

CENTER FOR PRESS AND INTERNATIONAL COMMUNICATION COOPERATION
MINISTRY OF INFORMATION AND COMMUNICATION, VIET NAM



ADVERTISING QUOTATION

Apply in 2023



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1. DESKTOP BANNER QUOTATION

ORDINAL NUMBER	POSITION	SIZE (PIXEL)	SHARE	HOMEPAGE		Across the page (Exclude homepage)	
				CPD/week	1 CPM price	CPD/week	1 CPM price
1	Top Banner	980x90	3	22.000.000	25.000	18.000.000	22.000
2	Masthead	980x250	3	25.000.000	28.000	20.000.000	25.000
3	In-read	640x360	3			16.000.000	20.000
4	Right banner 1	300x250	3			14.000.000	18.000
5	Right banner 2	300x250	3			14.000.000	18.000
6	Right banner 3	300x250	3			10.000.000	15.000
7	Center banner	980x90	3	20.000.000	22.000	16.000.000	20.000
8	Balloon standard	300x250	3	10.000.000	15.000	8.000.000	15.000
9	Balloon Expand	300x250 exp 500x300	3	14.000.000	20.000	10.000.000	18.000
10	Big Balloon	300x250 exp 800x500	3	18.000.000	22.000	12.000.000	20.000
11	Footer banner	980x90	3	8.000.000	18.000	6.000.000	10.000
12	Article banner 1,2	660x120	3			4.000.000	10.000
13	Video	640x360	3				30.000
14	Video in-read	640x360	3				30.000
15	In-image banner	Responsive 1:6	3				20.000
16	In-image & TVC in-read	Responsive 1:6	3				40.000



2. MOBILE BANNER QUOTATION

ORDINAL NUMBER	POSITION	SIZE (PIXEL)	SHARE	CPD/week			CPM price
				HOMEPAGE	FULL PAGE	DETAIL PAGE	ACROSS THE PAGE (Exclude hoempage)
1	Top Banner	640x160	3	16.000.000	20.000.000		25.000
2	Center banner	640x533	3	15.000.000	18.000.000		22.000
3	Bottom banner	640x533	3	14.000.000	16.000.000		18.000
4	Inpage banner	720x1280	3		14.000.000		12.000
5	Masthead	640x320	3		16.000.000		13.000
6	Preroll	640x360	3				25.000
7	In-read	587x85	3			10.000.000	10.000
8	In-article 1	300x250	3			6.000.000	7.500
9	In-article 2	300x250	3			5.000.000	7.500
10	Spin, Card Mobile	360x360	3				30.000



3. GENERAL REGULATION

- The cost does not include VAT.
- The minimum pack for CPM advertising is 500CPM per week.
- The deadline for sending regular banner is 1 day in advance and 3 days in advance for special banner.
- The banner advertisement should have a file size less than 100Kb, and the graphic design should be in JPG, GIF or HTML.
- The advertising content must comply with the regulations of the state.
- The cost of designing each banner is 1.000.000VND.
- The exclusive banner = banner price x 2,5 times.



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