

RATE CARD VIDEO & AUDIO ADS

Applied since June 1st, 2022



01. Rate card | Video Ads



RATE CARD | Video Ads

Package	Format	Time	Site	Unit price (VND)		Demo
				CPM	Completed view	
Cross Video Ads (With sound on)	Instream Pre-play	5 - 6s	BaoMoi - Zing News ZingMP3	96,000	-	Instream
		15s (skip after 5 - 7s)		96,000	340	
		30s (skip after 5 - 7s)		108,000	480	
Cross Video Ads (With sound off)	Outstream Fullscreen ads with video Reward video (sound on) Medium rectangle (optional)	5 - 6s	BaoMoi - Zing News Zing MP3	66,000	-	Outstream - Bottom
		15s	BaoMoi - Zing News Zing MP3 - Zalo Game Center	66,000	290	
		30s		72,000	420	Outstream Inread

Note: The system will automatically distribute ads into ad zones at a random rate (ads may not display at all listed ad zones)

RATE CARD | Video Ads

Package	Format	Time	Site	Unit price (VND)		Demo
				CPM	Completed view	
Mix Video Ads	Instream Outstream Pre-play Reward video (sound on) Fullscreen ad with video Medium rectangle (optional)	5 - 6s	BaoMoi - Zing News Zing MP3 Zalo Game Center	84,000	-	Instream
		15s (skip after 5 - 7s)		84,000	315	
		30s (skip after 5 - 7s)		96,000	460	
		Long-form (skip after 30s)	Zalo Game Center	102,000	600	Outstream - Bottom
Video Ads with Endcard	Reward video	15s	Zalo Game Center	90,000	-	Outstream Inread
		30s		102,000	-	
		Long-form (skip after 30s)		114,000	-	

Note:

- The system will automatically distribute ads into ad zones at a random rate (ads may not display at all listed ad zones)

02. Rate card | Audio Ads



RATE CARD | Audio Ads On Zing MP3

Package	Format	Description	Unit price (VND)	Demo
Audio Ads <ul style="list-style-type: none">• Player on PC & APP	Audio ads (15s non-skip) Companion banner	<ul style="list-style-type: none">• Companion banner is displayed on Player• Click See more to open landing page on APP• Click Title to open landing page on PC	66,000/CPM	Audio ads - PC Audio ads - MB

RATE CARD | Audio Content On Zing MP3

Package	Format	Description	Unit price (VND)	Demo
Audio Content <ul style="list-style-type: none">• Player on PC & APP	Audio content	<ul style="list-style-type: none">• Displayed as Zing MP3's native content• Skippable, fast forwardable• Placed reasonably into songs when users listen	VPOP: 200/CPS Other: 250/CPS	

03. Rate card | Targeting Fee



RATE CARD | Targeting fee

Targeting	Applied	Fee
Age/Gender/Location (Province/City)	Audio & Video ads	+5%
Geo – fencing		+10%
Interest		+10%
Demographic & Behavior (Advanced)		+10%
Website/Platform/Placement		Target Zing News: +20% Other sites: Free
Keyword, Brand Safety		+10%



Thank you!

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