

RATE CARD PREMIUM ADS

Applied since June 01st, 2022



01. Rate card | Cross-site Premium Ads



CROSS-SITE | Premium Super Masthead

Packages included	Net Price (VND)	Demo
<ul style="list-style-type: none">- News Full Background PC- News Masthead PC- News Masthead Mobile- Entertainment Masthead Mobile + Fullscreen PC- Music Leaderboard & Masthead Inline PC- Cross Right Banner PC (300x600) (News trù Home + Music)- BaoMoi WAP Masthead Inline	340,000,000/day	Premium Super Masthead

CROSS-SITE | News Masthead PC*

Site	Platform	Format	Display	Net Price (VND)	Demo
BaoMoi	PC	Masthead Top	Home & Sub	32,000,000/day	Masthead Top PC Masthead Inline

** Not available on double digit days (ex: Jan 1st, Feb 2nd, Mar 3rd,...)
Special booking rules apply for weekdays (contact for details)*

CROSS-SITE | News Masthead Mobile*

Site	Platform	Format	Display	Net Price (VND)	Demo
BaoMoi	WAP	Masthead Top	Sub	145,000,000/day	Masthead Top MB
	onZalo		All		

* Not available on double digit days (ex: Jan 1st, Feb 2nd, Mar 3rd,...)
Special booking rules apply for weekdays (contact for details)

CROSS-SITE | Entertainment Masthead Mobile + Fullscreen PC*

Site	Platform	Format	Display	Net Price (VND)	Demo
Zing MP3	PC	Welcome Ads PC	All	250,000,000/day	Masthead Top MB
	APP	Masthead Top	Home		Welcome Ads PC

* Not available on double digit days (ex: Jan 1st, Feb 2nd, Mar 3rd,...)
Special booking rules apply for weekdays (contact for details)

CROSS-SITE | Music Leaderboard & Masthead Inline PC*

Site	Platform	Format	Display	Net Price (VND)	Demo
Zing MP3	PC	Leaderboard	Home & Sub	15,000,000/day	Leaderboard
		Masthead Inline	Home		Masthead Inline

* Not available on double digit days (ex: Jan 1st, Feb 2nd, Mar 3rd,...)
Special booking rules apply for weekdays (contact for details)

CROSS-SITE | BaoMoi WAP Masthead Inline*

Site	Platform	Format	Display	Net Price (VND)	Demo
BaoMoi	WAP	Masthead Inline	Home & Cate	25,000,000/day	Masthead Inline

** Not available on double digit days (ex: Jan 1st, Feb 2nd, Mar 3rd,...)
Special booking rules apply for weekdays (contact for details)*

CROSS-SITE | News Premium Fullscreen Mobile

Site	Platform	Format	Display	Net Price (VND)	Demo
BaoMoi	APP	Welcome Ads	Home	50,000,000/day	Welcome Ads

CROSS-SITE | Entertainment Premium Fullscreen Mobile

Site	Platform	Format	Display	Net Price (VND)	Demo
Zing MP3	APP	Welcome Ads	Home	115,000,000/day	Welcome Ads

02. Rate card | Premium Ads on Zing MP3



ZING MP3 | Music Standard Roadblock

Site	Platform	Format	Display	Net Price (VND)	Demo
Zing MP3	APP	Player Banner	All	180,000,000 VND/day	Player Banner

ZING MP3 | Floating Sticker

Format	Placement	Unit Price (VND)	Note
Zing MP3 Floating Sticker	APP	110,000,000/day *	Floating Sticker: - Frequency: 3h/appearance

* Discount 10% if Floating Sticker link in-app

04. Rate card | Premium Ads on BaoMoi



BAOMOI | Premium Tab & Floating Sticker

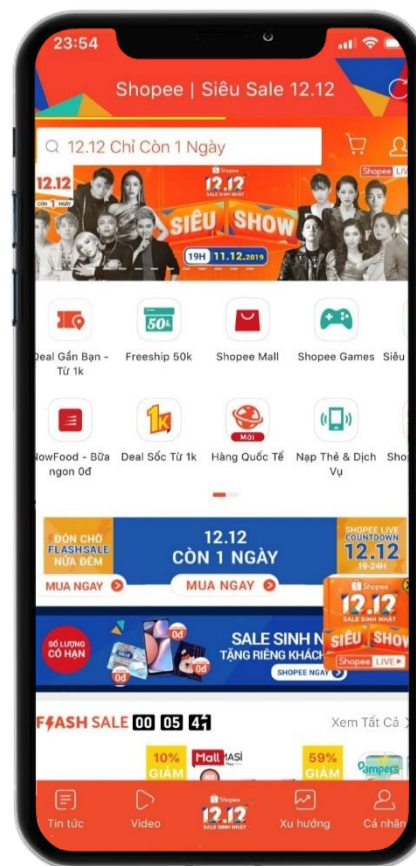
Format	Placement	Unit Price (VND)	Note
BaoMoi Premium Tab	APP	150,000,000/day *	Premium Tab: <ul style="list-style-type: none"> - 100% SOV of Tab icon in 1 day - 100% Brand customized of Tab - Redirect to landing page on browser in-app - Landing page must be brand's website, e-commerce website or branded content hub on BaoMoi Floating Sticker: <ul style="list-style-type: none"> - Frequency: 3h/appearance Microsite fee is not included in price
BaoMoi Floating Sticker	WAP + APP	150,000,000/day **	
BaoMoi Premium Tab + Floating Sticker	APP	250,000,000/day ***	

* No discount applied

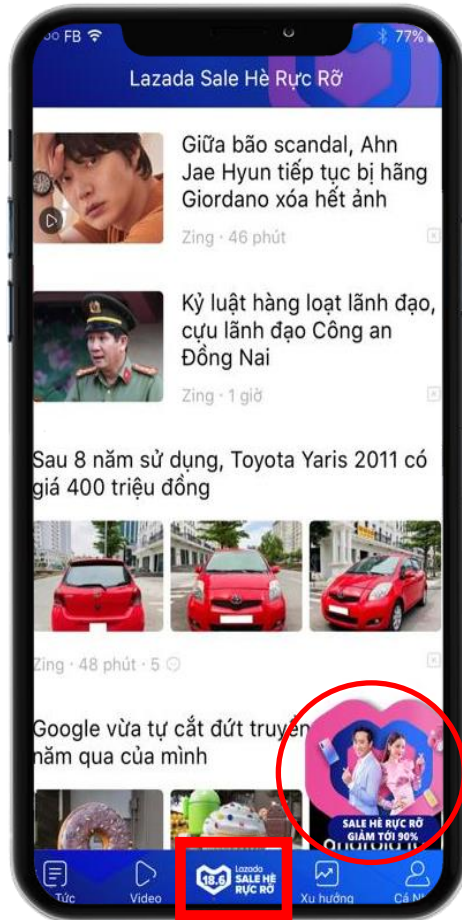
** Discount 10% if Floating Sticker link in-app

*** Discount 20% if Floating Sicker link in-app

DEMO | Premium Tab



DEMO | Premium Tab + Floating Sticker



DEMO | Premium Tab + Floating Sticker



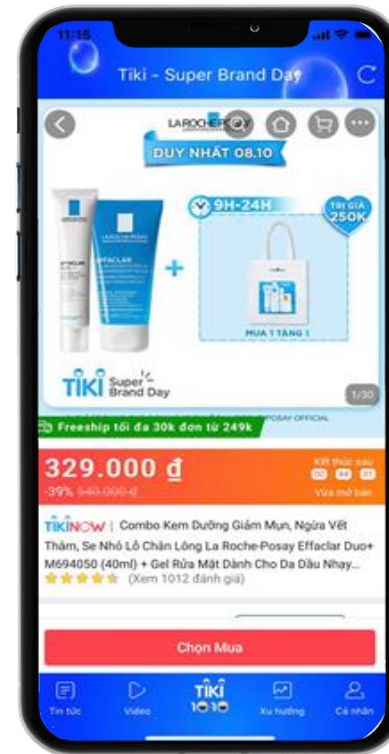
Premium Tab +
Floating sticker



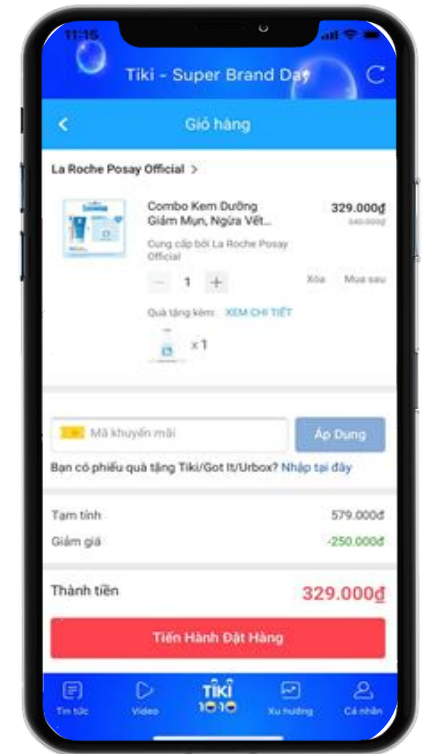
Brand's landing page



Product listing



Product details



Add to cart

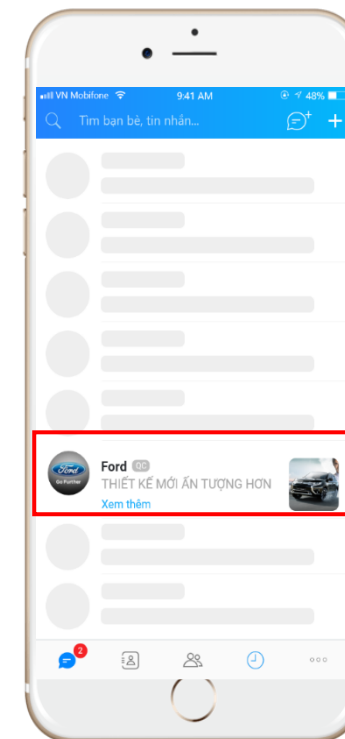
05. Rate card | Premium Ads on Zalo App



ZALO APP | Inbox Ad

Package	Unit price (VND)	Note
Zalo Inbox Ad	Bidding - Price floor: 3.000 for Mass Audience 4.000 for Basic Targeting 5.000 for Lookalike or Phone List	At least 200,000,000 VND for every booking

* No discount applied



DEMO | Zalo Inbox Ad

06. Extras| Booking rules for CPD packages



Booking rules | CPD packages

	ALL CPD PACKAGES (Except special CPD packages)	SPECIAL CPD PACKAGES (*)
Available to book	All days	All days except double-digit days (e.g. Jan 1st, Feb 2nd, Mar 3rd,..)
Reserve	Anytime	Weekend: Anytime Weekdays: only available to be reserved within 10 working days (**) prior to reservation day.
Confirmation	Deadline: 12 working days prior to reservation day.	Deadline: 5 working days prior to reservation day.
	Client needs to confirm reservation within 1 working day if any other advertiser on the waiting list requires to confirm the same slot.	
Compensation	Compensate 50% of booking value if client requires to cancel/change confirmed reservation within 10 working days prior to reservation day.	
Condition	N/A	Weekdays: minimum booking value 100M/day

(*) *Special CPD Packages included: News Masthead PC, News Masthead Mobile, Entertainment Masthead Mobile + Fullscreen PC, Music Leaderboard & Masthead Inline PC, BaoMoi Wap Masthead Inline*

(**) *Working days = 9:00 - 17:00, from Monday to Friday, except holidays*



Thank you!

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