




# RATE CARD PREMIUM CPD

# FULL BACKGROUND ZING NEWS HOMEPAGE


 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
Super leaderboard	Zing News	PC	Home	75,000,000	Min 3.5M	Min 500K
Background						
Halfpage						

**Note:**

- Price does not include 10% VAT.
- Creative should be checked and reviewed by Content-team before being active.

# SUPER MASTHEAD+

 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
<b>Masthead</b>	Baomoi	PC	ROS	320,000,000	Min 40M	Min 9M
		WAP	Article			
	Zing News	PC	Sub-page			
		WAP	Article			
	Zing MP3	PC	Home, Search, Song-player			
		APP	Home			
		WAP	Home			
	Zing TV	PC	Home			
	<b>Super leaderboard</b>	Zing News	PC			
<b>Background</b>	Zing News	PC	HOME			
<b>Halfpage</b>	Zing News	PC	HOME			

**Note:**

- Price does not include 10% VAT.
- Creative should be checked and reviewed by Content-team before being active.
- Package does not include: topic-targeting articles, content-marketing articles, branded-PR articles.

# ROADBLOCK FULL SCREEN ADS

 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
Welcome ads	Zing MP3 ZingTV	APP	Home	240,000,000	Min 7M	Min 5M

**Note:**

- Price does not include 10% VAT.
- Creative should be checked and reviewed by Content-team before being active.

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
Welcome ads	Zing MP3 ZingTV	APP	Home	265,000,000	Min 8.5M	Min 5.5M
Interstitial ads	Zing MP3	APP	Player			
Full screen pause ads	Zing TV	APP	Player			

**Note:**

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# PREMIUM ADS ZING MP3


 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
<b>Masthead</b>	Zing MP3	PC	Home / Search	380,000,000	Min 55M	Min 5M
	Zing MP3	WAP	Home			
	Zing MP3	APP	Home			
<b>Super leaderboard</b>	Zing MP3	PC	Player			
<b>Native ads</b>	Zing MP3	APP	Player			
<b>Overlay</b>	Zing MP3	PC	Player			

**Note:**

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# AUDIO ADS ROADBLOCK


 [Preview ad](#)

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
Audio ads 15s	Zing MP3	PC, APP	Player	60,000,000	Min 1.5M	Min 1.5M
Audio ads 30s	Zing MP3	PC, APP	Player	70,000,000	Min 1.5M	Min 1.5M

**Note:**

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# ZING MP3 ROADBLOCK


 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
<b>Masthead</b>	Zing MP3	PC	Home / Search	800,000,000	Min 67M	Min 5M
	Zing MP3	WAP	Home			
	Zing MP3	APP	Home			
<b>Super Leaderboard</b>	Zing MP3	PC	Player			
<b>Native ads</b>	Zing MP3	APP	Player			
<b>Background</b>	Zing MP3	PC	ROS			
<b>Halfpage</b>	Zing MP3	PC	Player			
<b>Overplay in Player</b>	Zing MP3	PC	Player			
<b>Middle ads</b>	Zing MP3	WAP	Home			
<b>Welcome ads</b>	Zing MP3	APP	Home			
<b>Interstitial ads</b>	Zing MP3	APP	Player			

**Note:**

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# ZALO ROADBLOCK

 Preview ad

Format	Channel	Platform	Placement	Price (VND/ Day)	Est. Impression	Est. Reach
Native ads slot 2 +7	Zalo	App	Newsfeed	1,200,000,000	Min 45M	Min 12M

**Note:**

- Price does not include 10% VAT.
- Creative should be checked and reviewed by Content-team before being active.





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