

RATE CARD DISPLAY BANNER

Applied since November 1st, 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	Medium Rectangle
		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	Medium Rectangle Pause Ad Halfpage Player Banner 300x250
		Zing MP3	APP	Article		
		Zalo	APP	Game, Article		
	Player Banner 300x250	Zing MP3	APP	Player		
Halfpage	Halfpage	BaoMoi	PC	Cross	18,000/CPM	
		Zing MP3	PC	Sub		
Cross 300x600	Halfpage	BaoMoi ZingMP3	PC	Display	23,000/ CPM	
	High Rise	BaoMoi	WAP	Display		

RATE CARD | Banner CPM

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

RATE CARD | Banner CPM

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

RATE CARD | Banner CPM

Package	Format	Site	Platform	Display	Unit price (VND)
Cross Mobile Fullscreen Ads	Fullpage Preplay (optional) Interstitial (optional)	BaoMoi	WAP	52,500/CPM	Fullpage
	Inpage Preplay (optional) Interstitial (optional)	BaoMoi	WAP - Home & Article WAP - Article		Inpage
	Welcome Ads	BaoMoi, Zing MP3	APP - Home		Welcome Ads
	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	WAP	Home & Article Article	48,000/CPM	Inpage Fullpage Welcome Ads
Cross Fullpage	Fullpage	BaoMoi	WAP		60,000/CPM	
Cross Welcome Ads	Welcome Ads	BaoMoi, Zing MP3	APP	Home	60,000/CPM	
Playlist Banner	Playlist Banner 640x640	Zing MP3	APP	Playlist	16.500/ CPM	

RATE CARD | Targeting fee

Targeting	Applied	Fee
Age + Gender + Location (Province/City)	Banner CPM	+5%
Geo – fencing		+10%
Interest		+10%
Demographic & Behavior (Advanced)		+10%
Website/Platform/Placement		Target Zing News: +20% Other sites: Free
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)	Free
	Auto-play with sound off (apply with PC & WAP Android + Welcome Ads on APP)	Upcharge 20%
Interactive Formats		Contact

03. Rate card | Banner SMONEY



RATE CARD

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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