




RATE CARD PREMIUM AD/PC

PREMIUM AD – HOME VNEXPRESS

Premium Ad	Position	Demo	Dimension	Price (VND/day)	Share of Voice (SOV)	Estimate
Synchronized Banner- 3	Top banner		728 x 90	100,000,000	Share 3	1M-1.5M user Min 1M impression
	Large logo		300 x 390			
	Background		220 x 900			
Synchronized Banner- 2	Top banner		728 x 90	65,000,000	Share 3	1M user
	Large logo		300x390			
	Background		220x900	50,000,000	Share 3	1M user




CDP – HOME VNEXPRESS

Position	Dimension	Share of Voice (SOV)	Price (VNĐ/week)	Demo	
Half banner	364x90	Share 3	90,000,000		
Large 1	300x120	Share 3	120,000,000		
Large 2	300x120	Share 3	110,000,000		🔗
Large 3	300x120	Share 3	105,000,000		
Large 4	300x250	Share 3	75,000,000		
Large 5	300x250	Share 3	45,000,000		🔗
Large 6	300x250	Share 3	40,000,000		🔗
Large 7	300x250	Share 3	35,000,000		🔗
Large 8	300x250	Share 3	28,000,000	🔗	
Special right 1	160x600	Share 5	70,000,000		
Special right 2	160x600	Share 5	55,000,000		
Special right 3	160x600	Share 5	40,000,000		🔗
Special right 4	160x600	Share 5	25,000,000		
Special right 5	160x600	Share 5	20,000,000		



HOT NEWS

HOT NEWS AREA

Position	Demo	Dimension	Share of Voice (SOV)	Price
Sky banner		160x600	Share 3	10,000,000/day
Article video		480x270	SOV 33% , Min 300K impression	8,000,000/day
Synchronized -3		728 x90	CPM	80,000/CPM
		300 x 390		
		220 x 90		

- ❖ Sync banners display simultaneously on 3 zones: Top banner (728 x 90), Large logo (300 x 390) and background (220x90)
- ❖ Photo article, article of Suc khoe Cate is not allowed on Sky banner
- ❖ Live reporting and Multimedia articles are not allowed on Hot news

CDP – CATEGORIES

Price: VND/week

Position	Dimension	Share of Voice (SOV)	Cate 1	Cate 2	Cate 3	Cate 4	Demo
Leader Board	728x90	Share 3	22.000.000	15.000.000	12.000.000	8.000.000	🔗
Big logo	300x390	Share 3	50.000.000	30.000.000	20.000.000	15.000.000	🔗
Large Logo 3	300x250	Share 3	25.000.000	22.000.000	15.000.000	10.000.000	🔗
Large Logo 4	300x250	Share 3	15.000.000	12.000.000	10.000.000	5.000.000	
Large Logo 5	300x250	Share 3	10.000.000	8.000.000	6.000.000	5.000.000	
Special Right 1	160x600	Share 3	25.000.000	22.000.000	18.000.000	10.000.000	🔗
Special Right 2	160x600	Share 3	8.000.000	6.000.000	5.000.000	4.000.000	🔗
Article Video	480x270	Share 3	50,000,000	20,000,000	15,000,000	8,000,000	🔗
Background	220x900	Share 3	20.000.000/day	12.000.000/day	8.000.000/day	6.000.000/day	🔗

- ❖ The price above applies for each category of the cate
- ❖ Advertisements do not display on live reporting, Multi media articles (Long form, Interactive, Video,...) or sponsored pages
- ❖ The groups of advertising on each category do not include specialized pages.
- ❖ Special right 1 are not on Folder Thời trang – Làm đẹp. The zone of Special right 2 displays only on folder page, not on detailed pages.
- ❖ Large 4,5 are not on Folder Sức khỏe and photo articles
- ❖ Leader board of Kinh doanh displays on Homepage KD Hàng hóa, Bất động sản, Quốc tế.

CDP – CATEGORIES

Cate 1	Thoi su (except Nông Nghiệp Sạch) Kinh doanh (except Ebank, BDS, CK, TMDT, Startup) Giai tri (except Thời trang, Làm đẹp) The Gioi	Cate 3	Giao duc (home, tuyen sinh , trac nghiem) Du lich Khoa hoc Cong dong Tam su Cui
Cate 2	Phap luat So hoa Xe Thethao Doisong (except Nhà đẹp) Suc khoe (except Khỏe đẹp)	Cate 4	Kinh doanh 2 (Bất động sản, Chứng khoán) Kinh doanh 3 (Thương mại điện tử) Thời trang - Làm đẹp (Thời trang, Làm đẹp, Khỏe đẹp) Du học Nhà



CPM

Position	Demo	Dimension	Price (VND/CPM)	Note
Leader board		728x90	8,000	Run of site VNE
Large logo		300x250	10,000	Run of site VNE
Sky banner		160x600	10,000	Run of site VNE
Article_Video		480x270	25,000	Run of site VNE
Synchronized -3		220x900- 300x390-728x90	80,000	
Sticky Banner		980x100 & 980x600	50,000	
Balloon standard		260x230	18,000	
ITVC - standard		370x246	30,000	
ITVC - Medium		475x325	40,000	
Full screen Video (Luxury ad)			150,000	Frequency cap 1 /user/day
Preroll 6s		640x360	50,000	Non skip
Preroll 15s		640x360	72,000	Skip 6s – CTR 2%-2.5%
Preroll 30s		640x360	80,000	Skip 6s – CTR 2%-2.5%
In Image standard			25,000	
In Image (video expand)			30,000	



GENERAL REGULATIONS

- Price does not include 10% VAT.
- Apply from 1/10/2018
- Advertising content does not violate the laws of Vietnam and the provisions of VnExpress
- Rich Media: 30% cost or 5M/day for some effects as pushing, full screen expand.. Free if Rich Media effects only display within the banner's area and do not auto run.
- Advertisements exclusively displayed to domestic IP located users.
- Creative should be checked and review by admin before being active
- Share 3 means each client has SOV 33% . Each impression displays 1 client and banner would be stopped after 10 seconds
- Banner type JPEG/GIF maximum 50kb or HTML5 maximum 100KB.
- Video type *.mp4 VAST, Vpaid, default mute



Thank you

HCMC office

Floor 6, Exchange Tower – 1 Nam Ky Khoi Nghia, Dist 1, HCMC

Tel: 028 73009999 – Ext: 8560/8578

Hotline : 090 293 9644

HN office

Floor 4- 5 FPT EZ, Duy Tan, Dich Vong Hau Ward, Cau Giay District, Ha Noi

Tel: 024 73009999 – Ext: 4541/4567/4566

Hotline: 094 560 1212