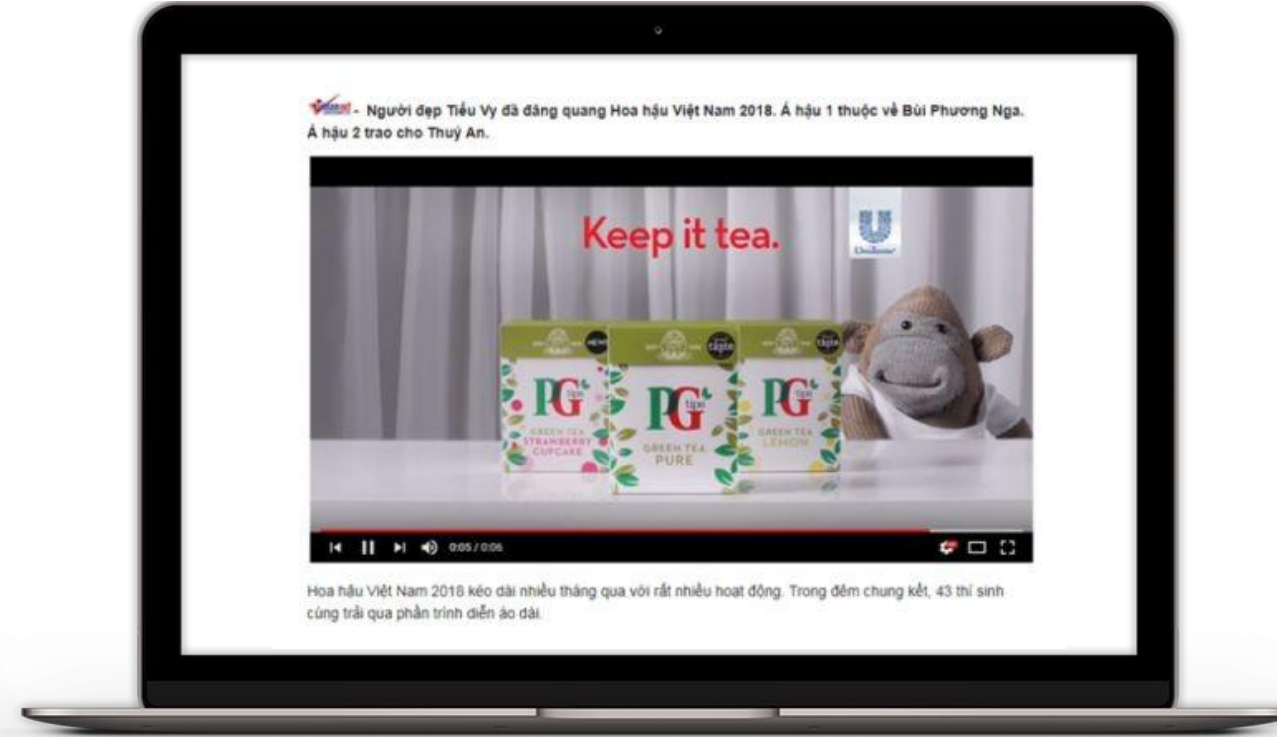
# 1. IN-STREAM | FORMS



## STANDARD PRE-ROLL

- Ads are displayed before playing video
- After 5s, the "Skip" button will appear. The maximum time duration to display an ad is 60s.
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)



## NON-SKIP PRE-ROLL

- Ads are displayed before playing video
- Time to display ad is 6s, "Skip" button does not appear at that time
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)



## VIDEO OVERLAY BANNER

- Banner ads are appear to overlay the content video
- Maximum time to display ad is 30s • Format: Banner
- Size: 480x70px

[Demo](#)

# 1. IN-STREAM | QUOTATION

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao/TintucOnline	
<b>Standard Pre-roll</b>	PC & Mobile	<ul style="list-style-type: none"> <li>• Ads are displayed before playing video</li> <li>• After 5s, the "Skip" button will appear. The maximum time duration to display an ad is 60s</li> <li>• Ad format: Full-screen banner display</li> </ul>	640x360	40.000	25.000	<a href="#">Demo</a>
<b>Non-skip Pre-roll</b>	PC & Mobile	<ul style="list-style-type: none"> <li>• Ads displayed before playing video</li> <li>• Time to display ad is 6s, "Skip" button is not appear</li> <li>• Ad format: Full-screen banner display</li> </ul>	640x360	30.000	15.000	<a href="#">Demo</a>
<b>Video Overlay banner</b>	PC	<ul style="list-style-type: none"> <li>• Banner ads appear to overlay the content video</li> <li>• Maximum time to display ad is 30s</li> <li>• Format: Banner</li> </ul>	480x70	30.000	20.000	<a href="#">Demo</a>

**Notes:**

- Advertisements are not allowed to displayed in special categories including Chinh tri, Dan toc & Ton giao, Tuan Viet Nam, Goc nhin thang.
- Minimum package of 500 CPM is valid for 1 week.

## 2. OUT-STREAM | FORMS



### IN-READ VIDEO

- Video ads are displayed in the content of the article, alongside with reader's storyline
- After 5s, the "Skip" button will appear. The maximum duration to display an ad is 30s
- Size: 640x360px

[Demo](#)



### OUT-STREAM VIDEO

- Autoplay video ads are displayed in the bottom right corner of the screen
- The maximum time to show an ad is 5 minutes.
- After 5s, the "Skip" button will appear. The video ad will disappear after its content has finally ended.
- Size: 640x360px

[Demo](#)

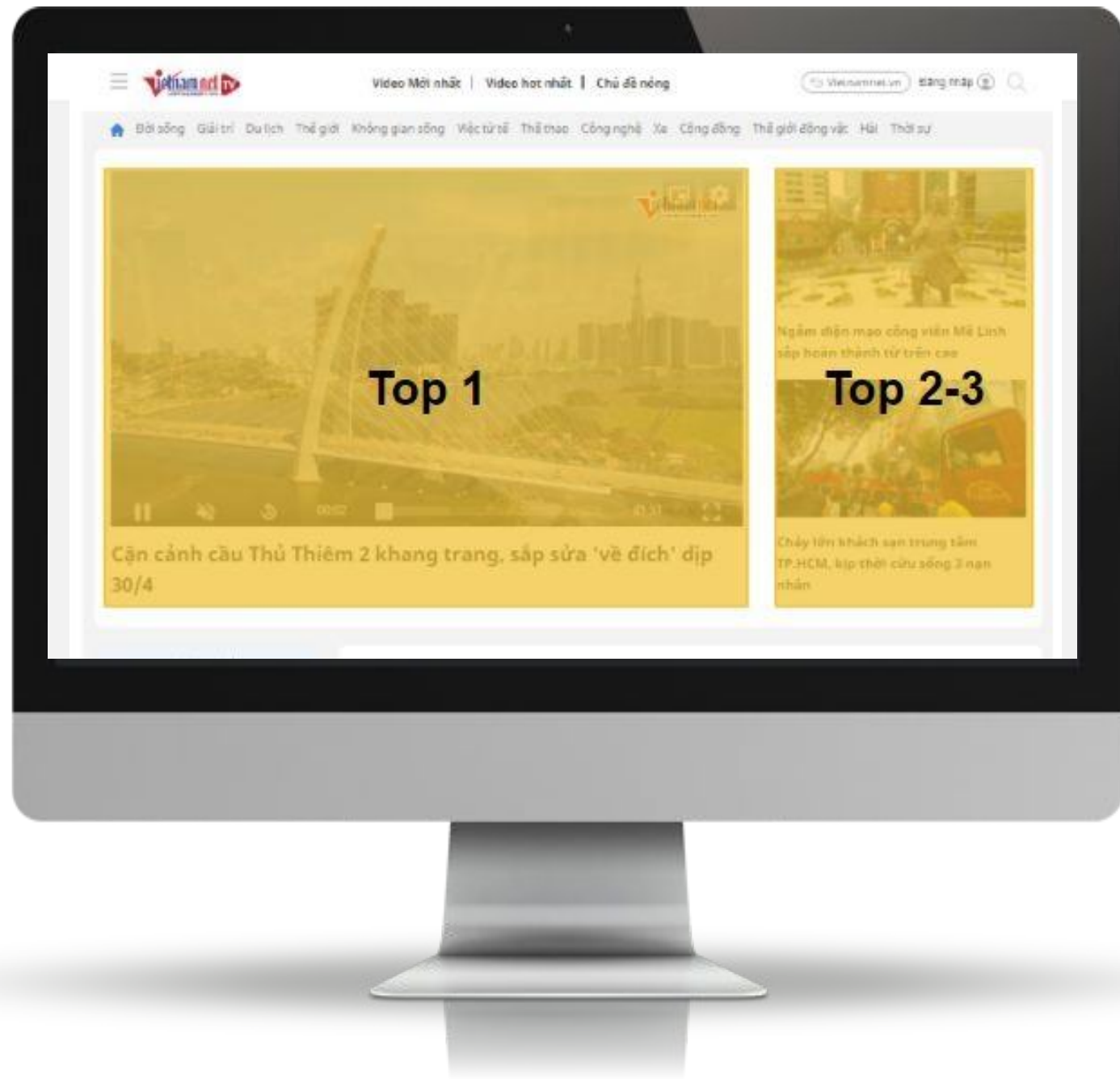
## 2. OUT-STREAM | RATE CARD

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao/ TintucOnline	
<b>In-read Video</b>	PC	<ul style="list-style-type: none"> <li>• Video ads are displayed in the content of the article, alongside with reader's storyline</li> <li>• After 5s, the "Skip" button will appear. The maximum time to display an ad is 30s</li> <li>• Size: 640x360px</li> </ul>	640x360	40.000	25.000	<a href="#">Demo</a>
<b>Outstream Video</b>	PC	<ul style="list-style-type: none"> <li>• Auto-play video ads displayed in the bottom right corner of screen</li> <li>• After 5s, "Skip" button will appear, maximum time to display ad is 5 minutes. The video ad will disappear after its content has finally ended.</li> </ul>	640x360	40.000	25.000	<a href="#">Demo</a>

**Notes:**

- Advertisements are not allowed to displayed in special categories including Politics (Chính trị), Ethnic & Religious Affairs (Dân tộc & Tôn giáo), Tuan Viet Nam, Straight View (Góc nhìn thẳng).
- Minimum package of 500 CPM is valid for 1 week.

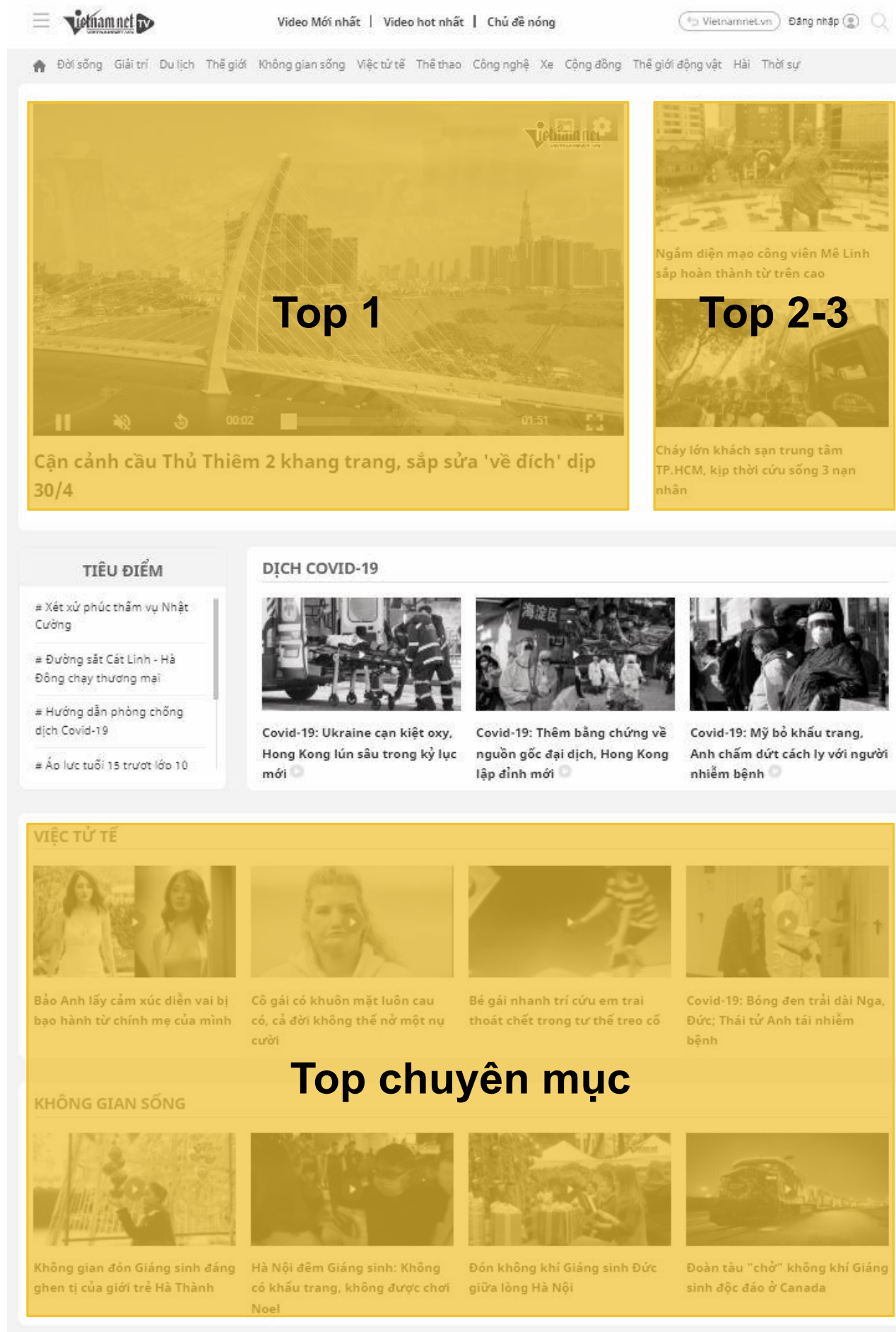
### 3. PUBLISHED VIDEOS ON VIETNAMNET TV



Video uploaded at  
VietnamNet Video Category



Video uploaded at **Box VietNamNet Video**  
on Homepage VietNamNet.vn



*\*Applied for 1-3-mins video length*

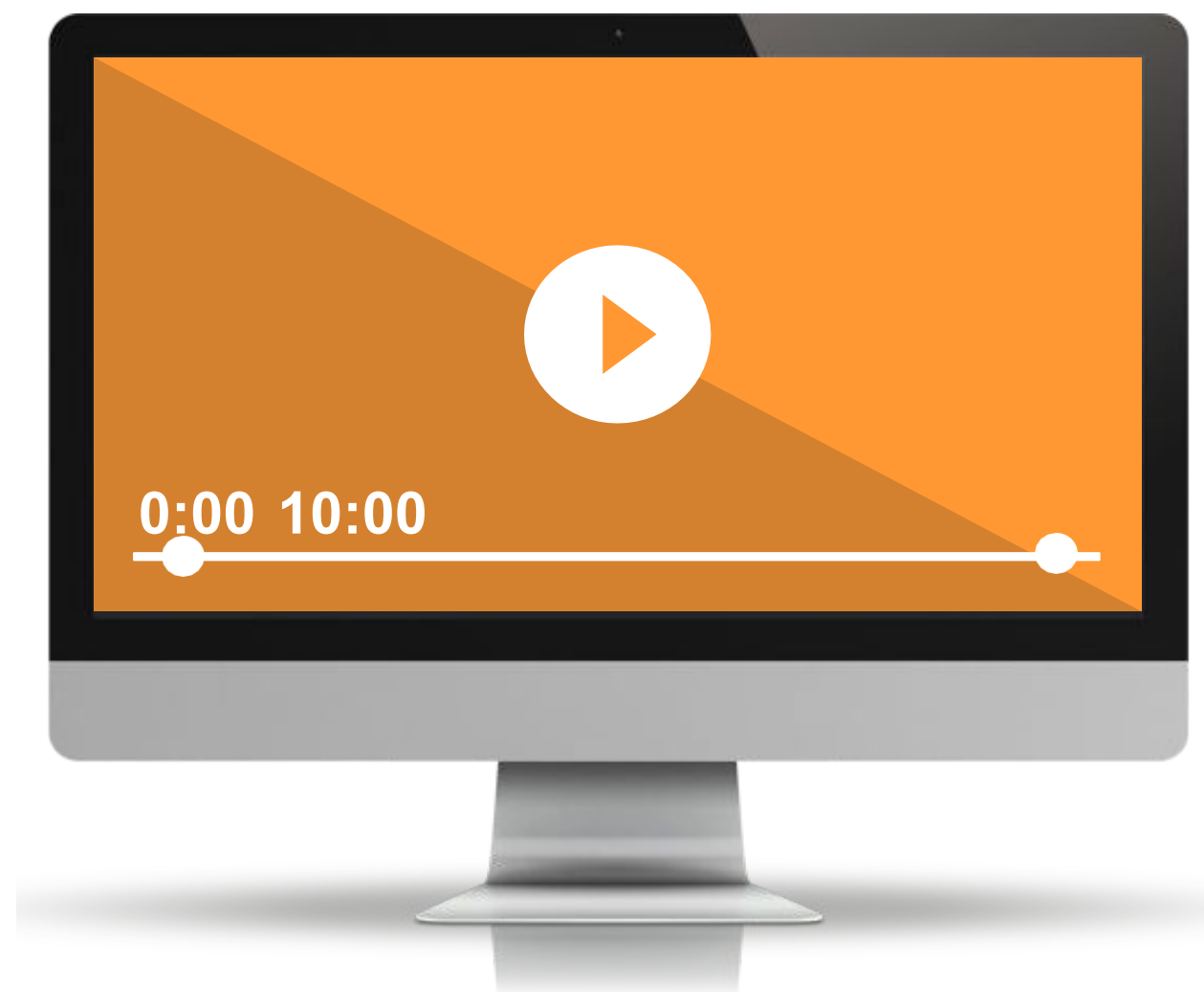
Position	Description	Price (VND)
Top 1	Video clip is published on Top 1 of VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	10.000.000
Top 2 - 3	Video clip is published on Top 2-3 of VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	6.000.000
Top of category including Thời sự, Đời sống, Giải trí, Pháp luật	Video clip is published on a suitable category including: Thời sự , Đời sống, Giải trí, Pháp luật on VietNamNet Video Homepage in 2 hours. It is then stored on an appropriate category.	3.000.000
Top of other categories	Video clip is published at the Top position of other categories on VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	2.000.000

[Demo](#)

# VIDEO ON VIETNAMNET TV

## Video in the VietNamNetTV homepage

*\*Applied for more than 3-minute video*

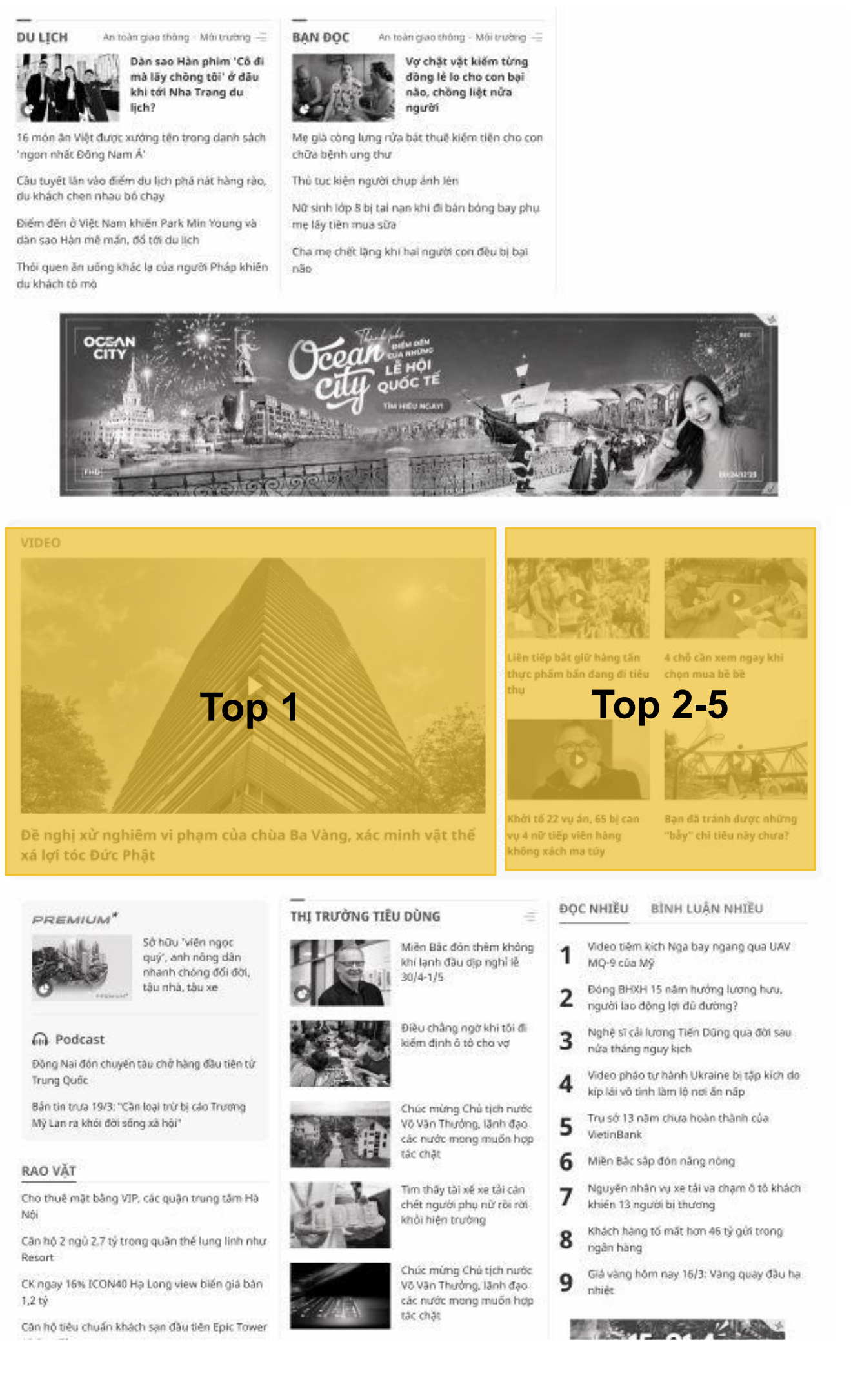


Type	Price (VND)
Videos are 3 to 5 minutes long	Plus 500.000 VND
Videos are 5 to 10 minutes long	Plus 1.000.000 VND
Videos are longer than 10 minutes	Plus 2.000.000 VND

# PUBLISHED VIDEO ON VIETNAMNET HOMEPAGE

Videos uploaded on Box Video-VietNamNet.vn

*\*Applied for 1-3-mins video length*



Position	Description	Price (VND)
<p><b>Top 1</b> of VietNamNetTV on VietNamNet Homepage</p>	<p>Video clip is published at the <b>Top 1 of VietNamNetTV</b> on VietNamNet Homepage in <b>2 hours</b>. It is then stored on an appropriate category of Vietnamnet Video category.</p>	<p><b>30.000.000</b></p>
<p><b>Top 2 - 5</b> of VietNamNetTV on VietNamNet Homepage</p>	<p>Video clip is published on the <b>Top 2 - 5 of VietNamNetTV</b> on VietNamNet Homepage in <b>2 hours</b>. It is then stored on an appropriate category of Vietnamnet Video category.</p>	<p><b>25.000.000</b></p>

[Demo](#)

## 4. GENERAL REGULATIONS

- Price does not include VAT tax.
- **Minimum package** of 500 CPM is valid for 1 week.
- **Contract term** less than 7 days will be rounded up to 1 week.
- Sponsorship does **not apply to special categories** including: Chính trị, Dân tộc & Tôn giáo, Tuần Việt Nam, Góc nhìn thẳng.
- The introduction of each video can have a **maximum length of 150 words**.
- **Video Clip** has an aspect ratio of 16:9. The maximum capacity is 250MB.
- In **the co-publishing policy**, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories. The cost of a co-publishing article must be equal to or lower than the first article.
- Article content must comply with **Vietnamese regulations on Press and Fine Customs**. The Editorial Board can edit content, photos to meet VietNamNet's criteria.
- **Plus 100% fee** for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- **Plus 20% publishing fee** for each brand, from the second one and owned by different people or corporations, mentioned.

## Contact Information

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