



Rate Card
Native Ads

Native Ads

PACKAGE NAME	ADS POSITION	ADS ZONE							PRICE 2019		NOTE
		ZING.VN			BAOMOI			ZALO	CPD	CPC	
		PC	WAP	APP	PC	WAP	APP	APP			
Promote PR Article only	News.Home.Native.Listing1	home							2,000,000	Bidding	share 3
	News.Home.Native.Listing2	home							1,800,000	Bidding	share 3
	News.Home.Native.Listing3	home							1,800,000	Bidding	share 3
	News.Sub.Native.Related1	article							3,000,000	Bidding	share 3
	News.Sub.Native.Related2	article							2,500,000	Bidding	share 3
	NewsApp.Android.Home.Native.Top1			home					1,200,000	Bidding	share 3
	NewsApp.iOS.Home.Native.Top1			home					1,200,000	Bidding	share 3
Promote PR Article & Native ads	News.Sub.Native.FixedBar1	article							2,000,000	Bidding	share 3
	NewsWap.Home.Native.Listing1		home						2,000,000	Bidding	share 6
	NewsWap.Home.Native.Listing2		home							Bidding	
	NewsWap.Home.Native.Listing3		home							Bidding	
	NewsWap.Home.Native.Listing4		home							Bidding	
	NewsWap.Sub.Native.Related1		article							Bidding	
	NewsWap.Sub.Native.Related2		article							Bidding	
	NewsWap.Sub.Native.Latest1		article							Bidding	
	NewsWap.Sub.Native.Latest2		article							Bidding	
	NewsWap.Sub.Native.InArticle		article						3,000,000	Bidding	share 3
	NewsApp.Home.Native.Listing1 (Anroid + iOS)			home						Bidding	
	NewsApp.Home.Native.Listing3 (Anroid + iOS)			home						Bidding	
	NewsApp.Home.Native.Listing5 (Anroid + iOS)			home						Bidding	
	NewsApp.Sub.Native.Related1 (Anroid + iOS)			article						Bidding	
	NewsApp.Sub.Native.Related2 (Anroid + iOS)			article						Bidding	
	NewsApp.Sub.Native.Related3 (Anroid + iOS)			article						Bidding	
	NewsApp.Sub.Native.Listing1 (Anroid + iOS)			category						Bidding	

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		PC	WAP	APP	PC	WAP	APP	APP			
	NewsApp.Sub.Native.Listing2 (Anroid + iOS)			category						Bidding	
	NewsApp.Sub.Native.Listing3 (Anroid + iOS)			category						Bidding	
	Baomoi.Home.Native.Noibat				home				1,500,000	Bidding	share 3
	Baomoi.Home.Native.Listing 1, 2, 3, 4, 5				home					Bidding	
	Baomoi.Sub.Native.Listing (all category)				category					Bidding	
	BaomoiWap.Home.Native.TinUuTien					home			7,000,000	Bidding	share 6
	BaomoiWap.Home.Native.Top					home			4,000,000	Bidding	share 6
	BaomoiWap.Home.Native.Middle1					home			3,000,000	Bidding	share 6
	BaomoiWap.Home.Native.Middle2					home			2,000,000	Bidding	share 6
	BaomoiWap.Home.Native.Bottom					home			1,500,000	Bidding	share 6
	BaomoiWap.Sub.Native.Related1					article			15,000,000	Bidding	share 6
	BaomoiWap.Sub.Native.Related2					article			13,000,000	Bidding	share 6
	BaomoiWap.Sub.Native.Related3					article			10,000,000	Bidding	share 6
	BaomoiWap.Sub.Native.Related4					article			8,000,000	Bidding	share 6
	BaomoiWap.Sub.Native.Related5					article			6,000,000	Bidding	share 6
	BaomoiWap.Sub.Native.InArticle					article			18,000,000	Bidding	share 2
	BaomoiApp.Android.Home.Native.Listing1						home			Bidding	
	BaomoiApp.Android.Home.Native.Listing2						home			Bidding	
	BaomoiApp.Android.Home.Native.Listing3						home			Bidding	
	BaomoiApp.Android.Home.Native.Listing4						home			Bidding	
	BaomoiApp.Android.Home.Native.Listing5						home			Bidding	
	BaomoiApp.iOS.Home.Native.Listing1						home			Bidding	
	BaomoiApp.iOS.Home.Native.Listing2						home			Bidding	
	BaomoiApp.iOS.Home.Native.Listing3						home			Bidding	

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		ZING.VN			BAOMOI			ZALO	CPD	CPC	
		PC	WAP	APP	PC	WAP	APP	APP			
	BaomoiApp.iOS.Home.Native.Listing4						home			Bidding	
	BaomoiApp.iOS.Home.Native.Listing5						home			Bidding	
	BaomoiApp.Android.Sub.Native.Related1						article			Bidding	
	BaomoiApp.Android.Sub.Native.Related2						article			Bidding	
	BaomoiApp.Android.Sub.Native.Related3						article			Bidding	
	BaomoiApp.iOS.Sub.Native.Related1						article			Bidding	
	BaomoiApp.iOS.Sub.Native.Related2						article			Bidding	
	BaomoiApp.iOS.Sub.Native.Related3						article			Bidding	
	BaomoiApp.Android.VideoDetail.Native.1						video			Bidding	
	BaomoiApp.Android.VideoDetail.Native.2						video			Bidding	
	BaomoiApp.Android.VideoDetail.Native.3						video			Bidding	
	BaomoiApp.Android.VideoDetail.Native.4						video			Bidding	
	BaomoiApp.iOS.VideoDetail.Native.1						video			Bidding	
	BaomoiApp.iOS.VideoDetail.Native.2						video			Bidding	
	BaomoiApp.iOS.VideoDetail.Native.3						video			Bidding	
	BaomoiApp.iOS.VideoDetail.Native.4						video			Bidding	
	Zalo Newsfeed / Zalo Media & Zalo Channel							feed		Bidding	

NOTE

- Price does not include 10% VAT.
 - Media discount policies are not applied for CPC buying
- CPD: cost per duration (DAY)