

CENTER FOR PRESS AND INTERNATIONAL COMMUNICATION COOPERATION
DEPARTMENT OF GRASSROOT INFORMATION AND FOREIGN INFORMATION MINISTRY OF CULTURE, SPORTS AND TOURISM



ADVERTISING QUOTATION





TABLE OF CONTENTS

1. DESKTOP BANNER QUOTATION

2. MOBILE BANNER QUOTATION

3. GENERAL REGULATION

4. CONTACT INFORMATION



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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