

DESKTOP PR RATECARD

Apply from 01/02/2016 to 31/12/2016

HOMEPAGE

UNIT PRICE: VND

AD SLOT	Top of Homepage	Top 1	Top 2	Top 3	Interactive Infographic	Writing Fee
Top News 1	100,000,000	-	-	-	-	4,000,000
Top News 2	70,000,000	-	-	-	-	
Top News 3	40,000,000	-	-	-	60,000,000	
3 Hot News Group	50,000,000	-	-	-	70,000,000	
Homepage Group 1	-	20,000,000	15,000,000	12,000,000	-	
Homepage Group 2	-	9,000,000	8,000,000	7,000,000	-	

Note:

- Homepage - Group 1: Thoi su, Kinh doanh, The thao, Song tre, Giai tri, Am nhạc, Phim anh, Thoi trang, Cong nghe, Xe 360, Tin anh - Video, Suc khoe, Giao duc, Du lich

- Homepage - Group 2: Tin sach, Am Thuc

SUBPAGE

UNIT PRICE: VND

AD SLOT	Top 1	Top 2	From 4th position	From 6th position	Writing Fee
Main page group 1	-	-	-	6,000,000	3,000,000
Main page group 2	-	-	-	5,000,000	
Main page group 3	-	-	-	4,000,000	
Subpage Group 1	10,000,000	8,000,000	4,000,000	-	2,000,000
Subpage Group 2	9,000,000	7,000,000	3,000,000	-	
Subpage Group 3	6,000,000	4,000,000	2,000,000	-	
Subpage Group 4	4,000,000		3,000,000		

Note:

- Main page - Group 1: *Thoi su, Kinh doanh, Song tre, Giai tri, Am nhac, Thoi trang, Cong nghe*
- Main page - Group 2: *Phim anh, Xe 360, Nhip song, The thao, Suc khoe, Giao duc, Du lich, Am thuc*
- Main page - Group 3: *Tin sach*
- Subpage - Group 1: *Do thi, Anh & Video, Doi song, Tai chinh chung khoan, Bat dong san, Doanh nhan, Guong mat tre, Cong dong mang, Viet Nam, Quoc te, Vpop, Kpop, Au My, Sao, Mac dep, Lam dep, Dien thoai, May tinh bang, Ung dung di dong*
- Subpage - Group 2: *Bong da Anh, Cup chau Au, Bong da Tay Ban Nha, The thao the gioi, Hau trung, Anh & Video, Truyen hinh, Chieu rap, Xe may, O to, Xe do, Sieu xe, Khoe dep, Dinh duong, Me va be, Benh thuong gap; Tuyen sinh; Tu van; Du hoc; Diem den; Tu van; Cong dong; Cuoi; Trac Nghiem, Quan hay, Mon ngon*
- Subpage - Group3: *Tin tuc, Sach hay, Tac gia*
- Subpage - Group 4: *Su kien, Thong tin doanh nghiep*

FULLBRAND PACKAGE

UNIT PRICE: VND

AD SLOT	Full Brand	Additional TVC	Full Brand Layout
Homepage	120,000,000	20,000,000	10,000,000
Mainpage	60,000,000	10,000,000	5,000,000
Subpage	30,000,000	5,000,000	3,000,000
Ads Policy	<p>FullBrand included:</p> <ul style="list-style-type: none"> - Box content, located in a particular suitable main page or subpage, contains customer information including articles and full banner - A box contains 10-15 PR articles related to a topic/product/service, which has been planned. - Layout Fullbrand for Subpage (Layout Fullbrand) Note:... - The PR articles show up in Box content only; pay adding fee for another position on Zing News - Box only shows up in the dealt page - Adding Box Video Ads below Box content: check the rate card - Box position: above "Thong tin doanh nghiep", not to banner R1 & R2] - Price: not included VAT 10%. 	<p>Service for PR articles on Zing.vn</p> <ul style="list-style-type: none"> - Full brand banner applied for on dealt PR articles. Banner zones in those articles are free for customer usage - No fee for layout design - Price: not included VAT 10%. 	-

ADD-ON

UNIT PRICE: VND

Add-on	Price	Description
Live Interview	60,000,000	
Media Package	60,000,000	Including 5 Articles, video, image...
Live Streaming	60,000,000	
Subfolder	50,000,000	Including 10-15 articles. Time to display: 2 weeks for 1 category
Design & build content Interactive Infographic	20,000,000	
Embedded Code for Interactive Infographic	15,000,000	
QUIZ Service	10,000,000	
Animated Image Article Fee	6,000,000	
Infographic Fee	4,000,000	
Before - After Article Fee	4,000,000	
Embedded a Video to article on Homepage & Mainpage	2,000,000	
Embedded a Video to article on Subpage	1,000,000	
Embedded an Animated Image to article thumbnail	1,000,000	
Animated Image Fee	1,000,000	
Tag key word	500,000	Including 3 Keywords
Add a link to an article	500,000	
Add a image to article	500,000	
Embedded a Before - After image	500,000	
Embedded an Animated Image to article	500,000	

BAOMOI

UNIT PRICE: VND

AD SLOT	Hot News	Zone Box	Content List
Share	Share 3		
Homepage	1,500,000	1,000,000	-
Mainpage	800,000	-	500,000
CPC	1,500/CPC		

Note:

- Hot News on Homepage share 9

CONTACT US

Headquarter FV

Flemmington Tower - 182 Le Dai Hanh,
Dist. 11, Ho Chi Minh City

Tel: (84-8) 3 962 3888 (ext. 6146)

Fax: (84-8) 3 962 4666

Email: contactus@adtima.vn

Hanoi Branch

3rd Floor, Trung Yen 1 Building, Trung Yen,
Cau Giay dist, Ha Noi

Tel: (84-4) 3 786 8866 (ext. 7979)

Hotline: (+84) 913 218 531

Fax: (84-4) 3 557 5754