

# RATE CARD DISPLAY BANNER

*Applied since November 1<sup>st</sup>, 2022*



# 01. Rate card | Banner CPC



## RATE CARD | Banner CPC

Package	Format	Site	Platform	Display	Unit price (VND)	Demo
Medium Rectangle CPC	Medium Rectangle	BaoMoi	WAP, APP	Article	Bidding Price floor: 1,800	<a href="#">Medium Rectangle</a>
		Zing News	WAP, APP	Article		
		Zalo	APP	Game, Article		
	Player Banner 300x250	Zing MP3	APP	Player		

## 02. Rate card | Banner CPM



## RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)	Demo
Medium Rectangle CPM	Medium Rectangle	BaoMoi	WAP, APP	Article	16,500/CPM	<a href="#">Medium Rectangle</a> <a href="#">Pause Ad</a> <a href="#">Halfpage</a> <a href="#">Player Banner 300x250</a>
		Zing News	WAP, APP	Article		
		Zing MP3	APP	Article		
		Zalo	APP	Game, Article		
	Player Banner 300x250	Zing MP3	APP	Player		
Halfpage	Halfpage	BaoMoi	PC	Cross	18,000/CPM	<a href="#">Player Banner 300x250</a>
		Zing News	PC	Cate, Article		
		Zing MP3	PC	Sub		
Cross 300x600	Halfpage	BaoMoi Zing News ZingMP3	PC	Display	23,000/ CPM	
	High Rise	BaoMoi Zing News	WAP	Display		

## RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)	Demo
Cross Masthead	<ul style="list-style-type: none"> <li>- Masthead Top</li> <li>- Widescreen Masthead (Zing News &amp; Báo Mới PC)</li> <li>- Masthead Inline</li> <li>- Leaderboard (Home, Sub on Zing MP3 PC)</li> </ul>	BaoMoi	PC	Cross	25,000/CPM	<a href="#">Masthead Top</a>  <a href="#">Widescreen Masthead</a>  <a href="#">Masthead Inline</a>  <a href="#">Leaderboard</a>
			WAP	Article		
			APP	Home		
		Zing News	PC, APP	Cross		
			WAP	Article		
		Zing MP3	PC	Home & Sub		
			WAP	Home		
			APP	Article		

## RATE CARD | Banner CPM

M	Format	Site	Platform	Display	Unit price (VND)	Demo
Masthead Widescreen PC	Masthead Top	BaoMoi Zing News	PC		33,000/CPM	
Leaderboard PC	Leaderboard	Zing MP3	PC		18,000/CPM	
Masthead PC	- Masthead Top - Masthead Inline	BaoMoi, Zing News, Zing MP3	PC		27,500/CPM	
Masthead Mobile   Zing News Home	Masthead Top	Zing News	WAP	Home	30,000/ CPM	
Masthead Mobile	- Masthead Top - Masthead Inline	BaoMoi, Zing News, Zing MP3	WAP, APP		27,500/CPM	



## RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)	Demo
PC FullBanner ZingNews	Masthead Top Background Halfpage	Zing News	PC	Almost Cate, Article	99,000/CPM	<a href="#">PC FullBanner ZingNews</a>
	Masthead Top Masthead Inline Background			Article (No side bar)		
	Masthead Background			Cate (Tech, Car360)		



## RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)
Cross Mobile Fullscreen Ads	Fullpage Preplay (optional) Interstitial (optional)	BaoMoi , Zing News	WAP	52,500/CPM	<a href="#">Fullpage</a>
	Inpage Preplay (optional) Interstitial (optional)	BaoMoi Zing News	WAP - Home & Article WAP - Article		<a href="#">Inpage</a>
	Welcome Ads	BaoMoi , Zing News, Zing MP3	APP - Home		<a href="#">Welcome Ads</a>
	Preplay	Zing MP3	APP - Home		
	Interstitial	Zing MP3	APP - Home		

## RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)	Demo
Cross Inpage	Inpage	BaoMoi Zing News	WAP	Home & Article Article	48,000/CPM	<a href="#">Inpage</a> <a href="#">Fullpage</a> <a href="#">Welcome Ads</a>
Cross Fullpage	Fullpage	BaoMoi, Zing News	WAP		60,000/CPM	
Cross Welcome Ads	Welcome Ads	BaoMoi, Zing News, Zing MP3	APP	Home	60,000/CPM	
Playlist Banner	Playlist Banner 640x640	ZingMP3	APP	Playlist	16.500/ CPM	

## RATE CARD | Targeting fee

Targeting	Applied	Fee
Age + Gender + Location (Province/City)	Banner CPM	+10% per layer; Max +25% for 3 layers
Geo – fencing		+10%
Interest		+10%
Demographic & Behavior (Advanced)		+10%
Website/Platform/Placement		+10% per layer
Keyword, Brand Safety		+10%

## BANNER CPM | Rich Media

Services	Features	Fee
Video embedded into a display banner ad slot	Click-to-play with sound on (not apply with Welcome Ads on APP)	Upcharge 20%
	Auto-play with sound off (apply with PC & WAP Android + Welcome Ads on APP)	Free
Interactive Formats		Contact

# 03. Rate card | Banner SMONEY



## RATECARD | Targeting fee

Package	Format	Site	Platform	Duration	Cost per Duration (VND)
Masthead PC	Masthead Inline	SMoney	PC	1 week	10.000.000
Masthead PC	Masthead Inline	SMoney	PC	1 month	40.000.000
Masthead Mobile	Masthead Top	SMoney	WAP	1 week	10.000.000
Masthead Mobile	Masthead Top	SMoney	WAP	1 month	40.000.000



# Thank you!

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