

RATE CARD SPONSORED PLACEMENT

Applied since June 1st, 2022



01. Rate card | Sponsored Placement



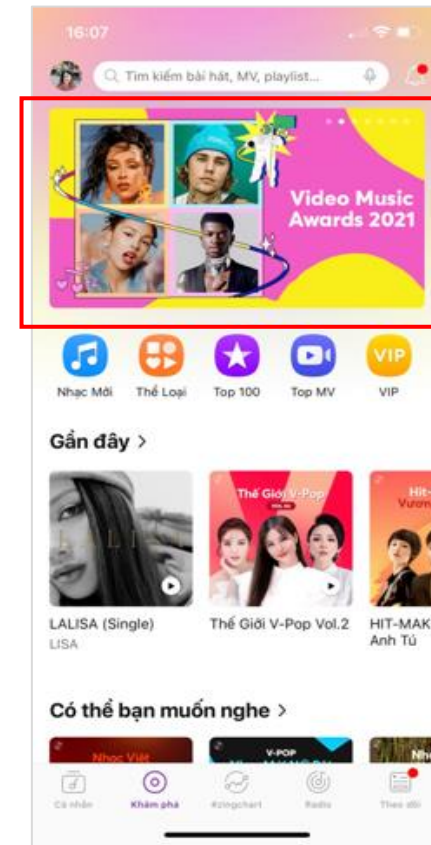
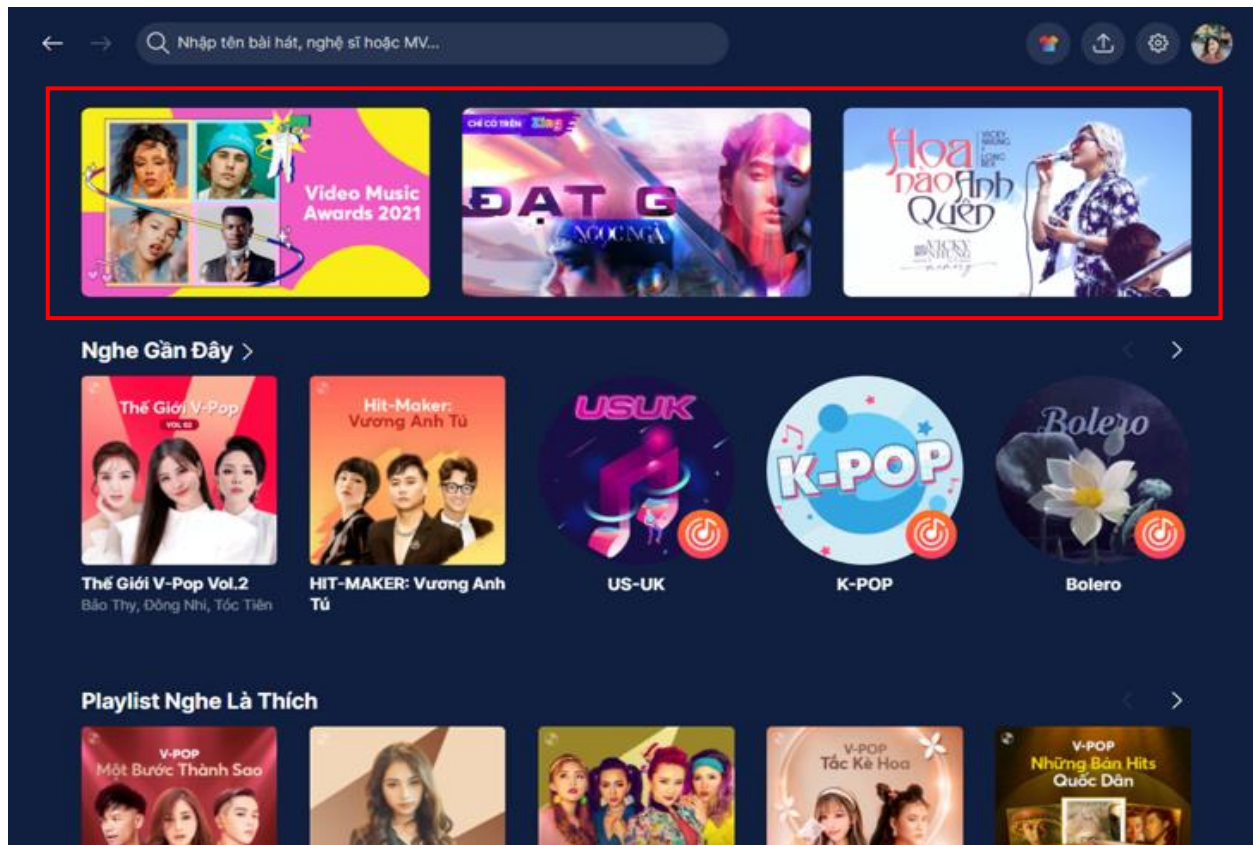
RATE CARD | Sponsored Placement On Zing MP3

Package	Placement	Specs	Unit price (VND)
Slider Banner	Random placement on the top position	640x360	60,000,000/day
Livestream	"Livestream" section: - Home: under "Sự kiện" section - Tab "Theo dõi": 2 nd position after the 1 st post	Ratio 16:9	60,000,000/day
Playlist recommendation	"Có thể bạn muốn nghe" section: - Under Slide Banner & "Gần đây" section (if any) - Home on PC: slot 3 of section - Home on APP: slot 2 of section	Ratio 1:1	35,000,000/day
New Release	"Mới phát hành" section: - Home on PC: slot 3 of section - Home on APP: slot 2 of section	Ratio 1:1	20,000,000/day

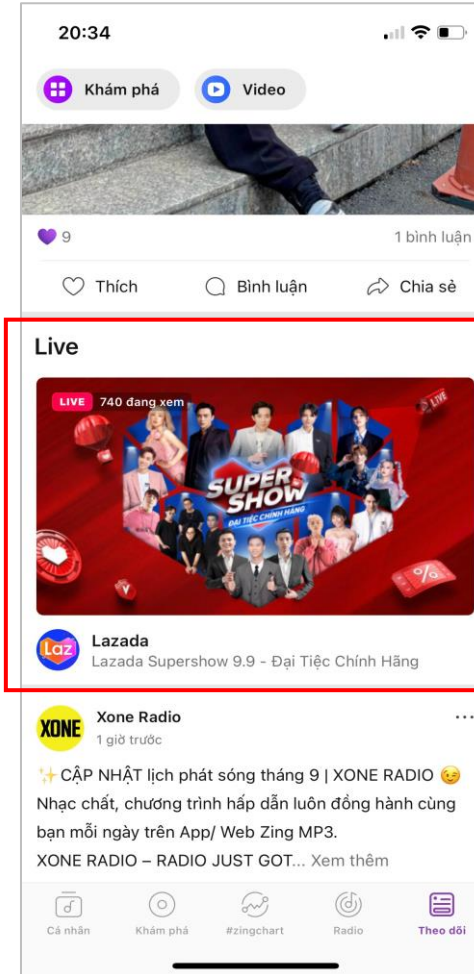
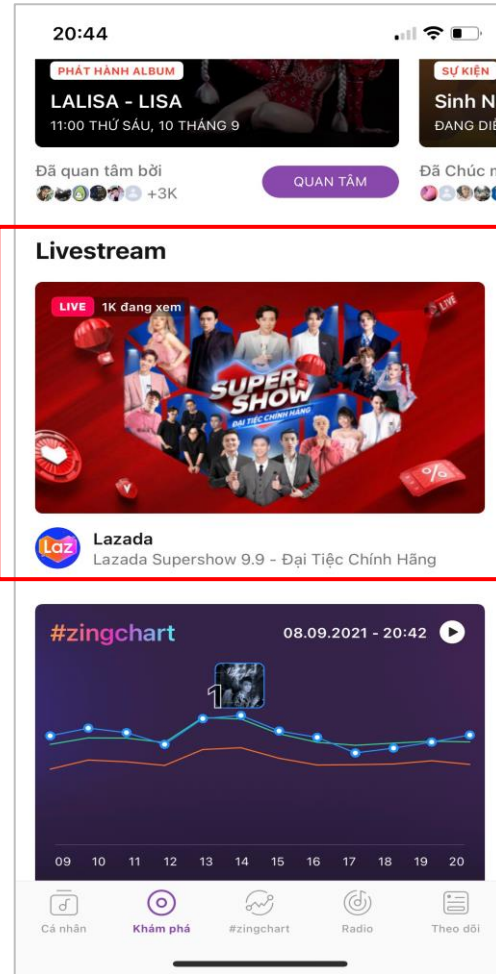
* Sponsored content:

- Hosted by Zing MP3 only
- To be approved by Adtima
- Creative to be replaced after 3 days

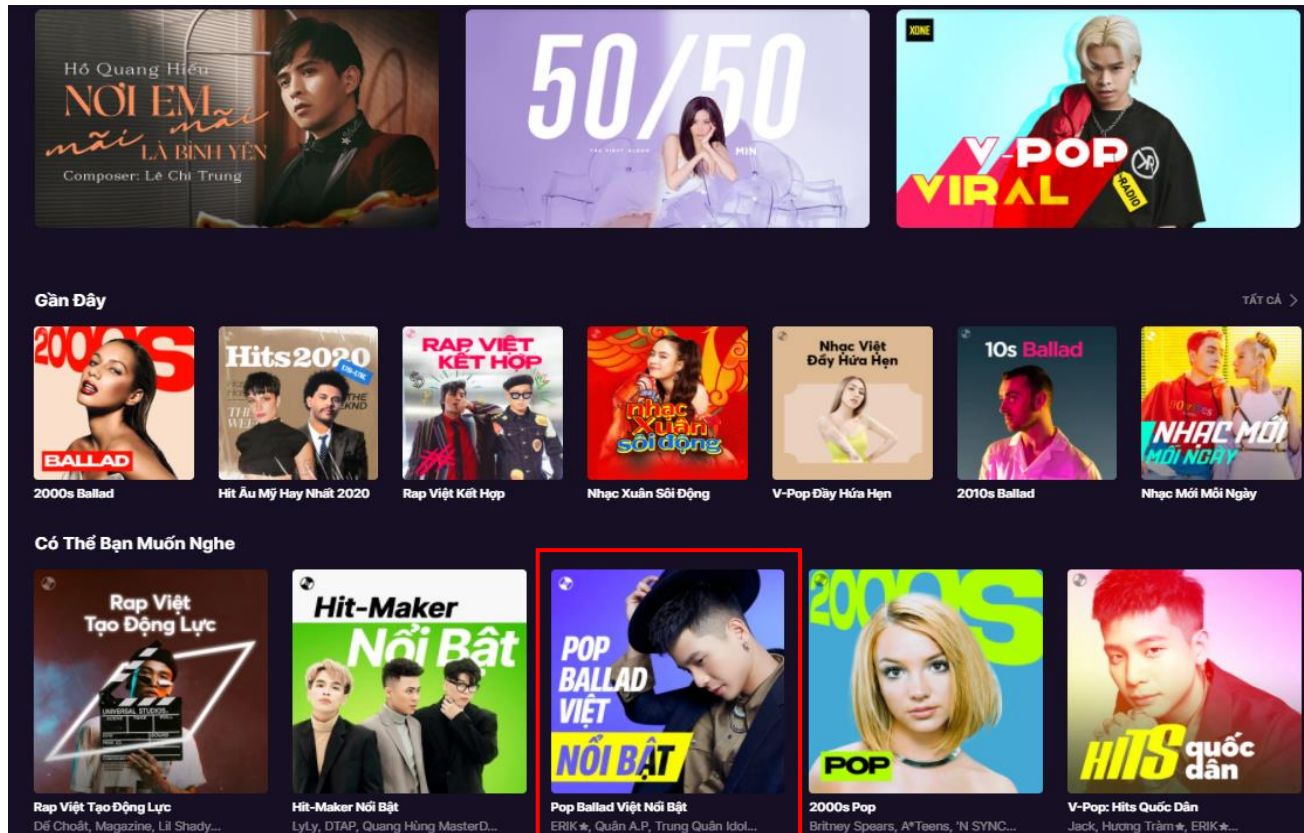
DEMO | Slide Banner



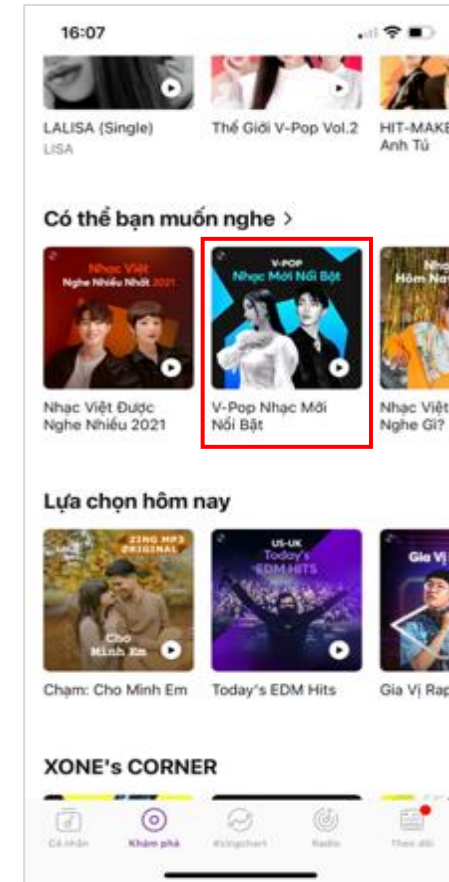
DEMO | Livestream



DEMO | Playlist recommendation

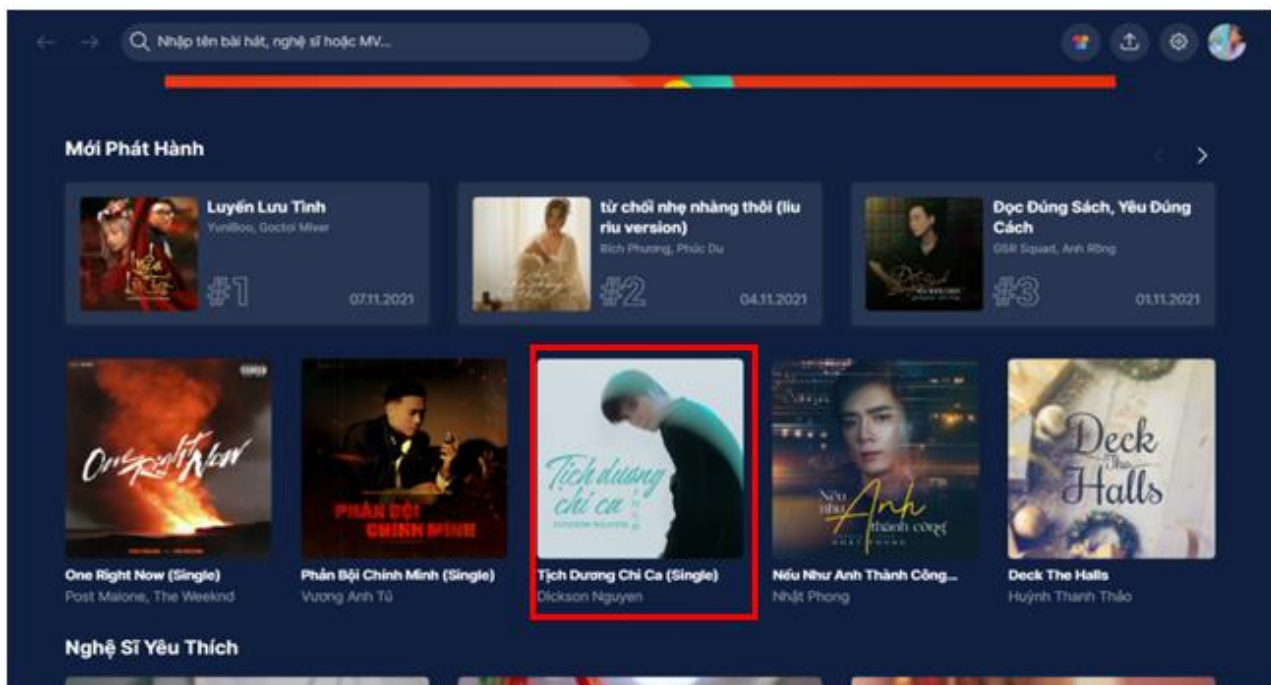


The screenshot displays a music application interface with several playlist recommendations. At the top, there are three featured banners: 'HỒ QUANG HIỆU NƠI EM MÃI LÀ BÌNH YÊN', '50/50', and 'V-POP VIRAL'. Below these, a section titled 'Gần Đây' (Recently) shows a row of seven playlist thumbnails: '2000s Ballad', 'Hit Âu Mỹ Hay Nhất 2020', 'RAP VIỆT KẾT HỢP', 'Nhạc Xuân Sôi Động', 'V-Pop Đây Hứa Hẹn', '2010s Ballad', and 'Nhạc Mới Mỗi Ngày'. A 'Tất cả >' link is visible to the right. The 'Có Thể Bạn Muốn Nghe' (You Might Like) section features five more recommendations: 'Rap Việt Tạo Động Lực', 'Hit-Maker Nổi Bật', 'POP BALLAD VIỆT NỔI BẬT' (highlighted with a red border), '2000s Pop', and 'V-Pop: Hits Quốc Dân'. Each recommendation includes a thumbnail image and a brief description of the playlist's content.



The screenshot shows a mobile music application interface. At the top, the time is 16:07. Below the time, there are three playlist thumbnails: 'LALISA (Single) LISA', 'Thế Giới V-Pop Vol.2', and 'HIT-MAKER Anh Tú'. A section titled 'Có thể bạn muốn nghe >' (You might like) displays three more recommendations: 'Nhạc Việt Được Nghe Nhiều Nhất 2021', 'V-POP Nhạc Mới NG BẬT' (highlighted with a red border), and 'Nhạc Việt Hôm Nay Nghe Gì?'. Below this is the 'Lựa chọn hôm nay' (Today's picks) section with three thumbnails: 'Chạm: Cho Minh Em', 'Today's EDM Hits', and 'Gia Vị Rap'. At the bottom, there is a section titled 'XONE's CORNER' with five icons representing different features: 'Cả nhà', 'Khám phá', 'Following', 'Radio', and 'Thư viện'.

DEMO | New Release



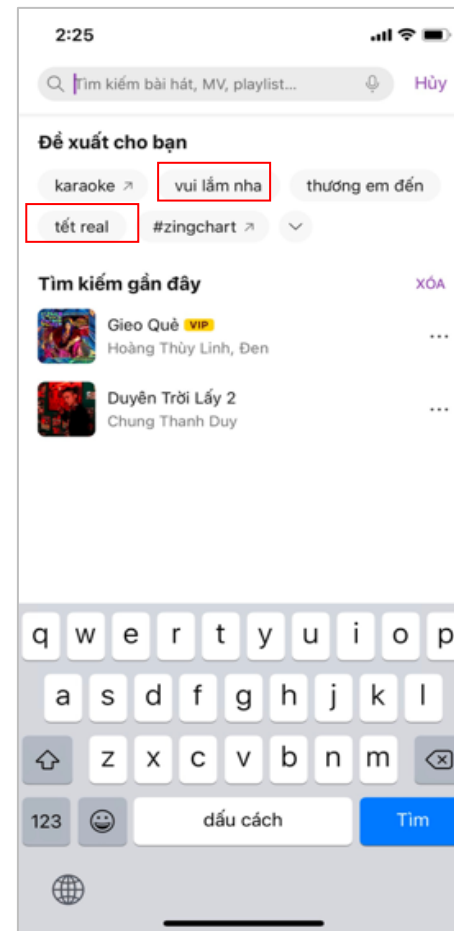
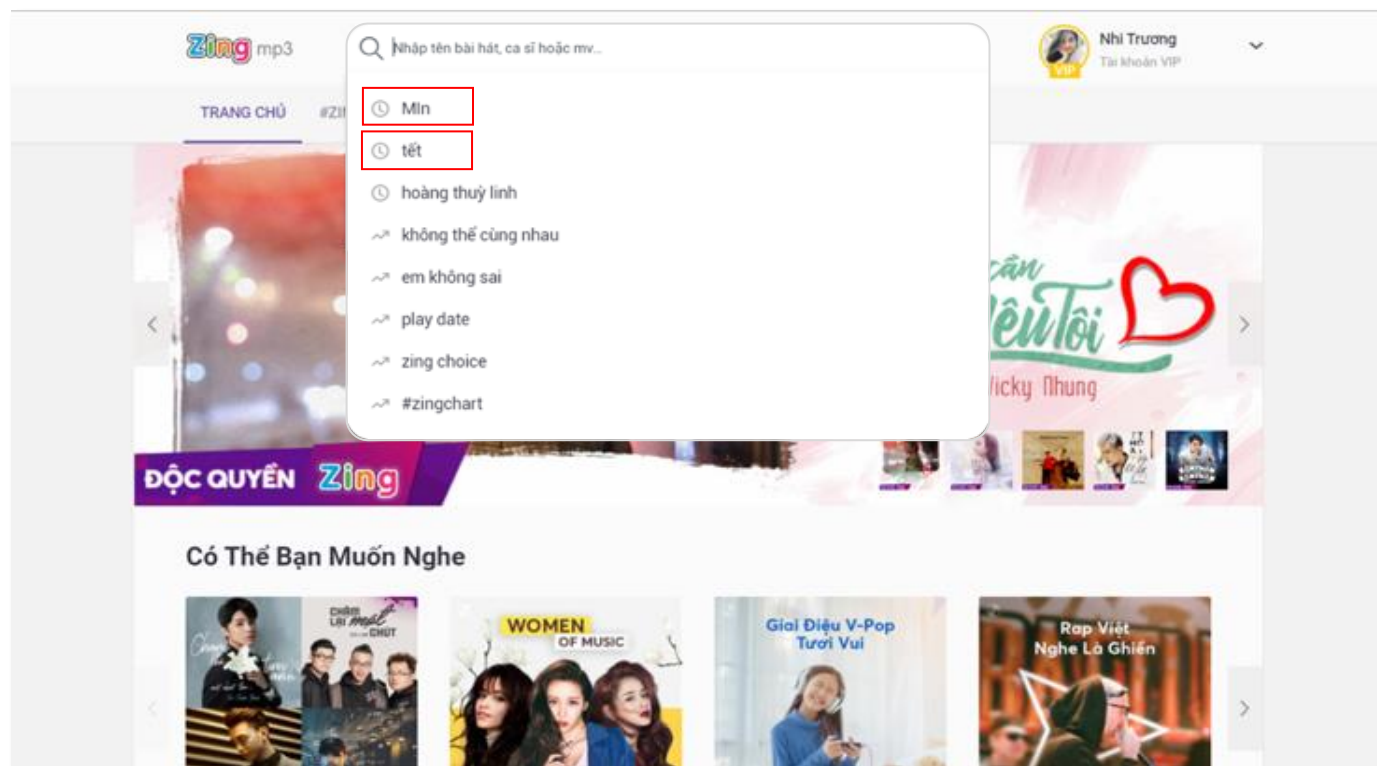
02. Rate card | Extra-services



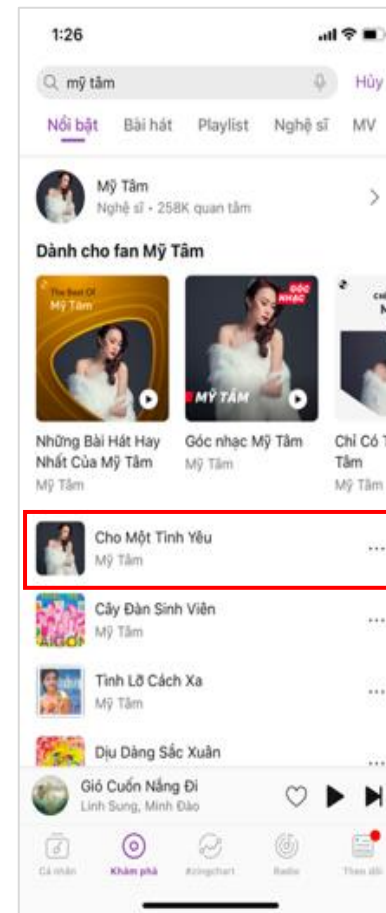
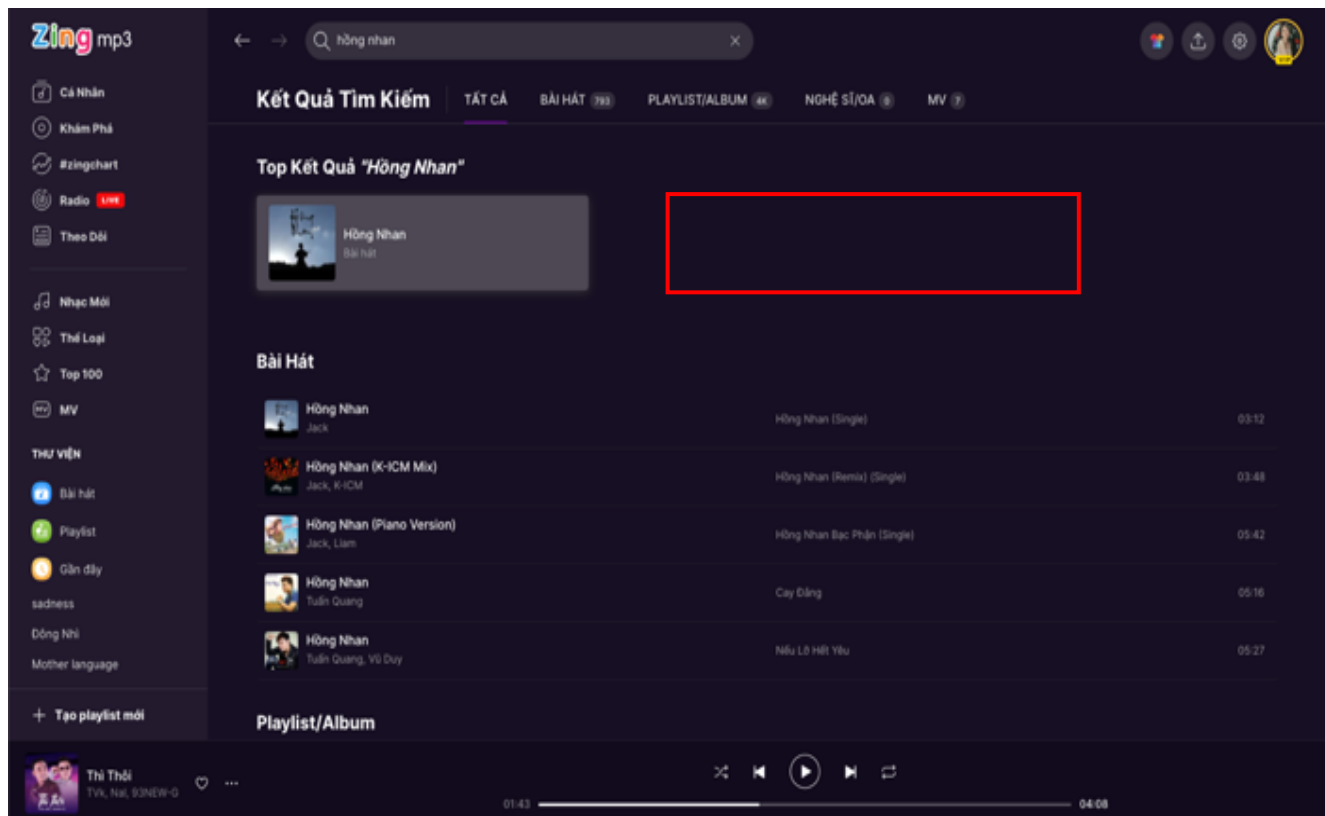
RATE CARD | Extra Services To Support Sponsored Placement

Package	Unit Price (VND)
Post on Newsfeed of Zing MP3	20,000,000/post
Send message to users of Zing MP3's Zalo OA	20,000,000/post
Post on Zing Mp3's Facebook Fanpage	20,000,000/post
Search - Keyword	CPC Bidding Price Floor: 1,000
Search - Result	

DEMO | Native Search Keyword



DEMO | Native Search Result





Thank you!

Headquarter Sala

Block B2 Sarimi Building - 74 Nguyen Co Thach, Dist. 2, Ho Chi Minh City

Email: contact@adtima.vn

Hotline: (+84) 903 167 096

Hanoi Branch

5th Floor, SVVN Building, D29 Tran Thai Tong, Cau Giay Dist, Hanoi.

