

DESKTOP DISPLAY CPD RATECARD

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

ZING NEWS

UNIT PRICE: VND / WEEK

AD SLOT	Top banner	Right banner 1	Right banner 2	Halfpage	Right banner 3	Right banner 4	Filmstrip	Floating banner	Billboard banner	Skyscraper	Masthead Inline	BG – Background banner	Full Banner/ Canvas		
DIMENSION	980x90	300x250	300x250	300x600	300x600	300x600	300x600	120x300	980x50	160x600	980x250	700x1200	BG 700x1200		
Share	Share 3											Share 3	Exclusive	Share 3	Exclusive
Homepage	32,000,000	39,000,000	35,000,000	70,000,000	40,000,000	30,000,000	-	50,000,000	60,000,000	-	-	140,000,000	200,000,000	170,000,000	280,000,000
Subpage 1	18,000,000	25,000,000	15,000,000	38,000,000	-	-	-	30,000,000	-	-	-	80,000,000	-	-	-
Subpage 2	12,000,000	16,000,000	6,000,000	20,000,000	-	-	-	20,000,000	-	-	-	60,000,000	-	-	-
All page	55,000,000	60,000,000	50,000,000	-	-	-	60,000,000	65,000,000	-	-	-	-	-	-	-
All Subpage	-	-	-	-	-	-	-	-	25,000,000	-	-	-	-	-	-
All Article page	-	-	-	-	-	-	-	-	-	-	40,000,000	-	-	-	-

Note:

- Subpage 1 Include : Hot News, Entertainment, Sport, World News, Legal News, Business
- Subpage 2 : Other pages except group 1
- All page : Except Homepage
- Billboard banner : Expand 980x480
- BG – Background banner : Safe zone 135x650
- Full Banner / Canvas : Background + Top 980x90
- Floating banner : Left / Right

BAOMOI

UNIT PRICE: VND / WEEK

AD SLOT	Top banner	Right banner 1	Right banner 2	Halfpage	Right banner 3	Middle 1	Middle 2	Middle 3	Middle 4	Footer banner	Floating banner	Background banner	Full banner/ Canvas	Skyscraper	Article Bottom
DIMENSION	980x90	300x250	300x250	300x600	300x600	300x250	300x250	300x250	300x250	980x180	120x300	700x1200	2000x1200	160x600	452x254
Share	Share 3														
Homepage	20,000,000	18,000,000	15,000,000	30,000,000	15,000,000	10,000,000	6,000,000	5,000,000	4,000,000	15,000,000	25,000,000	80,000,000	95,000,000	-	-
All Subpage	15,000,000	12,000,000	10,000,000	20,000,000	10,000,000	-	-	-	-	10,000,000	20,000,000	60,000,000	70,000,000	15,000,000	15,000,000
Homepage + All Subpage	25,000,000	22,000,000	20,000,000	40,000,000	20,000,000	-	-	-	-	18,000,000	35,000,000	120,000,000	140,000,000	-	-

Note:

- Background banner 700x1200 (Safe zone 135x650)

- Floating banner : Left / Right

ZING MP3

UNIT PRICE: VND / WEEK

AD SLOT	Billboard	Masthead	Right banner 1	Right banner 2	Half Page Banner	Canvas	Background	Full Banner	Overlay in player
DIMENSION	1190x50	1190x250	300x250	300x250	300x600	2000x1200	700x1200	2000x1200	300x250
Share	Share 3								
Homepage	60,000,000	140,000,000	63,000,000	57,000,000	90,000,000	140,000,000	140,000,000	200,000,000	-
Player	55,000,000	-	50,000,000	38,000,000	65,000,000	120,000,000	120,000,000	180,000,000	65,000,000
Album Player	45,000,000	-	40,000,000	25,000,000	50,000,000	80,000,000	80,000,000	120,000,000	25,000,000
Video Player	35,000,000	-	30,000,000	20,000,000	40,000,000	60,000,000	-	-	-
Search	45,000,000	80,000,000	40,000,000	25,000,000	50,000,000	80,000,000	80,000,000	120,000,000	-
ROS (except Homepage)	-	-	110,000,000	75,000,000	-	-	-	-	-
Top 100 (*)	-	-	-	-	-	-	-	40,000,000	-
BXH (*)	-	-	-	-	-	-	-	80,000,000	-

Note: (*) Exclusive impressions

AD SLOT	Masthead		Super Leader Banner		Comment Leader Banner	
DIMENSION	1600x450		980x90		980x90	
Share	Share 3	Exclusive	Share 3	Exclusive	Share 3	Exclusive
All Page	5,000,000/day	13,000,000/day	10,000,000	25,000,000	-	-
Subpage	-	-	-	-	8,000,000	20,000,000

RICH MEDIA

AD SLOT	Sound when hover-to-expand	Auto expand followed by template		Special Price when auto - expand on Homepage	In-banner Video
		Above the fold	Below the fold		
Zing Mp3	Price default x 4	Price default x 7	Price default x 2	Price Auto Expand x 2	Price default x 2
Zing TV	Price default x 4	Price default x 7	Price default x 2	Price Auto Expand x 2	Price default x 2
Baomoi	Price default x 4	Price default x 7	Price default x 2	Price Auto Expand x 2	Price default x 2
SPECS	-	1. Maximum Expanded Dimensions: - 300x250 to 600x250 - 980x90 to 980x550 - 160x600 to 600x600 - 120x300 to 600x300 - 300x600 to 600x600 2. Duration: Max 30s for TVC/Flash/Animation 3. Audio: Mute 4. Display: Subpage, 2nd pageview		-	1. Initial Dimensions: Variable 2. Default duration: 15s 3. Audio: Mute

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