



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
Masthead	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			
Super leaderboard	Zing News	PC	HOME			
Background	Zing News	PC	HOME			
Halfpage	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
Masthead	Zing MP3	PC	Home / Search	380,000,000	Min 55M	Min 5M
	Zing MP3	WAP	Home			
	Zing MP3	APP	Home			
Super leaderboard	Zing MP3	PC	Player			
Native ads	Zing MP3	APP	Player			
Overlay	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
Masthead	Zing MP3	PC	Home / Search	800,000,000	Min 67M	Min 5M
	Zing MP3	WAP	Home			
	Zing MP3	APP	Home			
Super Leaderboard	Zing MP3	PC	Player			
Native ads	Zing MP3	APP	Player			
Background	Zing MP3	PC	ROS			
Halfpage	Zing MP3	PC	Player			
Overplay in Player	Zing MP3	PC	Player			
Middle ads	Zing MP3	WAP	Home			
Welcome ads	Zing MP3	APP	Home			
Interstitial ads	Zing MP3	APP	Player			

Note:

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

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:

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HCMC HEADQUARTER

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

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

Fax: (84-3)3 962 4666

Email: contact@adtima.vn

HANOI BRANCH

5th Floor, D29, Cau Giay New Residence,
Yen Hoa Ward, Cau Giay Dist.

Hotline: (+84) 904 910 123

